

**Shawnika J. Hull, Ph.D.**  
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## **ACADEMIC POSITIONS**

- 2020 – pres    Assistant Professor  
Department of Communication  
School of Information and Communication  
Rutgers University
- 2015 – 2020    Assistant Professor  
Department of Prevention and Community Health (PCH)  
Milken Institute School of Public Health  
The George Washington University (GWU)
- 2019 – 2021    Visiting Professor, June – July annually  
Center for AIDS Prevention Studies  
University of California, San Francisco
- 2011 – 2015    Assistant Professor  
School of Journalism & Mass Communication (SJMC)  
Center for Demography & Ecology, Population Health Sciences (affiliated)  
University of Wisconsin – Madison (UW – Madison)
- 2010            Instructor  
University of Pennsylvania

## **RESEARCH FOCUS**

health communication	social marketing	media effects	HIV prevention
health disparities	community engaged research	intervention	evaluation

## **TRAINING AND FELLOWSHIP APPOINTMENTS**

- 2010 – 2011    Anna Julia Cooper Post-Doctoral Fellow  
SJMC, UW – Madison
- 2008 – 2009    Research Fellow, Sex and Media Research Group.  
Annenberg School for Communication, University of Pennsylvania  
Supervisor: Dr. Martin Fishbein
- 2006 – 2007    Research Fellow, Theory and Methods Core.  
Annenberg School for Communication, University of Pennsylvania  
Center for Excellence in Cancer Communication Research  
Supervisor: Dr. Martin Fishbein
- 2005 – 2006    Research Fellow, Seeking and Scanning Behavior Research Group  
Annenberg School for Communication, University of Pennsylvania  
Center for Excellence in Cancer Communication Research  
Supervisor: Dr. Robert Hornik
- 2004            Research Assistant, Experimental Data Collection and Management  
University of Arizona  
Supervisor: Dr. Robin L. Nabi

**EDUCATION**

- 2010 Ph.D. Annenberg School for Communication, University of Pennsylvania  
Adviser: Dr. Joseph N. Cappella
- 2007 M.A. Annenberg School for Communication, University of Pennsylvania  
Adviser: Dr. Robert Hornik
- 2004 B.A. Department of Communication, University of Arizona, Summa Cum Laude  
Minor: Business Administration
- 2002 A.A. Liberal Arts, Pima Community College, Tucson Arizona, Cum Laude

**DOCTORAL DISSERTATION**

Hull, S. J. (2010). *Risky business: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing* (Doctoral dissertation, University of Pennsylvania). UMI Number: 3447487

Supervisor: Joseph Cappella, PhD

Members: Martin Fishbein, PhD, Robert Hornik, PhD & Michael Delli Carpini, PhD

**HONORS AND AWARDS**

- 2020 Invited attendee, HIV-Related Intersectional Stigma Research Advances and Opportunities, Workshop hosted by National Institutes of Health Office of AIDS Research & National Institute of Mental Health
- 2019 Early Career Reviewer, Center for Scientific Review, National Institutes of Health
- 2017 Milken Institute School of Public Health Community Engagement Award. "An Evaluation of the Effectiveness of the Black Women's Health Imperative #LetsTalkAboutPrep campaign among Black women living in Washington D.C.," \*Mompe, & Hull, GWU
- 2017 Jacob's Institute Women's Rights and Gender Equality Prize, "An Evaluation of the Effectiveness of the Black Women's Health Imperative #LetsTalkAboutPrep campaign among Black women living in Washington D.C.," Mompe & Hull, GWU
- 2016 Cyber Mentor Protégé, American Psychological Association, Cyber Mentors Program (NIMH grant #2R25MH083635-04)
- 2015 Invited Mentee, Social and Behavioral Sciences Research Network
- 2015 Honored Instructor Award, University of Wisconsin, Student nomination
- 2014 Outstanding Women of Color in Education, University of Wisconsin- System  
1 of 2 UW-System recipients
- 2014 Outstanding Women of Color in Education, University of Wisconsin- Madison  
1 of 8 University of Wisconsin – Madison recipients
- 2013 Invited Guest, RWJF Health & Society Scholars, Annual Program Meeting
- 2012 Blood Services Annual Direct Service Group Impact Award, American Red Cross
- 2011 Honored Instructor Award, University of Wisconsin
- 2011 Invited Attendee, Robert Wood Johnson New Connections Symposium
- 2009 James D. Woods Teaching Award
- 2005 – 2009 Fontaine Society Fellow, University of Pennsylvania

- 2007 Top Student Paper  
Stevens, R., Hull, S. J., & Ho., A. *From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents*. NCA, Health Communication Division
- 2007 Finalist, Donald. P. Cushman Memorial Award  
The award honors the top-ranked student authored paper from all units that competitively rank papers for programming at the NCA Annual Conference.

