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EDUCATION

Ph.D. in Communication: University of Pennsylvania (2000).

M.A. in Sociology: University of Haifa, Israel (Cum Laude, 1996).

B.A. in Sociology and Political Science: University of Haifa, Israel (Dean's List, 1993)

RESEARCH INTERESTS AND EXPERTISE

- Behavior change communication
- Public policymaking
- Persuasion and social marketing
- News and media campaigns
- Community mobilizing and engagement
- Dissemination and implementation (D&I)
- Program evaluation
- Quantitative research methods

ACADEMIC POSITIONS AND AFFILIATIONS

Professor. Department of Communication, School of Communication and Information, Rutgers University, 2019–present.

Professor (Secondary Appointment). Rutgers School of Public Health, Department of Health Behavior, Society, and Policy, 2019–present.

Core Faculty Member. Rutgers Global Health Institute, Rutgers University, 2018–present.

Associate Professor (Secondary Appointment). Rutgers School of Public Health, Department of Health Education and Behavioral Health, 2016–2019.

Associate Professor. Department of Communication, School of Communication and Information, Rutgers University, 2007–2019.

Faculty Mentor. School of Arts and Sciences Honors Program, Rutgers University, 2008–present.

Research Fellow. Institute for Health, Health Care Policy, and Aging Research, Rutgers University, 2006–present.

Visiting Scholar. The Annenberg School of Communication, University of Pennsylvania, 2010–2011.

Member, School of Graduate Studies Faculty, Rutgers University 2007–present.

Research Associate. Center for Mental Health Services & Criminal Justice Research, Rutgers University, 2003–2007.

Research Associate. Center for Communication and Health Issues, Rutgers University, 2002–present.

Assistant Professor. Department of Communication, School of Communication, Information and Library Studies, Rutgers University, 2001–2007.

Postdoctoral Research Fellow. The Annenberg School for Communication, University of Pennsylvania, 2000–2001.

RESEARCH GRANTS AND AWARDS

Principal Investigator, “*Active Surveillance of Policy Ecosystems and Networks (ASPEN) to Enhance Brokering of Research Evidence into State Policymaking*” (William T. Grant Foundation, Use of Research Evidence Award # 189355, \$955,012), 2019-2022.

Principal Investigator, “*Tracking Policymakers’ Acquisition and Use of Research Evidence Regarding Childhood Obesity in the News Media*” (William T. Grant Foundation, Use of Research Evidence Award #185220, \$457,862), 2016-2018.

Principal Investigator, “*Effects of an Intensive Dissemination Campaign on Community Knowledge, Attitudes, and Actions Regarding the Prevention of Opioid and Heroin Abuse*” (New Jersey Governor's Council on Alcoholism and Drug Abuse, \$59,000), 2017-2018.

Co-Investigator, “*Active Involvement in Creating High School Substance Use Prevention Messages*” (National Institute on Drug Abuse, R21DA027146, \$456,263, PI: Greene), 2010-2012.

Co-Principal Investigator, “*Destigmatizing People with Criminal Histories: A Pilot Study in Public Opinion Change*” (National Institute of Mental Health, \$62,000, PI: Wolff), 2006-2007.

Principal Investigator, “*Effective Alcohol Counteradvertising Message Strategies*” (Rutgers University Research Council Grant, \$3,680), 2005-2006.

Postdoctoral Research Fellow, “*Evaluation of the National Youth Anti-Drug Media Campaign* (National Institute on Drug Abuse contract # N01DA-8-5063)”, PI: Hornik, 2000-2001.

AWARDS & RECOGNITIONS

Distinguished Service Award, Department of Communication, Rutgers School of Communication and Information (2019).

Distinguished Achievement in Research Award, Department of Communication, Rutgers School of Communication and Information (2018).

Finalist for Rutgers University Warren I. Susman Award for Excellence in Teaching (2010).

Department of Communication Teaching Excellence Award, School of Communication & Information, Rutgers University (2010).

Mentor of the Year Award, Aresty Research Center for Undergraduates, Rutgers University (2009).

Department of Communication Teaching Excellence Award, School of Communication & Information, Rutgers University (2006).

Nominee for the Health Communication Division of the International Communication Association's Early Career Award (2006).

Finalist, the International Communication Association and National Communication Association Dissertation Award of the Health Communication Division (2001).

PUBLICATIONS

Books

Katz, E., & Yanovitzky, I. (Eds.) (1999). Culture, Communication, and Leisure in Israel. Tel Aviv: The Open University.

Peer-Reviewed Journal Articles

Gesualdo, N., Weber, M. S., & Yanovitzky, I. (2019). Journalists as knowledge brokers. *Journalism Studies*, 1-17.

Gesualdo, N., & Yanovitzky, I. (2019). Advertising susceptibility and youth preference for and consumption of sugar-sweetened beverages: findings from a national survey. *Journal of nutrition education and behavior*, 51(1), 16-22.

Yanovitzky, I., & Weber, M. (2019). Analyzing use of evidence in public policymaking processes: a theory-grounded content analysis methodology. *Evidence & Policy: A Journal of Research, Debate and Practice*.

Yanovitzky, I., & Weber, M. S. (2018). News Media as Knowledge Brokers in Public Policymaking Processes. *Communication Theory*, 29(2), 191-212.

Yanovitzky, I. (2017). A multi-year assessment of public response to a statewide drug take-back and disposal campaign. *Health Behavior & Health Education*, 44(4), 590-597.

Yanovitzky, I. (2016). The American Medicine Chest Challenge: Evaluation of a drug take-back and disposal campaign. *Journal of Studies on Alcohol and Drugs*, 77(4), 549-555.

Greene, K., Yanovitzky, I., Carpenter, A., Banerjee, S. C., Magsamen-Conrad, K., Hecht, M. L., & Elek, E. (2015). A theory-grounded measure of adolescents' response to a media literacy intervention. *Journal of Media Literacy Education*, 7, 35-49.

Banerjee, S. C., Greene, K., Yanovitzky, I., Bagdasarov, Z., Choi, S. Y., & Magsamen-Conrad, K. (2014). Adolescent egocentrism and tanning bed use: Is the relationship direct or mediated? *Journal of Youth Studies*, 10(28), 357-375.

Coman, E., Weeks, M.R., Yanovitzky, I., Iordache, E., Barbour, R., Coman, M.A., Huedo-Medina, T. (2012). The impact of information about the female condom on female condom use among males and females from a US urban community. *AIDS and Behavior*, 17(6), 2194-2201.

