

CINDY LEE HERRICK

FORMERLY CINDY HSIN-YUN LEE/CINDY LEE

- PHD** Arizona State University, Nursing & Healthcare Innovation 2023-present
Research focus: Maternal Suicide & Maternal Mortality
Advisor: Dr. Elizabeth Reifsnider
- MA** Arizona State University, Special Education December 2012
Emphasis in Autism Spectrum Disorders
Thesis: *ASD Academic Transitions: Trends in Parental Perspectives*
Committee: Dr. Kathleen McCoy (Chair), Dr. Stanley Zucker, Dr. Sarup Mathur
- BS** University of Southern California, Business Administration May 2004
Emphasis in Cinematic Arts
Graduated Cum Laude with Departmental Honors
- University of Cambridge, United Kingdom May 2000
Semester Abroad, English Literature

WORK & RESEARCH EXPERIENCE

The Policy Center for Maternal Mental Health, Los Angeles, CA 2017-present
(PCMMH was formerly 2020 Mom)

The Policy Center for Maternal Mental Health is a nonprofit think tank working to close gaps in maternal mental health through systems and policy change

- **Senior Research & Editorial Manager 2023-Present**
 - Oversees research and development for quarterly policy [issue briefs](#)
 - Issue briefs identify emerging considerations and gaps in maternal mental health. To date, briefs have been published on: Certified Peer Support, Screening for Maternal Mental Health Disorders, Access to Reproductive Healthcare, American Indian & Alaskan Native Maternal Mental Health, Maternal Suicide
 - Maternal Suicide Project Lead & Subject Matter Expert
 - Lead Author, Maternal Suicide Issue Brief, the first report of its kind on maternal suicide
 - Organize annual webinars with CDC and leading partners in suicide prevention to report on the latest data and research on maternal mortality and suicide

- **Special Projects Lead & Manager 2020-2023**
 - [Perinatal OCD Task Force Project Manager](#)
 - Managed the perinatal OCD Task form formed by 2020 Mom and the International OCD Foundation (IOCDF) to specifically identify gaps,

and address them in maternal OCD research, awareness, and screening/treatment

- The task force developed [The Perinatal OCD Resource Center](#), the first resource of its kind for providers, peers, and family members.
- Three committees were formed to address these areas:
 - Collating Research and Identifying Research Gaps
 - Identifying and Recommending Screening Tools and Evidence-Based Treatments and Core Competencies by Provider Type
 - Public, Provider, and Patient Awareness
- [Peer Support in Maternal Mental Health Project Manager](#)
 - Project managed a multi-phase quality improvement research project examining the use of certified peer support specialists in maternal mental health with the goal of evaluating the efficiency of embedding peer specialists in obstetric settings
- **Strategic Partnerships & National Campaigns Lead** **2017-2022**
 - Maternal Mental Health Awareness Week Campaign Lead
 - MMH Week is the official annual national awareness week hosted under 2020 Mom's awareness brand, TheBlueDotProject
 - Led and organized a national awareness campaign on maternal mental health. Campaign reach increased from 8 million to over 50 million people
 - Campaign has received national coverage from The Bump, Parents, Motherly, and various media outlets
 - Developed a yearly evidence-based toolkit to raise awareness about maternal mental health and intersections with substance use disorder, burnout, and trauma.
 - Maternal Suicide Awareness Campaign Lead
 - Led the first-ever maternal suicide awareness campaign in 2018, and subsequent annual campaigns in September.
 - Developed an annual toolkit to raise public awareness about maternal suicide, the first toolkit of its kind
 - Works with national suicide prevention groups to integrate maternal mental health into national strategic suicide prevention planning
 - Nonprofit & Pharmaceutical Partnerships Liaison
 - Engage and develop collaborative partnerships with national nonprofits, medical/pharma groups, and government agencies.
 - Partnerships have resulted in the funding and development of pivotal policy and training projects addressing gaps in maternal mental health
 - Develop partnership engagement and communication strategy plan
 - Continues to engage leading researchers and stakeholders to identify and address gaps to prevent maternal suicide

Patient-Centered Outcomes Research Institute (PCORI)	2017-present
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Patient Expert Reviewer

- Serves as the patient expert on research review panels that evaluate and identify high-quality, patient-centered comparative clinical effectiveness research applications applying for funding in PCORI's 5 [national research priority areas](#)
 - 2020 Addressing Disparities Panel Reviewer
 - 2021 Suicide Prevention Panel Reviewer
 - 2021 Maternal Morbidity Panel Reviewer
 - 2022 IDD & Adolescent Alcohol Panel Reviewer
 - 2022 Maternal Outcomes Panel Reviewer

Maternal Mental Health Research Collaborative	2016-2017
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Patient Expert & Research

- PCORI-funded research focused on the use of peer support assisted through technology as a treatment modality for perinatal mood and anxiety disorders
- Engaged patients, healthcare providers, and researchers in the development of its online and social media presence, and work with new academic and private sector partners
- Provided informal peer support for moms struggling with maternal mental health disorders

Arizona State University, Autism Research Committee	2010-2013
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Research Assistant

- Committee Chair: Dr. Kathleen McCoy, Mary Fulton School of Education
- Investigated and reviewed parent surveys on post-secondary transitions for students with autism

TEACHING EXPERIENCE

Arizona State University, Tempe	2010-2013
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Graduate Academic Associate/Teaching Assistant, Mary Fulton School of Education

- Assisted in instructing and managing graduate courses and students. Managed cohorts of 25-30 graduate students. Facilitated weekly discussions, advised and graded course papers, and evaluate several major projects. Also responsible for the administration and submission of grades.