### **REFEREED ARTICLES**

**\*indicates students at the time the research was conducted**

1. **Hull, S. J.**, \*Tessema, H., \*Thuku, J., Scott, R. K. (forthcoming). Providers PrEP: Identifying Primary Healthcare Providers' Biases as Barriers to Provision of Equitable PrEP Services. *JAIDS*.
2. \*Villalobos, A. Turner, M.M., Lapinski, M. K., **Hull, S.**, Long, S., Wang, J., Moore, E. W. G. (2021). Predicting Breastfeeding Intentions: A Test and Extension of the Theory of Normative Social Behavior with African American Social Identity. *Health Communication*, DOI: [10.1080/10410236.2021.1936750](https://doi.org/10.1080/10410236.2021.1936750)
3. \*Villalobos, A., Davis, C., Turner, M.M., Long, S., **Hull, S.**, Lapinski, M. (2021). Breastfeeding in Context: African American Women's Descriptions of Normative Referents, Salient Identities and Perceived Social Norms. *Health Education & Behavior*, online first, <https://doi.org/10.1177/10901981211014445>.
4. Scott, R., **Hull, S.J.**, Richards, C. R., Huang, J.C., Klemmer, K. N., Salmeron, F. (2021). Awareness, acceptability, and intention to initiate HIV pre-exposure prophylaxis among pregnant women. *AIDS Care*. doi:10.1080/09540121.2021.1916870
5. **Hull, S.**, Stevens, R. & Cobb, J. (2020). Masks are the new condoms: Health communication, intersectionality and racial equity in COVID-times. *Health Communication*, 35,(14), 1740-1742 doi: [10.1080/10410236.2020.1838095](https://doi.org/10.1080/10410236.2020.1838095)
6. \*Hochstatter, K., **Hull, S. J.**, Sethi, A., Burns, M., Mundt, M., Westergaard, R. P. (2020). Promoting safe injection practices, substance use reduction, hepatitis C testing, and overdose prevention among syringe service program clients using a computer-tailored intervention: A pilot randomized controlled trial. *JMIR*, 2(9):e19703. doi: 10.2196/19703.
7. Chandler, R., **Hull, S.**, Ross, H., Guillaume, D., Paul, S., Dera, N., Hernandez, N., (2020). The Pre-Exposure Prophylaxis (PrEP) Consciousness of Black College Women and the Perceived Hesitancy of Public Health institutions to Curtail HIV in Black Women. *BMC Public Health*, 20(1), 1172.
8. \*Brant A, \*Dhillon, P., **Hull, S.J.**, Coleman, M., Ye, P. Lotke, P., Folan, J., Alintah, P., Scott, R. (2020). Integrating HIV Pre-Exposure Prophylaxis (PrEP) services with family planning services: an evaluation using the RE-AIM Framework. *AIDS Patient Care & STDs* 35(6), 259-266. doi: 10.1089/apc.2020.0004.
9. \*Tekeste, M., **Hull, S.**, Dovidio, J. F., Safon, C. B., Blackstock, O., Taggart, T., ... & Calabrese, S. K. (2018). Differences in Medical Mistrust Between Black and White Women: Implications for Patient-Provider Communication About PrEP. *AIDS and behavior*, 1-12. doi: 10.1007/s10461-018-2283-2
10. \*Perryman, M. R., \*Davis, C. R., & **Hull, S. J.** (2017). Perceived Community Acceptance of Same-Sex Marriage: Persuasive Press, Projection, and Pluralistic Ignorance. *International Journal of Public Opinion Research*, 30(2), 305-315. doi: 10.1093/ijpor/edx003