- Banerjee, S. C., Greene, K., & Yanovitzky, I. (2011). Sensation seeking and dosage effect: An exploration of the role of surprise in anti-cocaine messages. *Journal of Substance Use*, 16, 1-13.
- Bagdasarov, Z., Greene, K., Banerjee, S. C., Krcmar, M., Yanovitzky, I. & Ruginyte, D. (2010). I am what I watch: Voyeurism, sensation seeking and television viewing patterns. *Journal of Broadcasting and Electronic Media*, 54, 299-315.
- Stryker, J.E., Wray, R.J., Hornik, R.C., & Yanovitzky, I. (2006). Validation of database search terms for content analysis: The case of cancer news coverage. *Journalism & Mass Communication Quarterly*, 83(2), 413-430.
- Yanovitzky, I. (2006). Sensation seeking and alcohol use by college students: Examining multiple pathways of effects. *Journal of Health Communication*, 11(3), 269-280.
- Yanovitzky, I., & Rimal, R. N. (2006). Communication and normative influence. *Communication Theory*, 16(1), 1-6.
- Yanovitzky, I., Stewart, L. P., & Lederman, L. C. (2006). Social distance, perceived drinking by peers, and alcohol use by college students. *Health Communication*, 19(1), 1-10.
- Yanovitzky, I., Zanutto, E., & Hornik, R. (2005). Estimating causal effects of public health education campaigns using propensity score methodology. *Evaluation and Program Planning*, 28, 209-220.
- Yanovitzky, I. (2005). Sensation seeking and adolescent drug use: The mediating role of association with deviant peers. *Health Communication*, 17(1), 67-89.
- Hornik, R., & Yanovitzky, I. (2003). Using theory to design evaluations of communication campaigns: The case of the National Youth Anti-Drug Media Campaign. *Communication Theory*, 13(2), 204-224.
- Yanovitzky, I. (2002). Effects of news coverage on policy attention and actions: A closer look into the media-policy connection. *Communication Research*, 29(4), 422-451.
- Yanovitzky, I. (2002). Effect of news coverage on the prevalence of drunk-driving behavior: Evidence from a longitudinal study. *Journal of Studies on Alcohol*, 63, 342-351.
- Yanovitzky, I., & Cappella, J. N. (2001). Effect of call-in political talk radio shows on their audience: Evidence from a multi-wave panel analysis. *International Journal of Public Opinion Research*, 13(4), 377-397.
- Yanovitzky, I., & Stryker, J. (2001). Mass media, social norms, and health promotion efforts: A longitudinal study of media effects on youth binge drinking. *Communication Research*, 28(2), 208-239.

- Yanovitzky, I., & Blitz, C.** (2000). Effect of media coverage and physician advice on utilization of breast cancer screening by women 40 years and older. *Journal of Health Communication, 5*(2), 117-134.
- Yanovitzky, I., & Bennett, C.** (1999). Media attention, institutional response, and health behavior change: The case of drunk driving, 1978-1996. *Communication Research, 26*(4), 429-453.
- Cohen-Almagor, R., & **Yanovitzky, I.** (1999). The conduct of the media in the eye of the Jewish public in Israel: "Is" versus "ought". *Megamot, 34* (4), 400-419 (Hebrew).
- Yanovitzky, I., & Weimann, G.** (1998). The attitudes of Jewish settlers toward law and democracy in Israel: An analysis of "Nekuda", the settlers' main publication. *Megamot, 34*(3), 191-215 (Hebrew).
- Talmud, I., & **Yanovitzky, I.** (1998). The contradictory demand paradox: Social embeddedness and organizational performance. *Israeli Sociology, 1*(1), 55-90 (Hebrew).

Journal Articles in Review

- Yanovitzky, I., & Weber, M. S.** (revise and resubmit). Use of research and non-research evidence in U.S. federal policymaking for childhood obesity prevention, 2000-2014. *Health Affairs*.
- Yanovitzky, I., & Bejarano, W.** (under review). Contributions of attending town hall meetings to participants' knowledge, beliefs, and efficacy to combat opioid addiction in their community. *Pain Medicine*.
- Yanovitzky, I.** (under review). Effects of an intensive social marketing campaign on community mobilizing to prevent opioid abuse and addiction. *Health Communication*.
- Weber, M. S., **Yanovitzky, I., & Kramer, B.** (under review). Brokering research evidence: advocating for federal childhood obesity policy. *Policy Studies Journal*.
- Weber, M. S., **Yanovitzky, I., & Kramer, B.** (under review). Knowledge brokering, the implementation of health research, and a networks perspective. *Communication Theory*.

Peer-Reviewed Book Chapters and Encyclopedia Entries

- Yanovitzky, I.** (2017). Propensity score method. In J. Matthes (Ed.), *International Encyclopedia of Communication Research Methods* (pp. 1-5). NY: Wiley-Blackwell.
- Yanovitzky, I.** (2014). Measurement problems. In T. Thompson (Ed.), *Encyclopedia of health communication* (pp. 802-804). Thousand Oaks, CA: SAGE Publications.
- Yanovitzky, I.** (2014). Theory of reasoned action. In T. Thompson (Ed.), *Encyclopedia of health communication* (pp. 1396-1398). Thousand Oaks, CA: SAGE Publications.

- Yanovitzky, I., & Greene, K. G. (2009).** Quantitative methods and causal inference in media effects research. In R. Nabi, & M. Oliver (Eds.), *Sage Handbook of Mass Media Effects* (pp. 35-52). Thousand Oaks, CA: Sage publications.
- Yanovitzky, I., & Van Lear, A. (2008).** Time series analysis: Traditional and contemporary approaches. In A. F. Hayes, M. D. Slater, & L. A. Snyder (Eds.), *Sage sourcebook of advanced data analysis methods for communication research* (pp. 89-124). Thousand Oaks, CA: Sage publications.
- Yanovitzky, I., Hornik, R., & Zanutto, E. (2008).** Estimating causal effects in observational studies: A propensity score approach. In A. F. Hayes, M. D. Slater, & L. A. Snyder (Eds.), *Sage sourcebook of advanced data analysis methods for communication research* (pp. 159-184). Thousand Oaks, CA: Sage publications.
- Yanovitzky, I. (2005).** Using theory to understand the effect of health-related news coverage on health policymaking. In L. C. Lederman, D. Gibson, & M. Taylor (Eds.), *Communication theory: A Casebook Approach* (2nd ed.) (pp. 413-431). Dubuque, Iowa: Kendall/Hunt.
- Cohen-Almagor, R., & **Yanovitzky, I. (2001).** Perceptions of media coverage among the Israeli-Jewish public: A reflection of existing social cleavages? In R. Cohen-Almagor (Ed.) *Speech, Media and Ethics: The Limits of Free Expression* (pp. 152-165). New York: Palgrave Macmillan.

