

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Asche, Eric**

Eric Asche leads the marketing team and an alliance of advertising agencies in the development of effective campaigns to change society's attitudes about tobacco. Examples include the truth® youth smoking prevention campaign and EX® a new program to help smokers quit.

Mr. Asche joined the foundation in July 2006 from award-winning advertising agency GSD&M in Austin, Texas. At GSD&M, Asche served as Account Director, working with the foundation on several advertising campaigns, including Bob Quits, Mary Quits, Great Start®, and Circle of Friends®, as well as overall foundation branding efforts. While with GSD&M, he also managed several national client brands including: AT&T, Southwest Airlines, Kinko's and Wenner Media (Rolling Stone, US Weekly and Men's Journal).

Prior to his work at GSD&M, Asche served as Director of Business Development for YClip, an advertisement tracking firm, where he secured software licensing deals with national retailers such as Linens 'N Things, ULTA and CD Warehouse, in conjunction with financial institutions like Citi and Fleet, to track online advertising back to actual sales. His work also includes time on the client side with AmSouth Bancorporation, a southeastern financial institution with more than \$50 billion in assets, where he implemented a network-wide branch merchandising re-design and developed multiple consumer and business-to-business campaigns.

Mr. Asche is a graduate of Auburn University.

### **Berkowitz, Judy**

Dr. Judy Berkowitz has been with CDC for 4 years. She has been a health scientist in the Women's Health and Fertility Branch, Division of Reproductive Health assigned to the Assisted Reproductive Technology team, participating on a validation study of the ART surveillance system and evaluations of ART materials for the general public. She has also been an active member of the evaluation team for CDC's VERB™ campaign. VERB is a national, multicultural, social marketing campaign that encourages children ages 9–13 (tweens) to be physically active every day. The campaign combines paid advertising, marketing strategies, and partnership efforts to reach the distinct audiences of tweens and adults/influencers. As part of the evaluation team, Dr. Berkowitz designed, implemented, analyzed, and reported on campaign components of formative, process and outcome evaluation. She also served as the managing editor to a supplement of the *American Journal of Preventive Medicine* on the VERB campaign.

Prior to joining CDC, Dr. Berkowitz was a project manager at ORC Macro, a research consulting firm. She was part of the health communication research team and directed evaluation projects using qualitative and quantitative research methods for clients at CDC and other non-profit organizations.

Dr. Berkowitz received her Ph.D. and M.A. in Communication from Michigan State University and undergraduate degrees in communication and marketing from the University of Pennsylvania.

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Cowling, David**

David Cowling is currently the Chief of the Evaluation Unit of the California Tobacco Control Program (CTCP) of the California Department of Public Health. The Evaluation Unit has the overarching goal of evaluation the effectiveness of the TCS's community interventions and mass media campaigns. He joined CTCP in 1999 as a research scientist and my past projects have included evaluation California's in-school tobacco use prevention education program, the impact of the smoke-free workplace law on bar and restaurant revenue, and the impact of survey introductions on smoking prevalence. David's current projects include the evaluation of the anti-tobacco media campaign and understanding how local program interventions and social norms lead to intermediate and long-term outcomes. He has published in *Tobacco Control*, *Health Economics*, *American Journal of Public Health*, *Epidemiology*, and *MMWR*. Additionally, he is on the Tobacco Control Evaluation Advisory Committee for the state of Washington.

David obtained a Ph.D. in Epidemiology in 1999 and a M.S. in Statistics in 1994 from the University of California, Davis.

### **Edgar, Timothy**

Dr. Timothy Edgar is an Associate Professor and Director of the Graduate Program in Health Communication at Emerson College, where he teaches social marketing, research methods, and behavioral and communication theory. He also has a secondary appointment as an Associate Adjunct Clinical Professor in the Department of Public Health and Family Medicine at Tufts University School of Medicine. His career has been devoted to conducting research on the use of communication and social marketing strategies to motivate changes in health-related risk behaviors. Prior to joining the Emerson faculty, Dr. Edgar was a Senior Study Director at Westat in Rockville, Maryland for nine years. While at Westat, he was the project director for dozens of health communication evaluation studies, primarily for the Centers for Disease Control and Prevention (CDC). He was the lead evaluator for the VERB campaign, which is one of the largest social marketing campaigns ever conducted in the U.S. Prior to his career as a professional evaluator, Dr. Edgar was on the health communication faculty at the University of Maryland for seven years where he primarily conducted HIV/AIDS-related research. His work culminated in the publication in 1992 of a book titled, *AIDS: A Communication Perspective*. He just published a second book on AIDS called *Communication Perspective on HIV/AIDS for the 21<sup>st</sup> Century*. Dr. Edgar has been the recipient of numerous academic honors and awards, and he has published widely in the professional journals and texts and has been a presenter at various conferences. He is also on the editorial boards of *Health Communication*, *Journal of Health Communication*, and *Communication Research Reports*.