11. \*Namkoong, K., Shah, D. V., \*McLaughlin, B., Chih, M. Y., \*Moon, T. J., **Hull, S.**, & Gustafson, D. H. (2017). Expression and Reception: An Analytic Method for Assessing Message Production and Consumption in CMC. *Communication Methods and Measures*, 11(3), 153-172. doi:10.1080/19312458.2017.1313396
12. \*Hochstatter, K. R., **Hull, S. J.**, Stockman, L. J., Stephens, L. K., Olson-Streed, H. K., Ehlenbach, W. J., ... & Westergaard, R. P. (2017). Using database linkages to monitor the continuum of care for hepatitis C virus among syringe exchange clients: Experience from a pilot intervention. *International Journal of Drug Policy*, 42, 22-25. doi: 10.1016/j.drugpo.2016.12.006
13. **Hull, S. J.**, \*Davis, C., Hollander, G., Gasiorowicz, M., Jeffries, IV, W. L., Gray, S., Bertolli, J., & Mohr, A., (2017). Evaluation of the Acceptance Journeys Social Marketing Campaign to Reduce Homophobia in Wisconsin. *American Journal of Public Health*. 107(1), 173-179. doi: 10.2105/AJPH.2016.303528
14. **Hull, S. J.** & \*Hong, Y. (2016). Sensation seeking as a moderator of gain- and loss- framed HIV-test promotion message effects. *Journal of Health Communication*. 21(1), 46-55. doi: 10.1080/10810730.2015.1033113
15. **Hull, S. J.**, \*Abril, E. P., \*Choi, M., Chih, M. Y., \*Kim, S. J., \*Namkoong, K., Shah, D., McTavish, F. & Gustafson, D. H. (2016). Applying self-determination theory to understand the effects of the Comprehensive Health Enhancement Support Systems on breast cancer patient quality-of-life. *Health Communication*. 31(10). doi:10.1080/10410236.2015.1048422
16. Westergaard, R. P., **Hull, S. J.**, \*Merkow, A., \*Stephenson, I. K., \*Hochstatter, K., \*Olson-Streed, H. K., Baker, L. M., & Hess, T. M. (2016). Computerized tailored interventions to enhance prevention and screening for hepatitis C among people who inject drugs: Protocol for a randomized pilot study. *JMIR Research Protocols*. 5(1):e15. doi:10.2196/resprot.4830
17. Stevens, R., \*Dunaev, J., \*Malven, E., Bleakley, A. **Hull, S.** (2016). Social media in the lives of African American and Latino youth: Challenges and opportunities in the digital neighborhood. *Media and Communication*, 4(3), pg. 60 – 70. doi: 10.17645/mac.v4i3.524
18. \*Barocas, J., Baker, L., **Hull, S. J.**, Stokes, S., Westergaard, R. P (2015). High uptake of naloxone-based overdose prevention training among previously incarcerated syringe-exchange program participants. *Drug and Alcohol Dependence*, 153, 283-286. doi:10.1016/j.drugalcdep.2015.06.023
19. \*Barocas, J. A., \*Brennan, M. B., **Hull, S. J.**, Stokes, S., Fangman, J. J. & Westergaard, R. P. (2014). Barriers and facilitators to hepatitis C screening among people who inject drugs: A multi-city, mixed methods study. *Harm Reduction Journal*, 11(1). doi: 10.1186/1477-7517-11-1
20. **Hull, S. J.**, Gasiorowicz, M., Hollander, G. & Short, K. (2013). Using theory to inform practice: The role of formative research in the construction and implementation of the Acceptance Journeys social marketing campaign to reduce homophobia. *Social Marketing Quarterly*, 19(3),135-155. doi: 10.1177/1524500413496717
21. Stevens, R. & **Hull, S. J.** (2013). The colour of AIDS: An Analysis of Newspaper Coverage of HIV/AIDS, 1992-2007. *Critical Arts: South-North Cultural and Media Studies*, 27(3), 352-369. Special issue sponsored by USAID/PEPFAR through Johns Hopkins University. doi: 10.1080/02560046.2013.800668
22. \*Namkoong, K., \*McLaughlin, B., \*Yoo, W., **Hull, S.**, Shah, D., \*Kim, S., \*Moon, T., \*Johnson, C., Hawkins, R., Mctavish, F. & Gustafson, D. (2013). The Effects of Expression: How Providing Emotional

Support Online Improves Cancer Patients Coping Strategies. *Journal of the National Cancer Institute*, 47, 169-174. doi: 10.1093/jncimonographs/Igt033

23. **Hull, S. J.** (2012). Perceived Risk as a Moderator of the Effectiveness of Framed HIV Test Promotion Messages Among Women: A Randomized Controlled Trial. *Health Psychology*, 31(1), 114-121. doi: 10.1037/a0024702
24. **Hull, S. J.**, Hennessy, M., Bleakley, A., Fishbein, M. & Jordan, A. (2011). Identifying the Causal Pathways from Religiosity to Delayed Adolescent Sexual Behavior. *Journal of Sex Research* 48(6), pp. 543-553. doi:10.1080/0224499.2010.521868
25. Kelly, B.J., Hornik, R. C., Romantan, A., Schwartz, J., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., \***Hull, S. J.**, Kim, A., \*Nagler, R., Niederdeppe, J. D., \*Ramirez, A., Smith-McLallen, A., & Wong, N., (2010). Cancer information scanning and seeking in the general population. *Journal of Health Communication*, 15(7), pp. 734-753. doi: 10.1080/10810730.2010.514029
26. \*Nagler, R. H., Romantan, A., \*Kelly, B. J., \*Stevens, R. S., Gray, S. W., \***Hull, S. J.**, \*Ramirez, A. S., & Hornik, R. C. (2010). How do cancer patients navigate the public information environment? Understanding patterns and motivations for movement among information sources. *Journal of Cancer Education*, 25(3), pp. 360-370. doi:10.1007/s13187-010-0054-5
27. Nabi, R., Finnerty, K., Domschke, T., & **Hull, S. J.** (2006). Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences. *Journal of Communication*, 56(3). 689-706. doi:10.1111/j.1460-2466.2006.00315.x