Published Conference Proceedings

- Yanovitzky, I. (2017).** Traditional, online, or hybrid classroom? Results from a natural experiment. Proceedings of the 9th International Conference on Education and New Learning Technologies, Barcelona, Spain (pp. 6369-6373).
- Yanovitzky, I., & Blitz, C. (2017).** The capacity-opportunity-motivation (COM) model of data-informed decision-making in education. Proceedings of the 9th International Conference on Education and New Learning Technologies, Barcelona, Spain (pp. 5985-5901).

Research Reports and Briefs

- Yanovitzky, I. (2018).** Public Knowledge, Attitudes, and Actions Regarding the Opioid Addiction Problem in New Jersey. New Brunswick, NJ: Rutgers University.
- Yanovitzky, I. (2017).** Effects of an Intensive Dissemination Campaign on Community Knowledge, Attitudes, and Actions Regarding the Prevention of Opioid and Heroin Abuse. New Brunswick, NJ: Rutgers University.
- Yanovitzky, I. (2013).** The American Medicine Chest Challenge (AMCC), 2010-2012: Survey Evidence about Reach and Impact in New Jersey. New Brunswick, NJ: Rutgers University.
- Yanovitzky, I. (2011).** The American Medicine Chest Challenge (AMCC): 2010 Media Campaign Evaluation. New Brunswick, NJ: Rutgers University.

Yanovitzky, I. (2004). A theory-based conceptual model for the empirical investigation and measurement of social capital. New Brunswick, NJ: Center for Mental Health Services & Criminal Justice Research.

Hornik, R., Maklan, D., Judkins, D., Cadell, D., **Yanovitzky, I.**, Zador, P., et al. (2002). Evaluation of the national youth anti-drug media campaign: Third semi-annual report of findings. Rockville, MD: Westat.

Hornik, R., Maklan, D., Judkins, D., Cadell, D., **Yanovitzky, I.**, Zador, P., et al. (2001). Evaluation of the national youth anti-drug media campaign: Second semi-annual report of findings. Rockville, MD: Westat.

Refereed Conference Papers

Yanovitzky, I. (2019, May). Effects of a social marketing campaign on community readiness and mobilizing to prevent opioid abuse and addiction: evidence from a field experiment. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.

Yanovitzky, I., & Weber, M. S. (2018, December). What evidence counts in health policymaking, why, and when? Paper presented at the 11th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.

Weber, M. S., **Yanovitzky, I.**, & Kramer, B. (2018, December). Network modeling to understand predictors of evidence use in policymaking. Paper presented at the 11th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.

Bejarano, W., & **Yanovitzky, I.** (2018, December). Can town hall meetings be an effective tool in the fight against the opioid epidemic? Paper presented at the 11th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.

Yanovitzky, I. (2018, May). From here to there: knowledge brokering as a strategy for connecting evidence with policy and practice. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Yanovitzky, I., & Weber, M. (2018, May). Use of research evidence in public health policymaking: implications for health communication. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Gesualdo, N., & **Yanovitzky, I.** (2018, May). Susceptibility to influence from advertising and youth preference for and consumption of sugar-sweetened beverages. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Yanovitzky, I., & Weber, M. (2017, December). Use of research evidence in the formulation of U.S. policies to combat childhood obesity, 2000-2014. Paper presented at the 10th Annual Conference on the Science of Dissemination and Implementation, Washington D.C.

- Yanovitzky, I., & Weber, M.** (2017, December). Tracking and assessing use of research evidence in public policymaking processes: a theory-grounded methodology. Paper presented at the 10th Annual Conference on the Science of Dissemination and Implementation, Washington D.C.
- Weber, M., & **Yanovitzky, I.** (2017, December). The brokering of research evidence compared to the use of claims in the formulation of federal policies to combat childhood obesity, 2000-2014. Paper presented at the 10th Annual Conference on the Science of Dissemination and Implementation, Washington D.C.
- Yanovitzky, I.** (2017, November). Quality vs. quantity: studying the quality of research use in policy and practice. Paper presented at the Annual Conference of the American Evaluation Association, Washington D.C.
- Yanovitzky, I., & Weber, M.** (2017, November). Knowledge brokers and use of research evidence in public policymaking. Paper presented at the Annual Conference of the American Evaluation Association, Washington D.C.
- Kristensen, T, Weber, M., & **Yanovitzky, I.** (2017, June). When scientific evidence really matters: policy windows surrounding childhood obesity. Paper presented at the Science of Team Science (SciTS) Conference, Clearwater Beach, FL.
- Yanovitzky, I., Weber, M., Kristensen, T, & Gesualdo, N.** (2017, May). Knowledge brokering via news media in the policymaking process. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- Yanovitzky, I.** (2017, February). News media as research brokers. Paper presented at the American Association for the Advancement of Science 2017 Annual Meeting, Boston, MA.
- Weber, M. S. & **Yanovitzky, I.** (2016, December). A methodology for tracking and modeling the dynamics of research evidence use by policymakers. Paper presented at the 9th Annual Conference on the Science of Dissemination and Implementation, Washington DC.
- Yanovitzky, I. & Weber, M. S.** (2016, December). A longitudinal investigation of knowledge brokering as a mechanism for integrating research evidence into health policymaking. Paper presented at the 9th Annual Conference on the Science of Dissemination and Implementation, Washington DC.
- Blitz, C., & **Yanovitzky, I.** (2016, December). The capacity-opportunity-motivation (COM) model of data use in teams. Paper presented at the 9th Annual Conference on the Science of Dissemination and Implementation, Washington DC.
- Yanovitzky, I., Weber, M., Gesualdo, N., & Kristensen, T.** (2016, November). News media as knowledge brokers: rethinking the influence of the news media in public policymaking. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.