## **HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS**

### **Contributing Experts to Conference Calls and Panel Presentation\***

#### **Foleno, Tony**

Tony Foleno is Senior Vice President for Research at the Advertising Council. In this role, he leads an array of qualitative and quantitative research studies. Tony takes an active role advising the strategic development of a number of Ad Council campaigns. Tony also oversees campaign evaluation research, designed to assess the effectiveness and impact of Ad Council initiatives. In addition, he leads internal analyses and special projects to help improve best practices across Ad Council programs.

Prior to joining the Ad Council in 2002, Tony managed projects at Public Agenda, a nonpartisan public opinion research organization. He is a graduate of Swarthmore College and holds a M.A. in sociology from Columbia University. Tony is a member of the Advertising Research Foundation, the American Sociological Association and the American Association of Public Opinion Research.

#### **Gutierrez, Karen**

Karen has served as the director of the Global Dialogue for Effective Stop Smoking Campaigns since January 2005, working with more than fifteen partner organizations internationally to improve the impact of public education/mass media campaigns to reduce tobacco use and exposure to secondhand smoke. The services and products Global Dialogue provides to campaign managers and researchers include individual consultation, training via interactive workshops, a 375-page campaign development tool kit (currently being translated to the 6 UN languages), international campaign reviews, a website with uploaded campaign materials and documents from various countries, and a traveling advertising exhibit.

Karen is also a social marketing consultant whose partners and clients have included the Centers for Disease Control and Prevention, World Health Organization, World Bank, Institute for Reproductive Health at Georgetown University, U.S. Office on National Drug Control Policy, Campaign for Tobacco-Free Kids and Harvard University School of Public Health.

From 1998 through 2004, Karen was a CDC Fellow with CDC's Office on Smoking & Health. She advised U.S. states, national organizations, and other countries on their tobacco counter-marketing campaigns and helped develop best practices, training and other resources, including co-authoring global reviews of lessons learned from smoking cessation campaigns and youth tobacco use prevention campaigns and co-editing a comprehensive tobacco counter-marketing manual.

From 1985 to 1998, Karen worked in Marketing/Advertising for the Procter & Gamble Company, on a variety of products in Brand Management, and in a corporate consulting group where she focused on entry point marketing, direct marketing, ethnic marketing, and training & development of Marketing/Advertising staff.

Karen has extensive experience as a board member and direct service volunteer on issues such as educational reform, mentoring, domestic violence, and teen pregnancy prevention. In 1993 she was awarded a three-year national leadership fellowship through the W.K. Kellogg Foundation. Karen has traveled to over 30 countries and has lived in the United States, Peru, Chile and Italy. She holds a bachelor's degree in American Studies from Georgetown University.

## **HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS** **Contributing Experts to Conference Calls and Panel Presentation\***

### **Juster, Harlan**

Harlan Juster earned his Ph.D. in Psychology from the University at Albany in 1985 and is a Licensed Psychologist in New York State. Prior to working in public health, he was Associate Director of the Center for Stress and Anxiety Disorders at the University at Albany where he coordinated and managed NIMH-funded randomized controlled trials comparing pharmacotherapy and psychotherapy for individuals with Social Anxiety Disorder. In 2000, he took over management of the Tobacco Surveillance, Evaluation, and Research team for the NYS Department of Health, coordinating and conducting evaluation, research studies, and large-scale survey systems to support the data needs of the Department's Comprehensive Tobacco Control Program. He manages the contract for the Program's statutorily required Independent Evaluation. He has published peer-reviewed and invited articles on topics ranging from the nature and treatment of anxiety disorders to applied public health research on tobacco control issues.

### **Kopke, Jodi**

Jodi Kopke is the Director of Marketing for the State Tobacco Education & Prevention Partnership at the Colorado Department of Public Health and Environment. She received her M.B.A with a focus in Marketing from the University of Colorado-Boulder in 2003 and previously worked at an advertising agency in Denver, CO.

### **Mowery, Andrea\***

In March of 2002, Andrea Mowery joined ClearWay Minnesota as Director of Marketing and Communications. In this position Mowery oversees all communications and government relations programs including advertising campaigns, public relations, community outreach, public affairs and lobbying efforts. ClearWay Minnesota's award-winning advertising and public relations campaigns have been models for other states and several of the television advertisements have been used in several other states and countries. Mowery has worked with other states and organizations on selecting contractors to serve their programs, evaluating programs and sharing best practices from Minnesota-based evaluations.

