

Building Bridges 1: Fighting Misinformation in the Public Sphere

RESOURCES

Clarifying Information from Misinformation

- [Contagion Live – Dr. Rodney E. Rohde Webinar Series](#)

Scientific Communication

- [ASM – R. Rohde – Climate, Vectors and Virus Keep Chikungunya a Global Focus](#)
- [Public Health Communications Collaborative](#)
 - » [Public Health Communications Collaborative Academy](#)
- [deBeaumont Foundation: Talking Health: A New Way to Communicate About Public Health](#)

Upholding Lab Ethics in Public Sphere

- [The Referral – Dr. Rodney E. Rohde Editorial](#)

Building Public Trust Through Transparency and Clarity

- [Rodney E. Rohde – Podcast Guest Outbreak News](#)
- [Inside the Lab: Making Sense of Blood Cancer Test Results](#)

ASCP Resources

- [What's My Next](#)
 - » [Career Roadmap](#)
 - » [Where Can I Work Infographic](#)
- [MPHLW Coalition](#)

Building Bridges 2: Professional Identity

RESOURCES

Development of Professional Identity

- [Otto, C. N. \(2018\). Professions, Professionalism, and Professional Identity. *Clinical Laboratory Science*, 31\(3\), 142-147.](#)

Professional Identity and STEM

- [Tripp, J.N. & Liu, X \(2025\). Towards Defining STEM Professional Identity: A Qualitative Survey Study. *Journal for STEM Education Research*, 8, 348–386](#)
- [Baker, D. P., & Rohde, R. E. \(2023, April 28\). *Public Health and Medical Laboratory Professional Identity*. American Society for Microbiology.](#)
- [American Society for Clinical Laboratory Science. \(2021\). *Becoming a clinical laboratory professional*](#)

Advocacy & Outreach

- [American Society for Clinical Laboratory Science. \(2021\). *Patient safety advocacy*](#)

ASCP Resources

- [What's My Next](#)
 - » [Career Roadmap](#)
 - » [Where Can I Work Infographic](#)
- [MPHLW Coalition](#)

Building Bridges 3: Making the Lab's Value Heard in the C-Suite

RESOURCES

Elevating the Voice of Public Health Laboratories

- [Public Health Laboratory Strategic Priorities \(APHL\)](#)
- [Virtual Tour of the NC State Public Health Lab](#)
- [North Carolina State Laboratory of Public Health Outreach](#)
- [NCDHHS Hosts Kids of All Ages for SciFest 2026](#)
- [APHL Website](#)
- APHL-CDC Fellowship Program
 - » [Fellowship Flyer](#)
 - » [Fellowship Overview](#)

From Cost Center to Growth Engine

- [Top Issues Confronting Hospitals | American College of Healthcare Executives \(ache.org\)](#)

ASCP Resources

- [Laboratory Professional Titles - Resources](#)
- [Negotiation & Advocacy Toolbox – Free Tools for Advocating for the Lab](#)
- [ASCP Ambassadors](#)
- [ASCP Internship Academy](#)

Building Bridges 4: Making the Lab's Value Heard in the C-Suite

RESOURCES

From Intention to Action: Building Effective Collaboration in Laboratory Partnerships

- [Agency for Healthcare Research and Quality. \(2019\). *TeamSTEPPS® 2.0: Strategies and tools to enhance performance and patient safety*. U.S. Department of Health and Human Services.](#)
- [Association of Public Health Laboratories. \(2026\). *Management minute: Managing change*.](#)
- [Centers for Disease Control and Prevention. \(2018\). *Crisis and emergency risk communication \(CERC\): 2018 update*. U.S. Department of Health and Human Services.](#)
- [Covey, S. M. R. \(2006\). *The speed of trust: The one thing that changes everything*. Free Press.](#)
- [Covey, S. R. \(1989\). *The 7 habits of highly effective people: Powerful lessons in personal change*. Free Press.](#)
- [Edmondson, A. C. \(2012\). *Teaming: How organizations learn, innovate, and compete in the knowledge economy*. Jossey-Bass.](#)
- [Hiatt, J. M. \(2006\). *ADKAR: A model for change in business, government, and our community*. Prosci Research.](#)
- [Institute of Medicine. \(2004\). *Health literacy: A prescription to end confusion*. National Academies Press.](#)
- [Katzenbach, J. R., & Smith, D. K. \(1993\). *The wisdom of teams: Creating the high-performance organization*. Harvard Business School Press.](#)
- [Kotter, J. P. \(1996\). *Leading change*. Harvard Business School Press.](#)
- [Lencioni, P. \(2002\). *The five dysfunctions of a team: A leadership fable*. Jossey-Bass.](#)
- [National Academies of Sciences, Engineering, and Medicine. \(2020\). *Communicating science effectively: A research agenda*. The National Academies Press.](#)
- [Project Management Institute. \(2021\). *A guide to the project management body of knowledge \(PMBOK® Guide\) \(7th ed.\)*. Project Management Institute.](#)
- [Reynolds, B., & Seeger, M. W. \(2005\). Crisis and emergency risk communication as an integrative model. *Journal of Health Communication*, 10\(1\), 43–55.](#)
- [World Health Organization. \(2017\). *Communicating risk in public health emergencies: A WHO guideline for emergency risk communication \(ERC\) policy and practice*. WHO Press.](#)

Workforce Action Alliance

- [Virtual Toolkit for Teachers, School Counselors, Academic Advisors, Success Coaches and Workforce Development Professionals](#)

Fostering Collaboration to Develop the Laboratory Workforce

- [Medical and Public Health Laboratory Workforce Coalition](#)
- [Johnson, C., Sulejmani, P., Puls, R. F., Schukow, C. P., Mulder, L., Mirza, K. M., & Ahmed, A. \(2025\). *Barriers to professional social media use among medical laboratory scientists*. *Laboratory medicine*, 56\(6\), 752–759.](#)
- **Collaborations with ASCP**
 - » [ASCP Effective Test Utilization \(ETU\) Campaign](#)
 - ♦ [Routine ordering of *Streptococcus pneumoniae* urine antigen is discouraged for community-acquired pneumonia, especially in non-severe cases.](#)
 - ♦ [Do not order bacterial culture \(genital culture\) for the diagnosis of Bacterial Vaginosis \(BV\).](#)
 - ♦ [Consider molecular-based testing for diagnosis of arboviral disease within the first seven days of symptom onset.](#)
- **Collaborations with IDSA**
 - » [American Society for Microbiology. \(2024\). *Blood Culture Bottle Inventory Management and Clinical Conservation During Supply Shortages*.](#)
- **Collaborations with APHL**
 - » [ASM-APHL Measles Update Webinar](#)
 - » [ASM-APHL Arboviruses Webinar](#)
 - » [Public Health and Beyond: A Career Exploration Series](#)
 - » [American Society for Microbiology. \(2026\). *Laboratory Testing of Hantavirus, Including Andes Virus*](#)
 - » [American Society for Microbiology. \(2025\). *Sentinel Level Clinical Laboratory Guidelines for Suspected Agents of Bioterrorism and Emerging Infectious Diseases*](#)

ASCP Resources

- [Blueprint for Action](#)
- [Forging a Path Forward: Identifying Workforce Gaps and Coalition Strategies in Medical and Public Health Laboratories](#)