### **BOOK CHAPTERS**

1. **Hull, S.**, Hollander, G., Davis, C.R. (forthcoming). Acceptance Journeys: Reducing anti-gay stigma. In: Fourali C., French J. (eds) *The Palgrave Encyclopedia of Social Marketing*. Palgrave Macmillan, Cham
2. \*McLaughlin, B., **Hull, S. J.**, Namkoong, K., Shah, D., & Gustafson, D. H. (2016). We All Scream for Ice Cream: Positive Identity Negotiation. In A. Novak (ed.) Defining identity and the changing scope of culture in the digital age., IGI Global: 81- 98.

### **ARTICLES IN PREPARATION**

1. **Hull, S. J.**, Scott, R.K., Brant, A., Dhillon, P., Coleman, M., Ye, P., Lotke, P., (in preparation). Psychosocial determinants of HIV pre-exposure prophylaxis (PrEP) uptake Black women with HIV risk in a DC.
2. **Hull, S. J.**, Bowleg, L., Sichone, M., \*Perez, C., TWC. Speaking Truth and Keeping Secrets: Black women's consideration of PrEP as a viable prevention tool.

### **CURRENT GRANT FUNDING**

2020 – 2024 PI, "Sisters Informing Sisters about Topics on AIDS and PrEP (SISTA-P): Adapting an Evidence-Based HIV Prevention Intervention to Reduce HIV Incidence among Black Women, including those Who Use Drugs"  
NIH NIDA, K01  
Award: \$696,360 (75%)

Pending Co-I, "Adolescent health at the intersections of sexual, gender, racial/ethnic, immigrant identities and native language"  
 NIH, HDEP, R01  
 PI: Marla Eisenberg  
 Score: 17, 2<sup>nd</sup> percentile

## **GRANT APPLICATIONS**

### **Meritorious score but not funded**

09/2019 PI, "Sisters Informing Sisters about Topics on AIDS and PrEP (SISTA-P): Adapting an Evidence-Based HIV Prevention Intervention to Reduce HIV Incidence among Black Women, including those Who Use Drugs"  
 NIH NIDA, K01  
 Score: 35, 7<sup>th</sup> percentile

## **COMPLETED GRANT FUNDING**

- 2019 – 2021 Co-investigator (Co-I), "Citywide Expansion of Rapid ART Initiation in the District of Columbia"  
 NIH, DC CFAR Administrative Supplement  
 PI: Rupali Doshi (5%)
- 2019 – 2020 Co-I, "A City-Wide Approach to HIV Pre-Exposure Prophylaxis (PrEP) Scale Up in Multiple High-Risk Communities in Washington DC."  
 NIH DC CFAR Administrative Supplement  
 PI: Sarah Henn – Award: \$161,557 (5%)
- 2019 – 2021 Developing and Validating New Measures of Multilevel Intersectional Stigma to Improve the HIV Prevention Continuum for Young Black Gay Bisexual and Other Men who Have Sex with Men in the South  
 NIH, NIMH 1R21MH121313-01  
 PI: Lisa Bowleg – Award: \$449,439 (5%)
- 2018 – 2021 Co-I "The Intersectionality Checklist: An Essential Tool for Equitable Health and Financial Security Policies and Programs for US Women and Children"  
 W. K. Kellogg Foundation, P0130400  
 PI: Lisa Bowleg – Award: \$739,767 (20%)
- 2020 – 2021 PI, "Providers PrEP: Identifying Primary Healthcare Providers' Implicit Biases as Barriers to Practicing Egalitarian Principles."  
 UCSF - Center for AIDS Prevention Studies Pilot Award  
 NIH, NIDA R25DA028567 subaward  
 Award: \$20,000 (10% effort in-kind)
- 2017 – 2019 Co-investigator, "Identification of the Pre-exposure Prophylaxis (PrEP) cascade for Women and Integration of PrEP into Women's Family Planning Services: a prospective cohort"  
 Gilead Sciences, ISR-US-17-10270  
 PI: Rachel Scott – Award: \$487,629
- 2017 – 2018 Co-investigator, "Identification of the Pre-exposure Prophylaxis (PrEP) cascade for Women and Integration of PrEP into Women's Family Planning Services: a pilot study"  
 Georgetown-Howard Universities Center for Clinical and Translational Science  
 PI: Rachel Scott – Award: \$40,000