Formerly an account supervisor and the Health and Wellness Specialty Director at GCI Tunheim in Minneapolis, Mowery developed, managed and implemented strategic communications programs on behalf of agency clients including Delta Dental, United Health Group, Minnesota Twins and Target Corporation. Prior to joining GCI Tunheim, Mowery worked as the Assistant Director of Special Projects at the Minnesota Attorney General's Office overseeing the development and implementation of statewide media and social marketing campaigns and worked extensively in community relations and policy development.

Mowery holds a bachelor's degree with departmental honors in international studies from Hamline University.

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Murphy, Rebecca\***

Dr. Rebecca Murphy joined the Department of Communication faculty at Kennesaw State University in the Fall 2007 as an Assistant Professor. She has published peer reviewed manuscripts in the American Journal of Health Behavior, American Journal of Preventive Medicine, Journal of Health Communication, Nicotine and Tobacco Research, and other publications. Her current research interest is in effective health communications.

She previously served for seven years as a Health Communications Specialist and a Health Scientist in the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC) where she provided assistance with planning, implementing and evaluating tobacco counter-marketing campaigns with state health departments, national partner organizations, federal agencies and other health organizations.

Rebecca was the Utah state coordinator for the CDC's national tobacco control grant, and the Western New York Field Director for the NCI's ASSIST (American Stop Smoking Intervention Study) at Roswell Park Cancer Institute. Rebecca has won five national awards for health communication efforts ranging from a mini-magazine to event publicity. She has been part of passing local tobacco control ordinances, state laws, and commenting on federal regulations.

She earned her doctorate in Health Education and Promotion at the University of Utah and holds a Master of Public Health degree from the Department of Family and Preventive Medicine at the University of Utah.

### **Niederdeppe, Jeff**

Jeff Niederdeppe is a Robert Wood Johnson Foundation Health and Society Scholar at the University of Wisconsin and will be joining the faculty at Cornell University as an Assistant Professor of Communication in fall 2008. His research explores the effects of mass media campaigns and news coverage on health behavior and health policy. He has published over 20 peer-reviewed journal articles, many of which have appeared in top-tier outlets across multiple fields that include public health (e.g., *American Journal of Public Health*), social science (e.g., *Social Science and Medicine*), psychology (e.g., *Health Psychology*), and communication (e.g., *Journal of Communication*). Most of his work has focused on the effectiveness of large-scale anti-tobacco media campaigns and the development of specific message design tools to enhance the effectiveness of tobacco prevention, cessation, and policy change campaigns. Dr. Niederdeppe has contributed to the evaluation of several well-funded state and national media campaigns, including the National Youth Anti-Drug Media Campaign, the National truth® Anti-Smoking Media Campaign, and state anti-smoking media campaigns in Florida, Vermont, New Jersey, and Ohio. He has also served on expert panels to inform the design and evaluation of anti-tobacco media campaigns in Mexico City and Wisconsin. Dr. Niederdeppe's most recent studies have examined ways that media campaigns and news coverage may inadvertently widen socioeconomic disparities in smoking.

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Noar, Seth**

Dr. Noar is an Associate Professor in the Department of Communication at the University of Kentucky. He also holds a secondary appointment in the College of Public Health and is a Visiting Research Fellow at the Rural Center for AIDS/STD Prevention at Indiana University. His work addresses health behavior theories, sexual communication, message design and media campaigns, tailored communication, and methodological topics including meta-analysis and evaluation. He has published more than 35 articles and chapters in a wide range of outlets in the social, behavioral, health, and communication sciences, and he serves on the editorial boards of several journals including *Health Communication*, *Journal of Applied Communication Research*, and *Communication Monographs*. Dr. Noar is principal investigator of an NIH-funded study to develop a computer-tailored safer sex intervention for African-Americans, and is a co-investigator on other NIH and CDC funded studies. He also recently co-edited “*Communication Perspectives on HIV/AIDS for the 21<sup>st</sup> Century*,” published by Lawrence Erlbaum in 2008.

### **Schillo, Barbara**

Dr. Schillo serves as Director of Research Programs for ClearWay Minnesota where she oversees a program that to-date has awarded over \$14 million in tobacco control research grants in Minnesota. In this position, Dr. Schillo oversees the evaluation of ClearWay Minnesota’s cessation, communications, policy and community development programs. She also serves as a Principal Investigator on several research projects including the Minnesota Adult Tobacco Survey and the Diverse Racial Ethnic Groups and Nations Project.

As a community psychologist, Barbara has directed projects, researched, and published in the area of tobacco control, community health promotion and disease prevention, substance abuse and health policy. Prior to her position within ClearWay Minnesota, she served as a Senior Program Director for the Michigan Public Health Institute. Dr. Schillo serves as an Advisory Council Member for the North American Quitline Consortium. She also currently serves as community faculty in the Department of Psychology at Metropolitan State University. Dr. Schillo received her doctorate and MA in community psychology at Michigan State University and a BA in psychology from the University of Minnesota.