Courses Taught:

Consultation and Framework Issues in Special Education	Spring, 2010
Foundation of Autism Spectrum Disorders	Fall, 2011
Reading & Communication Strategies for Individuals with Autism	Spring, 2012
Family-Centered Practices in Special Education	Summer, 2012
Foundation of Autism Spectrum Disorders	Fall, 2012
Consultation and Framework Issues in Special Education	Fall, 2013
Foundation of Autism Spectrum Disorders	Fall, 2013

Cindy Lee Studios, LLC	2007-2017
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Owner and Music Instructor, Certified Suzuki Music Teacher

- Managed and taught piano studio consisting of 20-30 students annually, with an age range from 3-16. Focused on early childhood music development, music appreciation, aural training, and music theory. Also specialized in teaching music to students with special needs and on the autism spectrum.

PUBLICATIONS

Books

Herrick, C. L. (2016). The Golden Child. In Lashonta Edwards (Ed.), *A Dark Secret* (72-81). Houston, TX: CreateSpace Independent Publishing Platform

Herrick, C. L. & Kelley, M. (2011). Bridging the Social Disconnect: Social Characteristics of ASD. In Kathleen M. McCoy (Ed.), *Autism from the Teacher's Perspective* (63-80). Denver, CO: Love Publishing Company

Journal Publications

Lee, C., McCoy, K. M., Zucker, S. H., & Mathur, S. R. (2014). ASD Academic Transitions: Trends in Parental Perspective. *Education and Training in Autism and Developmental Disabilities*, 49(4), 576–593. <http://www.jstor.org/stable/24582353>

Other Publications

Herrick, C., & Bukhard, J., (October, 2022). *Maternal Suicide in the U.S.: Opportunities for Improved Data Collection and Health Care System Change* [Issue Brief]. <https://www.2020mom.org/issue-briefs-and-papers>

Herrick, C., & Goyal, D. (2022, July 9). *It's time to address the lack of maternal mental health resources for AAPI Moms*. Motherly. Retrieved December 28, 2022, from <https://www.mother.ly/health-wellness/womens-health/maternal-mental-health-resources-for-aapi-moms/>

PRESENTATIONS, SPEAKING ENGAGEMENTS, MEDIA INTERVIEWS

Presenter, (May, 2023) *Maternal Mental Health Among Asian American & Pacific Islander (AAPI) Communities*. HRSA Office of Intergovernmental and External Affairs (IEA) Webinar.

Conference Presentation (May, 2023). *The Use of Certified Peer Specialists in Maternal Mental Health*. The National Council for Mental Wellbeing Conference, Los Angeles, CA.

Media Interview, interviewed by Madalina Vasiliu. (January, 2023). *Omnibus Law Will Create Maternal Mental Health Task Force*. Epoch Times. Retrieved from https://www.theepochtimes.com/omnibus-law-will-create-a-maternal-mental-health-task-force_4953357.html.

Virtual Conference Presentation, (October, 2022) *Understanding Perinatal OCD*. Presented at The International OCD Foundation Conference.

Virtual Conference Presentation, (October, 2022) *Perinatal Basics: What OCD Specialists Need to Know About Working with the Perinatal Population*. Presented at The International OCD Foundation Conference.

Presenter, (October, 2022) *The Latest Development in Maternal Mental Health Screening*. 2020 Mom Webinar.

Presenter, (September, 2022) *Maternal Suicide in the U.S., The Latest Research & Data Collection Efforts 2022*. 2020 Mom Webinar.

Conference Workshop Presentation, (July, 2022). *Perinatal OCD: Do No Harm*. Presented at The Postpartum Support International Conference. New Orleans LA.

Conference Workshop Presentation, (July, 2022) *Use of Certified Peer Support Specialists in Maternal Mental Health*. Presented at The Postpartum Support International Conference. New Orleans, LA.

Media Interview, (June, 2022) *Cindy: One tough mother*. Tough as a Mother. Retrieved from <https://www.toughasamother.org/news/cindy-one-tough-mother/>.

Presenter, (May, 2022) *HRSA-SAMHSA Women's Mental Health Webinar*. HRSA Office of Women's Health (OWH) Women's Health Leadership Series Webinar.