- 2016 – 2017 PI, “Understanding Determinants of Intentions to Utilize Prep among Black Women in DC”  
DC Center for AIDS Research, Pilot Awards Program  
NIH Award (# AI117970), Award – \$50,000 (20%)
- 2014 – 2016 Co-investigator, “Implementing combination behavioral and biomedical HIV prevention strategies through high risk sexual networks”  
Wisconsin Partnership Program, UW – Madison, New Investigator Program,  
PI: Dr. Ryan Westergaard, Award – \$90,030 (5%)
- 2013 – 2014 Co-Invistigator, “A community-based, behavioral intervention to improve screening for hepatitis C among high-risk young adults in Wisconsin”  
Institute for Clinical and Translational Research, UW – Madison,  
PI: Dr. Ryan Westergaard, Award – \$74,999 (8%)
- 2013 – 2016 PI, “Accpetance Journeys: A social marketing campaign to reduce HIV in Milwaukee”  
Baldwin Reilly Wisconsin Idea Endowment, UW – Madison  
Award – \$150,000
- 2013 – 2014 PI, “Focused Framing: A test of the effects of matching gain and loss framed HIV test promotion messages to viewer regulatory focus”  
Wisconsin Alumni Research Foundation, UW – Madison  
Award – \$50,000
- 2013 – 2014 Co-investigator, "Acceptance Journeys"  
VIVA Glam, MAC AIDS Fund  
PI: Gary Hollander – Award: \$100,000
- 2012 – 2014 Discretionary Funding  
William T. Evjue Faculty Fellowship  
William T. Evjue Centennial Chair and Faculty Support Fund, UW – Madison  
Award – \$50,000
- 2012 - 2014 Awardee  
NIH Loan Repayment Program – Health Disparities Research
- 2012 – 2013 Co-investigator, “Acceptance Journeys,”  
HIV Prevention Cooperative Agreement, Centers for Disease Control and Prevention,  
PS12-1201  
PI: James Vergeront
- 2012 Co-investigotor, "End HIV Milwaukee"  
VIVA Glam campaign, MAC AIDS Fund,  
PI: Gary Hollander – Award: \$100,000
- 2012 PI, “Frames that fit: The influence of viewer regulatory focus on the persuasiveness of framed HIV test promotion messages”  
Wisconsin Alumni Research Foundation, UWMadison  
Award: \$38,383
- 2010-2011 Co-investigator, “Acceptance Journeys”  
HIV Prevention Cooperative Agreement,  
Centers for Disease Control and Prevention, PS10-1001  
PI: Dr. James Vergeront
- 2011 Course Development Grant,  
College of Letters & Sciences, Honors, UW – Madison  
Award: \$5,000

- 2011 Course Development Grant  
Robert Wood Johnson Foundation  
Award: \$5,000
- 2009 “Risky Business: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing”  
Russell Ackoff Fellowship, Wharton Risk Management and Decision Processes Center,  
Award – \$4,000
- 2008 PI, “Risky Business: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing”  
Russell Ackoff Fellowship, Wharton Risk Management and Decision Processes Center,  
Award -- \$4,000
- 2006 – 2009 Annenberg School Summer Research Fellowship  
University of Pennsylvania, \$4,000 annually

