

Kelly Clay, MS, CHES

Health Communications Team Lead

Quick Facts

- ✓ 20+ years of experience in public health education & communications
- ✓ Serves as Karna's Health Communications Team Lead

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Kelly Clay is a Health Educator and Communications Manager with 20 years of experience developing, implementing, and evaluating public health education and communication activities. Her work to date at Karna includes leading the technical assistance task for the COVID-19 vaccine communication and education project for the CDC, primarily coordinating vaccine confidence technical assistance and training for states and jurisdictions. She is also responsible for business development and proposal writing.

In previous roles, Kelly has provided strategic direction for and implemented campaigns targeting various audiences at the national, state, and county levels. She also has given strategic direction for creative concepts on a full range of education and marketing materials. Her experience includes project management, budget development, project reporting, workgroup management, public speaking, training development, and grantee management.

Before joining Karna, Kelly served in a variety of health communications and health educator roles for the DeKalb County (Georgia) Board of Health, In Black Print, IQ Solutions Inc., American Nurses Association, Maryland Partnership for Prevention, and the Maryland Department of Health.

Kelly has a Master of Science in Business Management, Marketing Concentration, and a Bachelor of Science in Community Health Education from the University of Maryland.

EXPERTISE

- Health communications
- Public health education
- Marketing
- Campaign management
- Creative direction
- Project management
- Budget development
- Public speaking
- Training
- Grantee management
- Business management

PUBLICATION HIGHLIGHTS

- Clay, K., Decker, R., & Tate, T. (2008). *Practice Makes Perfect. Immunization Training Curriculum*. Maryland Partnership for Prevention.
- Clay, K., Decker, R., & Tate, T. (2006, 2007, 2008). *Adolescent Immunization Toolkit*. Maryland Department of Health & Mental Hygiene.