- Yanovitzky, I.** (2016, November). A multi-year evaluation of a statewide drug take-back and disposal campaign. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- Yanovitzky, I., & Gutowski, E.** (2016, November). Can social media use by young women with eating disorder aid in their recovery? a test of two plausible coping mechanisms. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- Yanovitzky, I.** (2015, November). The American Medicine Chest Challenge: longitudinal evaluation of a drug take-back and disposal campaign. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- Yanovitzky, I.** (2015, May). The American Medicine Chest Challenge: evaluation of a drug take-back and disposal campaign. Paper presented at the annual meeting of the International Communication Association, Sun Juan, PR.
- Das, S. S., & **Yanovitzky, I.** (2013). Goals in norm conversations: interpreting reported parent-child conversations in Asian Indian American Families within a GPA framework. Paper presented at the annual conference of the National Communication Association, Washington DC.
- Das, S. S., & **Yanovitzky, I.** (2012). Triggers for communication about private information sharing norms in an interpersonal context. Paper presented at the Interpersonal Communication Division of the National Communication Association Conference, Orlando, FL.
- Greene, K., **Yanovitzky, I.**, Magsamen-Conrad, K., Elek, E., Banerjee, S. C., Hecht, M. L., & Carpenter, A. (2012, November). A theory-grounded measure of target audiences' motivations to process media literacy interventions. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Greene, K., Elek, E., Magsamen-Conrad, K., Banerjee, S. C., Hecht, M. L., **Yanovitzky, I.**, & Catona, D. (2012, November). Formative research impact on the development of a brief media literacy intervention targeting adolescent alcohol use. Paper presented at the annual conference of the National Communication Association, Orlando, FL.
- Coman E., **Yanovitzky I.**, Coman M., Weeks M. R. (2012, October). Understanding propensity score matching through a more flexible causal modeling alternative. Paper presented at the Modern Modeling Methods (M3) Annual Conference, Storrs, CT.
- Das, S. S., & **Yanovitzky, I.** (2011, November). A balancing act: how parents negotiate norms related tension with their children. Paper presented at the Annual Conference of the National Communication Association, New Orleans, LA.
- Banerjee, S. C., Greene, K., **Yanovitzky, I.**, Bagdasarov, Z., Choi, S. Y., & Magsamen-Conrad, K. (2011, November). Adolescent egocentrism and tanning bed use: is the relationship direct or mediated? Paper presented at the meeting of the National Communication Association Conference, New Orleans, LA.

- Greene, K., Elek, E., Magsamen-Conrad, K., Banerjee, S., Hecht, M., & **Yanovitzky, I.** (2011, November). Developing a brief media literacy intervention targeting adolescent alcohol use: the impact of formative research. Paper presented at the annual meeting of the American Public Health Association, Washington, DC.
- Banerjee, S. C., Greene, K., **Yanovitzky, I.**, Bagdasarov, Z., Choi, S. Y., & Magsamen-Conrad, K. (2011, November). Adolescent egocentrism and tanning bed use: is the relationship direct or mediated? Paper presented to the Health Communication division of the National Communication Association Conference, New Orleans, LA.
- Elek, E., Greene, K., Magsamen-Conrad, K., Banerjee, S. C., Hecht, M., & **Yanovitzky, I.** (2011, November). Perceptions and effects of a brief media literacy intervention targeting adolescent alcohol use: differences by gender and sensation seeking tendency. Paper presented at the annual meeting of the American Public Health Association, Washington, DC.
- Greene, K., Magsamen-Conrad, K., **Yanovitzky, I.**, Elek, E., Banerjee, S. C., & Hecht, M. (2011, May). Measurement issues in media literacy research: development of measures grounded in behavior change and persuasion theory. Paper presented at the annual meeting of the Society of Prevention Research, Washington, DC.
- Greene, K., Elek, E., Magsamen-Conrad, K., Banerjee, S., Hecht, M., & **Yanovitzky, I.** (2011, April). Developing a brief media literacy intervention targeting adolescent alcohol use: the impact of formative research. Paper presented at the DC Health Communication Conference, Fairfax, VA.
- Yanovitzky, I.** (2008, November). Communication and normative influence: new approaches. Paper presented at the Annual Convention of the National Communication Association, San-Diego, CA.
- Yanovitzky, I.** (2006, November). A priming-based approach to the design of persuasive messages. Paper presented at the Annual Convention of the National Communication Association, San-Antonio, TX.
- Diao, F., & **Yanovitzky, I.** (2005, November). Effect of social context in processes of social influence: a comparison of personal and social motivations to engage in physical activity. Paper presented at the Annual Convention of the National Communication Association, Boston, MA.
- Yanovitzky, I.**, & Stephenson, M. T. (2005, November). Susceptibility to normative influence (SNI) and its role in normative influence processes. Paper presented at the Annual Convention of the National Communication Association, Boston, MA.
- Yanovitzky, I.**, & Curry, C. (2005, November). Strategic health communication: widening the lens, sharpening the focus. Paper presented at the Annual Convention of the National Communication Association, Boston, MA.

- Yanovitzky, I.** (2005, May). Priming collective identity: a message strategy for correcting misperceptions about alcohol use. Paper presented at the Annual Meeting of the International Communication Association, New York, NY.
- Stryker, J. E., Wray, R., Hornik, R. C., & **Yanovitzky, I.** (2005, May). Validation of online search terms for content analysis: the case of cancer news coverage. Paper presented at the Annual Meeting of the International Communication Association, New York, NY.
- Yanovitzky, I.** (2004, November). How do college students process alcohol-related social norms messages? Paper presented at the Annual Convention of the National Communication Association, Chicago, IL.
- Yanovitzky, I.** (2004, November). Debiasing pluralistic ignorance. Paper presented at the Annual Convention of the National Communication Association, Chicago, IL.
- Yanovitzky, I.** (2004, November). Seeing is not always believing: defensive processing of alcohol-related social norms messages by college students. Paper presented at the Annual Meeting of the American Public Health Association, Washington, DC.
- Yanovitzky, I., Stewart, L. P., & Lederman, L. C.** (2004, May). Defensive processing of alcohol-related social norms messages by college students. Paper presented at the Annual Meeting of the International Communication Association, New Orleans, LA.
- Yanovitzky, I., Stewart, L. P., & Lederman, L. C.** (2004, May). Social distance, perceived drinking by peers, and alcohol use by college students. Paper presented at the Annual Meeting of the International Communication Association, New Orleans, LA.
- Yanovitzky, I.** (2002, November). Do birds of a feather flock together? the way sensation seeking and association with deviant peers shape adolescents' discussions about drug use. Paper presented at the Annual Convention of the National Communication Association, New Orleans, LA.
- Yanovitzky, I.** (2002, November). Impact of sensation seeking and association with deviant peers on adolescents' discussions about drugs and marijuana use. Paper presented at the 130th Annual Meeting of the American Public Health Association, Philadelphia, PA.
- Yanovitzky, I.** (2002, August). The Relationship between sensation seeking and association with deviant peers as determinants of adolescent deviant behavior. Paper presented at the Annual Meeting of the American Sociological Association, Chicago, IL.
- Yanovitzky, I.** (2001, May). Effects of news coverage on policy attention and actions: a closer look into the media-policy connection. Paper presented at the Annual Meeting of the International Communication Association, Washington D.C.
- Yanovitzky, I.** (2001, May). Beyond persuasion: the media-policy connection and health behavior change. Paper presented at the Annual Meeting of the International Communication Association, Washington D.C.