### **REFEREED CONFERENCE PRESENTATIONS**

- Doshi RK, Jones J, Liu A., et al. Approaches for Rapid ART Initiation: Implementation Strategies from NIH-funded EHE Projects in Metropolitan Areas. Presentation at *Ryan White Conference on HIV Care & Treatment*, Washington, DC, 2020.
- Stevens, R., **Hull, S. J.**, & Cobb, J. N. , Beyond Advisory Boards: Strategies for integrating youth into digital health research (2020, postponed). Oral Presentation at *International Social and Behavior Change Communication Summit*, in Marrakech, Morocco.
- Lahiri, S., **Hull, S.**, Sinks, H, Scott, R. (2020, postponed). *Social norms, gender, and power related to PrEP use among Black women in Washington, DC: A Bayesian approach*. An Oral Presentation delivered at the International Social and Behavior Change Communication Summit 2020 in Marrakech, Morocco.
- Scott, R.K., **Hull, S.J.**, Huang, J., Visconti, A., Coleman M., Ye, P., Lotke, P., Balaji, D., Beverley, J., Ward, A., Holiday, J., Elion, R. (2020). Determinants of HIV pre-exposure prophylaxis initiation in women at high risk for HIV. Poster presented to the annual Conference on Retroviruses and Opportunistic Infections (CROI), Boston, MA.
- Villalobos, A., Davis, C., Turner, M.M., Long, S., Sangodele-Ayoka, A., **Hull, S.** Lapinski, M. (2020). “Breast is Best” Message Penetrates, Lip Service Dominates: Perspectives from African American Women in Washington, D.C. Paper presentation at the 41st Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine.
- Hull, S. J.**, & Mompe (2018). An Evaluation of the Effectiveness of the Black Women’s Health Imperative (BWHI) #LetsTalkAboutPrep campaign among Black women living in Washington D.C., Paper presented to the annual meeting of the International Communication Association, Prauge, CZ.
- Scott, R., Klemmer, K. Richards, R., Salmoran, F., Fernandez, S., **Hull, S.J.**, Hendrix, C. (2018). Knowledge and acceptability of HIV Pre-exposure prophylaxis in pregnant women. Poster presented to the annual Conference on Retroviruses and Opportunistic Infections (CROI). Boston, MA.
- Brant A, Dhillon, P., Hull, S.J., Coleman, M., Ye, P. Lotke, P., Folan, J., Alintah, P., Scott, R. (2018). Integrating HIV Pre-Exposure Prophylaxis (PrEP) services with family planning services: an evaluation using the RE-AIM Framework. Women in HIV Workshop, Conference on Retroviruses and Opportunistic Infections (CROI). Boston, MA.



Tekeste, M., **Hull, S.**, Dovidio, J.F., Safon, C.B., Blackstock, O., Taggart, T., Kershaw, T. S., Kaplan, C., Caldwell, A., Lane, S.B. & Calabrese, S.K. (2018). The implications of race and medical mistrust for women's comfort discussing PrEP with a healthcare provider. Paper presented at the 13th International Conference on HIV Treatment and Prevention Adherence.

**Hull, S. J.**, Bowleg, L., Pérez, C. & Sichone-Cameron, M. (2017). Psychosocial and environmental factors affecting Black women's consideration of PrEP as a viable prevention tool: Implications for strategic communication, Paper presented to the annual conference of the American Public Health Association, Atlanta, GA.

**Hull, S. J.**, Bowleg, L., Pérez, C. & Sichone-Cameron, M. (2017). Psychosocial and environmental factors affecting Black women's consideration of PrEP as a viable prevention tool: Implications for strategic communication, Paper presented to the annual meeting of the Centers For AIDS Research, Washington, DC.

Hong, Y., **Hull, S. J.** & Davis, C., (2017). The Effect of Presumed Media Influence on Communicative Actions about Same-sex Marriage Legalization, Paper presented to the National Communication Association, Chicago, IL.

Mompe, A., & **Hull, S. J.**, (2017). An Evaluation of the Effectiveness of the Black Women's Health Imperative (BWHI) #LetsTalkAboutPrep campaign among Black women living in Washington D.C., Poster presented to the annualy GWU Research Days, Washington, DC.

**Hull, S. J.**, Davis, C., Hollander, G., Gasiorowicz, M., Gray, S., Bertolli, J., & Jeffries, W., Mohr, A., (2016). Cultures of acceptance: Evaluation a social marketing campaign to reduce homophobia. Poster presented at the 2016 annual conference of the American Public Health Association, Denver, CO.

Coppini, D., Davis, C., & **Hull, S., J.** (2016) "But he doesn't look gay!" Perceived variability as a mediator between para-social interactions and reduction of discrimination. Paper presented at the annual conference of the National Communication Association, Philadelphia, PA.

Hong, Y., **Hull, S. J.**, Choung, H., Myung, E., Di, Z., & Davis, C. (November, 2016). *Mediation pathways for the moderating effect of gain-and loss-framed messages: A test of competing hypotheses*. Manuscript accepted for presentation at the National Communication Association Annual Conference, Philadelphia, PA.

**Hull, S.J.**, Orellana-Campos, A., & Choung, H. (2016). Does talk matter?: The Moderating Effect of Discussion about the Intervention on Acceptance of Gay Individuals. Paper presented at the 2016 Kentucky Conference on Health Communication, Lexington, KY.

Di, Z., & **Hull, S. J.** (2016). The effects of frames and reference points in health messages on information processing and persuasion. Paper presented at the 2016 Kentucky Conference on Health Communication, Lexington, KY.