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Sly, David\***

David F. Sly received his Masters and Ph.D. from Brown University with specializations in survey research methodology, demography and social psychology. Dr. Sly has designed and directed surveys on health topics for WHO, the technical Assistance Office of the United Nations and the World Bank in Kenya, Indonesia, China and the Caribbean Region. His expertise in tobacco control program evaluation generally and media evaluation in particular has been recognized by many organizations. He was honored by the CDC with an appointment as Senior Research Fellow in the Office of Smoking and Health (OSH). His primary responsibilities in this capacity were to consult with OSH staff and the States to maximize the science based integrity of Tobacco Control Program evaluation generally and media evaluations in particular, and to advise and consult with Branch Chiefs on the development of OSH work plans and projects. Dr. Sly worked on several of the CDC/OSH manuals on Tobacco Control Program Evaluation, and he has work with over 30 States on the development of their tobacco control program evaluations. He also served as design and analysis consultant to the American Legacy Foundation for the evaluation of their media campaign as well as Director for the media Evaluation for the Florida “truth” campaign. Dr. Sly has served as a consultant and/or on committees for the National Institute of Health and the National Academy of Sciences’ National Institute of Medicine. He currently serves as the evaluation expert to Philadelphia Health Management Corporation, the outside evaluators for the Pennsylvania Tobacco Control Program. His work has been published in the most prestigious peer reviewed journals including the Journal of the American Medical Association, the American Journal of Public Health, Morbidity and Mortality Weekly Report, Preventive Medicine and Tobacco Control.

### **Spitznagle, Miranda**

Miranda Spitznagle has served Indiana Tobacco Prevention and Cessation as Director of Program Evaluation since 2001. She is responsible for overseeing the evaluation plan of ITPC’s statewide comprehensive tobacco control program. Prior to joining ITPC, Miranda worked as a health policy analyst for Indiana’s Family and Social Services Administration focusing on data management and analysis and previously worked in as a neuroscience research technician at the Indiana University School of Medicine. Mrs. Spitznagle holds a Master of Public Health from Indiana University and a Bachelor of Science in Biochemistry from Purdue University.

## HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS Contributing Experts to Conference Calls and Panel Presentation\*

### **Vallone, Donna**

Donna Vallone is American Legacy Foundation's Senior Vice President of Research and Evaluation. She oversees Legacy's portfolio of internal, contract and grant-funded research and evaluation studies. Major areas of research include the ongoing evaluation of the truth® campaign, a youth-oriented tobacco countermarketing campaign, and evaluation of EX, Legacy's cessation campaign for adult smokers.

Dr. Vallone's specific research interest focuses on tobacco-related health disparities. She is an active member of the National Cancer Institute's Tobacco-related Health Disparities Research Network (TReND), a transdisciplinary research initiative with the mission of eliminating tobacco-related disparities by translating scientific knowledge into practice, and informing public policy. She recently published "How Reliable and Valid is the Brief Sensation Seeking Scale (BSSS-4) for Youth of Various Racial/Ethnic Groups?" (*Addiction*. 2007;102(Suppl 2):71-78). This study found that a sensation seeking measure now commonly used in the development of public education campaigns does not perform as well among African American youth as compared to white youth. This important finding has implications for effectively reaching and influencing African American youth to reduce tobacco use.

Dr. Vallone is currently working on a study to examine how differential media exposure, socioeconomic status and race can serve to create knowledge differences, which may, in turn, exacerbate tobacco-related health disparities. In 2006, Dr. Vallone served as co-editor of a special issue of the *Journal of Epidemiology and Community Health*, which focused on tobacco control policy and women of low-socioeconomic status.

Dr. Vallone's recent peer-reviewed publications include: "A Closer Look at Smoking among Young Adults: Where Should Tobacco Control Focus Its Attention?" (*American Journal of Public Health*, Aug. 2007); "How Reliable and Valid is the Brief Sensation Seeking Scale (BSSS-4) for Youth of Various Racial/Ethnic Groups?" (*Addiction*, Oct. 2007); "Women's Knowledge of the Leading Causes of Cancer Death (Nicotine and Tobacco Research, July, 2007); "Findings and Implications from a National Study on Potential Reduced Exposure Products (PREPs)" *Nicotine and Tobacco Research*, Dec. 2006); "Televised Movie Trailers: Undermining Restrictions on Advertising Tobacco to Youth" (*Archives of Pediatric and Adolescent Medicine*, Sept., 2006), and; "Smoking, Obesity, and their Co-occurrence in the United States: Cross Sectional Analysis" (*British Medical Journal*, July, 2006).

Dr. Vallone received her masters' degree in Community Health Education from New York University, and her doctoral degree in Sociomedical Sciences, an interdisciplinary degree merging sociology and public health, from Columbia University.