- Yanovitzky, I., & Blitz, C.** (2000, November). Utilization of breast cancer screening by women 40 years and older: an update. Paper presented at the Annual Meeting of the American Public Health Association, Boston, MA.
- Bennett, C., & **Yanovitzky, I.** (2000, September). Patterns of congressional news media use: the questions of selection bias and third person effect. Paper presented at the annual meeting of the American Political Science Association, Washington, DC.
- Yanovitzky, I., & Stryker, J.** (2000, June). A norm transformation approach to mass media and public health: a longitudinal study of media effects on youth binge drinking. Paper presented at the Annual Meeting of the International Communication Association, Acapulco, Mexico.
- Yanovitzky, I., & Cappella, J. N.** (1999, May). Political knowledge, exposure to call-in political talk radio, and political attitudes: a cross-lagged panel analysis. Paper presented at the Annual Meeting of the International Communication Association, San Francisco, CA.
- Yanovitzky, I., & Blitz, C.** (1999, May). Utilization of breast cancer screening by women 40 years and older: the effects of media attention and physicians' recommendations. Paper presented at the Annual Meeting of the International Communication Association, San Francisco, CA.
- Yanovitzky, I., & Bennett, C.** (1998, July). Direct vs. indirect media effects on health behavior: the case of drunk-driving in America, 1978-1996. Paper presented at the Annual Meeting of the International Communication Association, Jerusalem, Israel.

Invited Presentations, Lectures, and Keynotes

- Yanovitzky, I.** (2019, April). Knowing what's good for us: lessons from health communication, public health, and social marketing to address health inequalities. Invited Presentation, Arthur M. Sackler Colloquium: Advancing the Science and Practice of Science Communication: Misinformation about Science in the Public Sphere, Irving, CA.
- Yanovitzky, I.** (2019, March). Leveraging communication science to improve the use of research evidence. Invited Presentation, the William T. Grant Foundation's Advancing the Use of Research Evidence Meeting, Washington DC.
- Weber, M. S., & **Yanovitzky, I.** (2018, April). Social network analysis: modeling the use of research evidence in congressional hearings. Invited Presentation, the William T. Grant Foundation's Advancing the Use of Research Evidence Meeting, Washington DC.
- Yanovitzky, I.** (2017, February). Network theory and brokering of research evidence. Invited Presentation, the William T. Grant Foundation's Advancing the Use of Research Evidence Meeting, Washington DC.
- Yanovitzky, I.** (2017, February). Conceptual use of evidence in policy documents. Invited Presentation, the William T. Grant Foundation's Advancing the Use of Research Evidence Meeting, Washington DC.

- Weber, M. S., & Yanovitzky, I. (2017, February). Information flows, news media and policymaking. Invited Talk, the MediaLab at Massachusetts Institute of Technology, Boston, MA.
- Weber, M. S., & Yanovitzky, I. (2017, January). Knowledge brokering and policy formation. Invited Talk, the PolicyLab at the Children's Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA.
- Yanovitzky, I. (2016, April). Re-imagining the audience: lessons from the science of strategic health communication. Keynote Address, the Health Professions Network Spring 2016 Meeting, Atlantic City, NJ.
- Yanovitzky, I. (2015, October). Rethinking patient engagement: the navigation model of health communication. Invited Talk, School of Public Health, Tel Aviv University, Israel.
- Yanovitzky, I. (2015, October). Knowledge brokering: what is it and why should we care? Invited Talk, The Graduate Program in Science, Technology and Society, Bar Ilan University, Ramat-Gan, Israel.
- Yanovitzky, I. (2015, April). Re-imagining the audience: what can we learn from strategic health communication. Invited Presentation, NovaCOM '15 Conference, New Brunswick, NJ.
- Yanovitzky, I. (2014, September). Health communication in the curriculum. Health Communication Capacity Collaborative (HC3) Webinar Series, Johns Hopkins University, Baltimore, MD.
- Yanovitzky, I. (2011, November). Rules to live by: on the value of studying social norms from a communication perspective. The 2011 George Gerbner Lecture in Communication, The Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.
- Yanovitzky, I. (2005, July). Using mass communication campaigns to change the college drinking norm: a tale of two campaigns. Invited Presentation, Health Communication Division, RTI International, Research Triangle Park, NC
- Yanovitzky, I. (2005, June). In search of a single explanation to perceptual biases: examining the role of personal and social motivations. Invited Presentation, The Influence of Presumed Media Influence Workshop, Haifa, Israel.
- Yanovitzky, I. (2005, March). When things go wrong: toward a theory-based conceptualization of adverse effects of behavioral interventions. Invited Presentation, Institute of Health, Health Care Policy, and Aging Research, Rutgers University, NJ.
- Yanovitzky, I. (2004, February). Seeing is not always believing: defensive processing of social norms messages. Invited Presentation, Annenberg School for Communication, University of Southern California, CA.

Yanovitzky, I. (2002, October). Public health communication campaigns: where should we look for effects on health behavior change? Invited presentation, Institute of Health, Health Care Policy, and Aging Research, Rutgers University, NJ.

Yanovitzky, I. (2002, March). Direct and indirect effects of public health communication campaigns on health behavior change. Invited Presentation, School of Public Health, University of North Carolina, Chapel Hill, NC.

TEACHING AND ADVISING

Courses Taught

For all classes listed below responsibilities include the development of syllabi and curricula, the preparation and delivery of lectures and other course materials (including class websites), and the creation of student assessment rubrics.