Hong, Y., & **Hull, S. J.** (2015). "Cognitive Pathway to Narrative Persuasion: A Serial Multiple Mediation Model" Poster presented at the 65<sup>th</sup> annual conference of the International Communication Association. San Juan, PR.

Davis, C. R., Coppini, D., **Hull, S. J.**, & Duncan, M. (2015). "Can I Live? Stereotypes & The Intersectional Identities of Black Gay Men." Paper presented at thte 65<sup>th</sup> annual conference of the International Communication Association. San Juan, PR.

Hong, Y., **Hull, S. J.**, & Gunther, A. C. (2014). "Perceived Elaboration as a Mediator of Presumed Influence Model: How HIV Test Promotion Media Content Indirectly Influence Intention to Get HIV Tested." Paper presented at the 100<sup>th</sup> annual conference of the National Communication Association. Chicago, IL.

**Hull, S. J.** & Hong, Y. (2014). Sensation seeking as a moderator of gain- and loss- framed HIV-test promotion message effects. Paper presented at the 64<sup>th</sup> annual conference of the International Communication Association. Seattle, Wa.

**Hull, S. J. & Hardy, B.** (2014). The foundations of homophobia and acceptance: Modeling acceptance and discrimination among Black and White heterosexuals in 4 US cities. Kentucky Conference on Health Communication, Lexington, KC.

**Hull, S. J.,** Mohr, A., Hollander, G. & Gasiorowicz, M. (2013). Evaluation of the acceptance journeys campaign: Results from a rolling cross sectional evaluation with 3 comparison groups. Poster presented at the 141<sup>st</sup> annual conference of the American Public Health Association, Boston, MA.

Barocas J, **Hull S,** Sosman J, Sethi A, Fangman J, & Westergaard R. (2013). Medical and legal consequences of ongoing drug use among young injection drug users infected with hepatitis C virus. Poster presented at the 36th Annual Society for General Internal Medicine Meeting, Denver, CO.

**Hull, S. J. & Hong, Y. S.** (2013). The Influence of Viewers' Perceived Risk, Regulatory Focus, Behavior Inhibition/Activation System on the Persuasiveness of Framed HIV Test Promotion Messages. Paper presented at the 63<sup>rd</sup> annual conference of the International Communication Association. London, UK.

Moon, T., D'Angelo, J., Tsang, S., Hong, Y., **Hull, S.,** Shah, D., McTavish, F., & Gustafson, D. (2013). "I want to go out with you" vs. "I want to talk to you": corpus analysis of gender differences in mobile text messages of adolescents. Paper presented at the 63<sup>rd</sup> annual conference of the International Communication Association. London, UK.

Barocas, J., **Hull, S.J.,** Sethi, A., Sosman, J., Fangman, J., Westergaard, R., (2012). Low rates of screening for HIV and hepatitis C among injection drug users not engaged in primary care: A community-based survey. Poster presented at the National Summit on HIV and Viral Hepatitis. Washington, DC.

Barocas, J., Brennan, M., **Hull, S.J.,** Sethi, A., Sosman, J., Fangman, J., Westergaard, R., (2012). Barriers and Facilitators to HIV and Hepatitis C Screening among Active Intravenous Drug Users. Poster presented at the National Summit on HIV and Viral Hepatitis. Washington, DC.

Mohr, A., **Hull, S. J.,** Hollander, G., Jeffries, W. L., Garcia, L., Gasiorowicz, M., & Short, K. (2012). A social marketing campaign to reduce homophobia in Milwaukee, WI. Poster presented at the annual conference of the American Public Health Association. San Francisco, CA.

Mohr, A., Hollander, G. & **Hull, S. J.** (2012). Addressing homophobia in the African American community in Milwaukee through social marketing: development, implementation and evaluation of the Acceptance Journeys campaign. Poster presented at the annual conference of the Wisconsin Public Health Association. Middleton, WI.

McLaughlin, B. T., **Hull, S. J.,** Namkoong, K., Shah, D., Gustafson, D. H. (2012). We all scream for ice cream: How mundane topics strengthen bonding in computer mediated support groups. Paper presented at the annual conference of the International Communication Association. Phoenix, AZ.

Stevens, R. & **Hull, S. J.** (2011). No good news: Media coverage of HIV/AIDS from 1993-2007. Paper presented at the annual conference of the American Public Health Association. Washington, DC.

**Hull, S. J.** (2011). Understanding the effects of gain and loss framed messages on HIV test intentions: Integrating theories of message effects, information processing and behavior change. Paper presented at the annual conference of the National Communication Association. New Orleans, LA.