Conference Panel Presentation, (March, 2022). *Maternal OCD: Why We Must Understand and Do More*. Presented at The Maternal Mental Health Forum. Los Angeles, CA.

Conference Breakout Session Presentation, (March, 2022). *2020 Mom's Latest Certified Peer Support Research: Supporting and Training Black Mamas and Doulas as Peer Supporters*. Presented at The Maternal Mental Health Forum. Los Angeles, CA.

Media Interview & Maternal Wellness App Course Development, (June, 2022) *A Guide to Thrive for Asian Moms*. Expectful [Mental Wellness App and Virtual Platform]. <https://expectful.com/courses/a-guide-to-thrive-for-asian-moms>

Webinar Speaker, (June, 2020). *A New Report: Catalyzing Mental Health Support for Moms Through Specialized Peer Support Training*. Mental Health America Webinar.

Network Television Interview, Interviewed by Danielle Lerner for a news segment on ABC 15. (2020, February 10). *Arizona legislative bills look to offer more postpartum health options* [Video file]. ABC 15 Arizona. <https://www.abc15.com/news/state/arizona-legislative-bills-look-to-offer-more-postpartum-health-options>

Panelist Speaker, Perinatal Mood Disorders Panel. (February, 2019). American College of Nurse-Midwives Conference, Arizona Chapter. Chandler, Arizona.

Media Interview. (2018, March 14). Interviewed by Madison Miller for a segment on Cronkite News. *How new mothers can detect symptoms of mental distress and improve their lives.* Phoenix, Arizona.

Press Conference Keynote Speaker, (2018, February 12). *Maternal Mental Health in Arizona.* Speech presented at Maternal Mental Health Awareness Month Proclamation Press Conference hosted AZ Legislature at the Arizona State Capitol. Phoenix, Arizona.

Conference Presentation, (October, 2017) *Listening to Our Mothers: Using patient experience to understand the heterogeneity of perinatal mood and anxiety disorders.* Stanford Medicine X Conference. Palo Alto, California.

Conference Presentation, (2008) *Mood Music: Developing Socio-emotional Skills through Music in Children with Autism.* Teacher Educators for Children with Behavioral Disorders Conference. Tempe, Arizona.

AWARDS

Hartford Sun Health Predoctoral Scholarship	2023
ASU Graduate Fellowship	2023

CERTIFICATIONS & PROFESSIONAL TRAINING

Perinatal Mental Health Certification (PMH-C)
Certification Issued by Postpartum Support International, November 2022

Integrated Case Management (ICM) Training
The Case Management Society of America, Online, November, 2022

SBIRT Training
The National Council for Mental Wellbeing, October 2022

Assessing and Managing Suicide Risk (AMSR) for Outpatient Professionals Training,
Zero Suicide Institute, May, 2022

Maternal Mental Health Certificate Training
Postpartum Support International & 2020 Mom, 2020

Certified Peer Support Specialist (CPSS) Certification
Certification Issued by The State of Arizona, 2017

Mental Health First Aid Certification
Certified by The National Council of Behavioral Health, 2016

Certified Suzuki Piano Teacher
Suzuki Association of the Americas, 2008

COMMUNITY & PROFESSIONAL SERVICE

Technical Expert Panel on Peer Support Certification, Member February, 2023
SAMHSA

Help advise on a framework and model standards for certified peer specialists, certified recovery coaches, and certified family support providers. Help to identify key considerations and uses for the model standards.

Maternal Mortality Review Committee, Board Member 2019-Present
Arizona Department of Health Services, Phoenix, AZ

- A member of a multi-disciplinary committee that convenes monthly to comprehensively review deaths of women during or within a year of pregnancy. MMRCs have access to clinical and non-clinical information (e.g., vital records, medical records, social service records) and work with the CDC to more fully understand the circumstances surrounding each death, and to develop recommendations for action to prevent similar deaths in the future
- Work summarized in [AZDHS' 2022 Report on Maternal Mental Health and Substance Use Related Deaths](#)

Maternal Mental Health Task Force, Member 2020-Present
Co-Chair, Awareness Committee
Arizona Department of Health Services, Phoenix, AZ

- A member of a steering committee to develop a strategy to address and close gaps in the maternal mental health care system in Arizona
- Led efforts to develop an awareness and educational campaign on maternal mental health in Arizona

NAMI Valley of the Sun, Board Member 2017-2018

- An affiliate of NAMI, the National Alliance on Mental Illness, the nation's largest grassroots mental health organization.

Perinatal Action Fund, Committee Member 2017-2018
Postpartum Support International

Kids With Autism Can, Secretary & Board Member 2009-Present
Scottsdale, Arizona

- A non-profit organization helping kids with autism (and other spectrum disorders) work towards independence through socialization, therapy and education.

LANGUAGES

English (Advanced)

Mandarin Chinese (Fluent in Speaking, Beginner Reading & Writing)

Taiwanese (Fluent in Speaking)

Japanese (Novice, Reading, Writing, Speaking)