



Asst. Director of Digital Media & Strategy

Candra Johnson

MPH, CHES

As the Assistant Director of Digital Media & Strategy, Candra works with our partners to strategize and develop innovative, creative, and engaging digital content to bridge the gap between complicated health information and the people who need to understand it — striking a balance between aesthetics and evidence.

Candra believes that effective health communication happens when design helps break down complex messages, drives users to interact with the content, and helps people understand what they need to know and do to improve their health or communicate clearly with others. She loves the challenge of striking a balance between design aesthetics and evidence-based best practices for graphic design, health literacy, health education, and instructional design. People may underestimate the power of design, but nobody can underestimate the results of the award-winning and audience-tested animated videos and patient-education materials she's created to teach important health topics such as the science of COVID-19 and how to stay healthy, how to get, keep, and use health insurance, kidney transplant education, and sun safety education for kids.

Candra received her first taste of health communication while working with Saint Louis University's College for Public Health & Social Justice where she designed and developed digital and print health education materials, produced animated and live-action video, and trained prevention research staff and health educators on creating and using infographics in community health. Today, she does that and more, with an evidence-based health literacy lens, and 10 years of public health and design experience.

At HLM, Candra divides her time between designing materials to help patients understand health information, helping healthcare professionals communicate clearly and effectively through workshops and eLearnings, and keeping HLM on brand and known as thought leaders and content creators in the field of health literacy.

Candra holds a Master of Public Health (MPH) degree in behavioral science and health education, with a focus in health communication and design, from Saint Louis University. She is also a Certified Health Education Specialist (CHES), and is a member of the St. Louis Regional Health Commission's Community Advisory Board (CAB).