Graduate Courses: Quantitative Research Methods (RU)
 Communication Theory (RU)
 Health Communication (RU - Online Course)
 Health Campaigns (RU)
 Social Marketing & Public Health (RU)
 Persuasion and Advocacy (RU)
 Communication and Normative Influence (RU)
 Mediation Analysis (RU)
 Time-Series Modeling (PENN)

Undergraduate Courses: Communication Research (RU)
 Persuasive Communication (RU)
 Health Communication (RU)
 Health Messages Design and Campaigns (RU)
 Communication and Social Change (RU)
 Social Media and Peer Influence (RU)
 Causality and Causal Inference (RU - Honors)
 Peer Influence in the 21st Century (RU - Honors)

Graduate and Undergraduate Advising

Dissertation Committee Chair:

Nicole Gesualdo (2019). Role and Functions of News Media in Policy Debates Regarding Taxation of Sugar Sweetened Beverages. Ph.D. Dissertation in Communication

Rannie Teodoro (2016). Beyond Exposure: Patient Engagement with Health Information in an Information Ecology Framework. Ph.D. Dissertation.

Shuktara Das (2012). Negotiation of Norms of Private Information Sharing by Parents and Young Adult Children. Ph.D. Dissertation.

Dissertation Committee Member:

Gina Pope McKeon (in progress). Ph.D. Dissertation (Applied and Community Nutrition).

Ran Raban (2018). Good Viruses: Video Advertisements Intended for Viral Distribution on the Internet - Implications for the Promotion of Social Issues. Ph.D. Dissertation in Communication, Tel-Aviv University, Israel.

Mingyue Zhang (2017). Making Messages Go Viral Through Social Media: The Motivations for Clicking the "Share" Button on Facebook. Ph.D. Dissertation. (Human Ecology)

Amanda Carpenter (2017). Information Management as a Behavior Examined Through the Context of Mental Health. Ph.D. Dissertation. (Communication)

Danielle Catona (2014). Active Involvement: Developing an Intervention that Engages Older Adults in Fall Prevention. Ph.D. Dissertation. (NCA Outstanding Dissertation Award for Communication and Aging Division). (Communication)

Deepika Bangia (2014). The Impact of Grocery Store Podcasts in the Delivery of Nutrition Education to Improve Shopping Behaviors, Particularly the Purchase of Omega-3 Rich Foods. Ph.D. Dissertation. (Nutrition)

Teresa Luetjen Keeler (2014). The communicative behaviors of adult siblings during transition: Confronting uncertainty and managing conflict about elder care. Ph.D. Dissertation. (Communication)

Kate Magsamen-Conard (2012). Sharing Personal Information in Relationships: The Implications of Anticipated Response for Information Management Theory and Measurement. Ph.D. Dissertation. (Communication)

Mary Nagy (2011). The Communicative and Physiological Manifestations of Relational Turbulence During the Empty-Nest Phase of Marital Relationships. Ph.D. Dissertation. (Recipient of the Top Dissertation Award from the Interpersonal Communication Division of the International Communication Association. (Communication)

Aarathi Venkatesan (2010). An Event-Related Potential (ERP) Study of Attention Allocation in the Processing of a Fear Appeal and Its Relation to HPV Vaccine Acceptance. Ph.D. Dissertation. (Psychology)

Maria Venetis (2010). Communication-Participation Behavior during the Delivery of Breast-Cancer Care. Ph.D. Dissertation. (Communication)

Maria Checton (2010). Health Disclosure Decision-Making: The Role of Prognosis and Symptom Uncertainty in Ongoing Disclosure to a Spouse about a Heart-Related Condition. Ph.D. Dissertation. (Communication)

Zhanna Bagdasarov (2009). Developing and Validating a Measure of Cognitive Complexity: The Role of Cognitive Complexity in Processing of Health Messages. Ph.D. Dissertation. (Communication)

Brad Crownover (2004). Connections between communication and community: An ethnographic case study of a residential support facility for people with HIV/AIDS. Ph.D. Dissertation. (Communication)

Smita C. Banerjee (2004). Media literacy anti-smoking initiative: Examining effects of analysis versus production modules on smoking-related cognitions and behavioral intentions. Ph.D. Dissertation (recipient of the ICA/NCA Dissertation Award, Health Communication Division). (Communication)

PhD Qualification Exams Committee Member:

Smita C. Banerjee (2002), Brad Crownover (2002), Corey Liberman (2005), Carey Curry (2006), Lisa Chewing (2006), Zhanna Bagdasarov (2006), Maria Venetis (2007), Kate Magsamen-Conard (2008), Maria Checton (2008), Shuktara Das (2008), Mary Nagy (2009), Yuan Yuan (2010), Soe Yoon Choi (2011), Daniele Catona (2012), Rannie Teodoro (2013), Amanda Carpenter (2013), John Leustek (2015), Dongho Choi (2015), Nicole Gesualdo (2017), Deborah Yoon (2018), Sarah Fadem (2018), William Bejerano (2019), Xizi Ru (2019).

MA Capstone Projects and Doctoral Independent Studies:

Taylor White-Welchen (2019). Communication as a social determinant of health. (Independent Study).

Xizi Ru (2018). Clarifying Processes and Mechanisms of Peer Influence on Social Media Platforms: A Systematic Review of the Literature. (Independent Study).

William Bejarano (2017). Town Hall Meetings as a Community Engagement Strategy in Opioid Addiction Prevention. (Independent Study).

Nicole Gesualdo (2016). Communication Dynamics in Online Patient Communities (OPCs): A Systematic Review of the Literature. (Independent Study).

John Leustek (2015). An Overview of Social Support as an Interpersonal Communication Health process: Implications for Supportive Communication across Online Health Communities. (Independent Study).

Shikha Manchanda (2014). Online Health Communities and Needs, Motivation, and Communication Behavior of Breast Cancer Patients during Cancer Continuum. (MA Capstone Project).

Malaika T. Carpenter (2014). Cultural Identity and Its Role in Coping with Mental Illness Stigma: An Integrative Review. (MA Capstone Project).

Nicole Schappert (2013). Role of Corporations in Social Marketing. (MA Capstone Project).

Miccheah Nichols (2013). Protecting Children Privacy Online. (MA Capstone Project).

Rannie Teodoro (2012). Models of Online Patient Support. (Independent Study).

Matthieu Hertilus (2010). Tough Enough? A Case Study Analysis of Norm Activation in NFL athletes. (MA Capstone Project).

Imani Davis (2010). Corporate social responsibility: Is it really a norm? (MA Capstone Project).

Kate Magsamen-Conrad (2007). Emotion-Based Persuasion in Health Campaigns. (Independent Study).

Laura de Zutter (2007). Corporate social responsibility as social marketing. (Independent Study).

Beth Miller (2007). Removing mental illness stigma. (Independent Study).

Melanie Drayton (2006). Role of Emotions in Persuasion. (Independent Study).

- Shuktara Das (2006). Effect of alcohol advertising and counteradvertising on youth. (Independent Study).
- Carey Curry (2005). Strategic communication research: Past, present, and future. (Independent Study).
- Corey Liberman (2005). Message framing and decision-making. (Independent Study).

Undergraduate Research Projects Supervised:

- Jenny Xu (2017). Use of Research Evidence in Public Policymaking: The Case of the National School Lunch Program, 2000-2014. **Interdisciplinary Honors Thesis.**
- Emily Gutowski (2015). Use of Instagram by Young Women with Eating Disorders: Implications for Recovery. **Interdisciplinary Honors Thesis. (Recipient of the Henry Rutgers Scholar Award).**
- Peter Traficante (2012). Susceptibility to Peer Influence in Social Media. (Research in Communication).
- Krystal Ladao (2010). Games for Civic Engagement. (Research in Communication).
- Kaitlin Pluck (2010). HIV/AIDS Art and Social Change. (Research in Communication).
- Dave Felicitas (2010). Communicating Diversity in Higher Education. (Research in Communication).
- Leonora Fallon (2010). Resistance to Peer Influence Online. (Research in Communication).
- Jacqueline Potter (2010). Susceptibility to Peer Influence in Online vs Offline Settings. (Research in Communication).
- Leigh-Ann Donegan (2010). Peer Influence in the 21st Century. (Research in Communication).
- Amanda Lanza (2010). Peer-Based Interventions online. (Research in Communication).
- Nicole DePasquale (2009). End-of-Life Planning Communication Barriers. **Honors Thesis.**
- Natasha Klushina (2009). Games for Change (Experience). (Research in Communication).
- Nadia Rizvi. (2009). Games for Change (Learning). (Research in Communication).
- Jasna Dumcic (2009). Games for Change (Application). (Research in Communication).
- Lauren Lentine (2009). Games for Change (Usability). (Research in Communication).
- Imani Davis (2009). Games for Change (Tools). (Research in Communication).
- Rannie R. Teodoro (2009). Tuning into Tuning Out: A Study about the Effects of MP3 Use on Social Interaction. **Honors Thesis.**
- Tiffany M. Silagi (2008). Reducing mental illness stigma through communication. (Research in Communication).
- Marissa Thornburg (2007). Role of emotions in persuasion. (Research in Communication).
- Casey Morizio (2007). Role of emotions in persuasion. (Research in Communication).
- Ashley Engelhardt (2007). Role of emotions in persuasion. (Research in Communication).
- Ryan Dakdduk (2007). Role of emotions in persuasion. (Research in Communication).
- Kimberly Duffy (2007). Role of emotions in persuasion. (Research in Communication).
- Cui Wang (2005). Application of social cognitive theory to child obesity prevention. **Honors Thesis.**
- Jana Zawatsky (2004). Effect of parent-child communication on adolescent alcohol use. (Research in Communication).
- Lindsey Ayres (2004). Social Norms Marketing Campaigns: Making Sense of Conflicting Evidence. **Honors Thesis.**
- Allison Gellis (2003). Social norms and college drinking. (Research in Communication).
- Minyi Shin (2003). Social norms and college drinking. (Research in Communication).
- Kymian D. Ray (2002). Project ERASE (Exposing Realities about Sisters and Eating). **Honors Thesis.**
- Jeongseon Kim (2002). Research methods in use by communication researchers: An overview. (Research in Communication).

Faculty Mentor, Rutgers University's Aresty Research Center for Undergraduates:

Amany Elmogahzy (2013-2014). Behavior Change Support Systems.

Roi Guinto (2009-2010). Games for Social Change.

Naiana Miranda (2007-2008). Emotions and decision-making.

Talene Boodaghians (2007-2008). Emotions and decision-making.

Daphna Barzillai (2007-2008). Emotions and decision-making.

Madhurya Polavarapu (2006-2007). Effective Alcohol counteradvertising message strategies.

Rannie Teodoro (2006-2007). Effective Alcohol counteradvertising message strategies.

Faculty Mentor, Rutgers School of Arts and Sciences Honors Program

2018-2019 (Jared Aisenberg)

2017-2018 (Abby Szpekman and Anne Mkrtchyan)

2016-2017 (Jordan Shanskhilil).

2014-2015 (Madhavika Gopal, Brian Lilien, and Nicole Pagliuca).

2013-2014 (Julia Hutnik, Megan Kelly, Amoli Kulkarni, Shaunte Smith, and Abigail Thompson).

2012-2013 (Jennifer Gutterman, Pooja Patel, and Alexis Celluro).

2010-2011 (Stanely Tiu and Arielle Yeshua).

2009-2010 (Michael Hsu, Jason Kornmehl, Hetal Patel, and Adrien Winter).

SERVICE

Service to the Department, School, and University

Communication Area Coordinator, SC&I PhD Program (2017-2019).

Member, SC&I Master in Health Communication Steering Committee (2017-2018).

Member, Executive Council, Graduate School-New Brunswick (2016-2018).

Chair, SC&I Health and Wellness Faculty Cluster (2014-present).

Chair, Department of Communication Search Committee, Health Communication, (2016, 2019).

Member, SC&I A&P Committee (2007- present, chaired 7 committees).

Member, Department of Communication Personnel Committee (2007-present).

Chair, Department of Communication Research Committee (2014-2016).

Member, Department of Communication Research Committee (2012-2013).

Member, University Article X Grievance Committee (2010).

Chair, Department of Communication Undergraduate Professional Opportunities Committee (2010-2011).

Chair, Department of Communication Search Committee (2008-2009, 2016-2017).

Member, SCILS Web Committee (2008-2009).

Member, Department of Communication Research Committee (2008-2016).

Faculty representative to the Middle State Accreditation session on Enhancing Undergraduate Education through the Research Experience (2008).

Member, New Brunswick Faculty Council (2007-2009).

Chair, Department of Communication Professional Liaison and Outreach Development Committee (2007-2008).

Member, Executive Council, Graduate School-New Brunswick (2006-2008).

Member, Social Sciences Area Committee, Graduate School-New Brunswick (2006-2008).

Member, Department of Communication Undergraduate Curriculum Committee (2005-2006).

Member, Research and Development Committee, School of Communication, Information, and Library Studies (2002 - 2005).

Member, Health and Safety Committee, School of Communication, Information, and Library Studies (2005 - 2007).

Member, Department of Communication Undergraduate Awards Committee (2003-2004).

Member, Rules of Procedure/Elections & Nomination Committee, School of Communication, Information, and Library Studies (2002-2003).

Member, Research Day Planning Committee, School of Communication, Information, and Library Studies (2001).

Service to the Discipline and the Profession

Leadership Roles in Professional Associations: Vice-Chair, Health Communication Division, International Communication Association, 2018-2020.

Membership in Scholarly Associations: National Communication Association (2000-present), International Communication Association (1996-present), American Sociological Association (1999-2014), American Political Science Association (2000-2012), American Public Health Association (1999-present), American Association for the Advancement of Science (2015-present), American Educational Research Association (2016-present), AcademyHealth (2016-present), American Evaluation Association (2016-present).

Editorial Roles: Guest Co-Editor, *Communication Theory* (Special Issue on Communication and Normative Influence, 2006)

Editorial Board: Journal of Communication (2008-present), Communication Quarterly (2006-2010), Health Communication (2005-present), Journal of Health and Mass Communication (2007-present), Communication Methods & Measures (2011-present).

Reviewer (Journals): Addiction, American Journal of Evaluation, American Journal of Public Health, Communication Methods & Measures, Communication Monographs, Communication Quarterly, Communication Research, Communication Theory, Communication Yearbook, Evidence & Policy, Health Affairs, Health Communication, Health Education & Behavior, Human Communication Research, International Journal of Communication, International Journal of Public Opinion Research, Implementation Science, Journal of Adolescent Health, Journal of Applied Communication Research, Journal of Communication, Journal of Health Communication, Journal of Health and Mass Communication, Journal of Health Politics, Policy and Law, Journal of Studies on Alcohol and Drugs, Media Psychology, Preventive Medicine, Public Opinion Quarterly.

Reviewer (Conferences): Health Communication Division of the International Communication Association (2003, 2005, 2006, 2008, 2010, 2013, 2017-2019); Mass Communication Division of the National Communication Association (2006, 2008, 2010, 2011).

Service as Scientific Expert

- Member, National Academies of Science, Engineering, and Medicine's Standing Committee on Advancing Science Communication Research and Practice (2018-2020).
- Member, Scholars Strategy Network (2017-present).
- Member, Advisory Board, Alzheimer's disease and Related Dementias National Recruitment & Retention Strategy for Clinical Research, National Institute on Aging (2017).
- Expert testimonial, the President's Commission on Combating Drug Addiction and the Opioid Crisis (Governor Chris Christie, Chair) (March 2017).
- Reviewer, CDC Special Emphasis Panel (SIP 17-006) Communicating With Youth to Prevent HIV, Other STIs, and Pregnancy: Identifying Key Messages, Messengers, and Communication Channels (May, 2017).
- Reviewer, CDC Special Emphasis Panel - Occupational Safety and Health Education and Research Centers (ERC) (February, 2014).
- Reviewer, Cancer Prevention and Research Institute of Texas (CPRIT) (June 2012).
- Reviewer, Cancer Prevention and Research Institute of Texas (CPRIT) (June 2011).
- Reviewer, Cancer Prevention and Research Institute of Texas (CPRIT) (June 2010).
- Reviewer, CDC Special Emphasis Panel - Translating Research to Protect health through Health Promotion, Prevention, and Preparedness (R18), Atlanta, GA (July 2009).
- Reviewer, Centers of Excellence in Cancer Communications Research II (CECCR II), National Cancer Institute, Gaithersburg, MD (July 2008).
- Reviewer, Robert Wood Johnson Foundation, Investigator-Initiated Research Program (2008).
- Reviewer, the Israeli Science Foundation (2008-2009, 2014-2015).
- Reviewer, The British Academy (2008).
- Exploratory Grants for NCI Cancer Information Service (CA 06-015), National Cancer Institute (June 2006).
- Risk, Prevention and Health Behavior Integrated Review Group, Health Literacy Research Initiative, Investigator Initiated Research (RO1) Panel, Center for Scientific Review, National Institutes of Health, Bethesda, MD (March 2006).
- Community-Level Health Promotion (CLHP) Study Section (February 2006).
- Risk, Prevention and Health Behavior Integrated Review Group, Health Literacy Research Initiative, Investigator Initiated Research (RO1) Panel, Center for Scientific Review, National Institutes of Health, Bethesda, MD (March 2005).
- Consultant, Food Safety Commission, the Government of Japan (2005).
- Consultant, Israeli Cancer Society (2005).
- Psychosocial Development, Risk and Prevention Study Section, Risk, Prevention and Health Behavior Integrated Review Group, Center for Scientific Review, National Institutes of Health, Bethesda, MD (October 2004).
- CDC Public Health Research: Health Protection Research Initiative, Investigator Initiated Research (RO1) Panel, Centers for Disease Control and Prevention, Atlanta, GA (August 2004).
- Consultant, Prisoners and Social Capital Project, Center for Mental Health Services & Criminal Justice Research, Rutgers University (2003-2004.)
- Consultant, Reducing Underage Drinking through Coalitions Evaluation project, School of Public Health, University of Minnesota (2002).

Service to the Community (Selected Activities)

Member, The New Brunswick Community Food Alliance (2014-present).

Board Member, National Association of Chronic Disease (2010 - present).

President and Board Member, Princeton FC (2010-2012).

Consultant (in-kind), Sustainable Princeton (2012).

Consultant (in-kind), New Brunswick Food Safety Alliance (2011 - 2012).

Consultant (in-kind), Partnership for a Drug-Free NJ (2009 - 2012).

Consultant (in-kind), National Alliance on Mental Illness (2007 - 2010).

Consultant (in-kind), Princeton Hospital Parent Education Program (2001).

Consultant (in-kind), Trinity College, Dublin, Ireland, drunk-driving prevention project (2001).