**Hull, S.** (2011). Perceived Risk as a Moderator of the Effectiveness of Framed HIV Test Promotion Messages Among Women: A Randomized Controlled Trial. Paper presented at the annual conference of the National Communication Association. New Orleans, LA.

Namkoong, K., Shah, D., McLaughlin, B., Yoo, W.H., Kim, S. C., **Hull, S. J.,** Moon, T. J., Johnson, C., Hawkins, R. P. & Gustafson, D. H. (2011). An Analytic Method for Computer-Mediated Communication (CMC): Distinguishing the Message Expression and Reception Effects in Online Social Networks. Paper

presented at the annual conference of the Association for Education in Journalism and Mass Communication. St. Louis, MO

Namkoong, K., Shah, D., **Hull, S.**, Kim, S. C., Chih, M. Y., Puig Abril, E. Gustafson, D. H. & McTavish, F. (2011). Mediated effects of interactive cancer communication systems on health outcomes: A test of self-determination theory. Paper presented at the annual Era of Hope Conference sponsored by the The Department of Defense Breast Cancer Research Program. Orlando, FL.

Lee, C., & **Hull, S. J.** (2008). Validating seeking and scanning measures for cancer patients. Paper presented at the annual conference of the National Communication Association. San Diego, CA.

**Hull, S. J.**, Lee, C., & Hornik, R. (2008). The effects of seeking and scanning on behavior: Theory of planned behavior approach to seeking and scanning. Paper presented at the annual conference of the International Communication Association. Montreal, Canada.

Kelly, B. J., Hornik, R., Romantan, A., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., **Hull, S. J.**, Kim, A., Nagler, R., Niederdeppe, J., Ramirez, A. S., Smith-McLallen, A. S., & Wong, N. (2008). Cancer Information Scanning and Seeking in the General Population. Paper presented at the annual conference of the International Communication Association. Montreal, Canada.

Stevens, R., **Hull, S. J.**, & Ho, A. (2007). From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents. Paper presented at the annual conference of the National Communication Association. Chicago, Illinois. Also presented at the 2007 annual conference of the Association for the Study of the Worldwide African Diaspora. Barbados.

**Hull, S. J.**, Lee, C., & Hornik, R. (2007). The effects of seeking and scanning on behavioral intention: Theory of planned behavior approach to seeking and scanning. Paper presented at the annual conference of the International Communication Association. San Francisco, CA.

Hornik, R., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Frazee, T., Frosch, D., Gray, S., **Hull, S. J.**, Kelly, B., Kim, A., Lee, C., Lewis, N., Martinez, L., Nagler, R., Niederdeppe, J., Ramirez, S., Romantan, A., Smith-McLallen, A., & Wong, N. (2007) The seeking and scanning behavior (SSB) project. Poster presented at the USC-IPR/NIH Conference on Interdisciplinary Science, Health Promotion & Disease Prevention held in Pasadena, CA.

**Hull, S. J.** (2006). Deconstructing and re-constructing identities: Language and the construction of the soldier. Paper presented at the annual conference of the International Communication Association. Dresden, Germany.

Nabi, R., Finnerty, K., Domschke, T., & **Hull, S. J.** (2005). Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences. Paper presented at the annual conference of the International Communication Association. New York, NY.

## **TEACHING**

### **SC & I, Rutgers University**

2020 – pres Media, Marketing and Communication, 35 students, undergraduate, online

### **PCH, GWU**

2016 – 2020 Social Marketing, 15-20 students, MPH, residential, online

2019 – 2020 Introduction to Public Health Communication & Marketing, MPH, online, 30 students, course lead, 6 instructors

2019 – 2020 Market Research for Public Health, MPH, online, 30 students, course lead, 3 instructors

2019 – 2020 Advanced Theory in Health Communication, 8-12 students, Ph.D., residential

### **SJMC, UW – Madison**

- 2012 – 2014 Effects of Mass Communication, 70 - 100 students, 1 TA, Undergraduate  
 2011 – 2012 Introduction to Mass Communication, 300 - 350 students, 11 – 14 TAs, Undergraduate  
 2011 – 2012 Principles of Strategic Communication, 36 students, 1 TA, Undergraduate  
 2013 – 2014 Theory in Health Communication, 8-12 students, Ph.D .

### **Annenberg School for Communication, University of Pennsylvania**

- 2010 Communication and Behavior, 8 students, Undergraduate  
 2009 Teaching Assistant, Communication and Behavior, Undergraduate  
 2009 Teaching Assistant, Children and Media, Undergraduate  
 2008 Teaching Assistant, Persuasion and Communication, Undergraduate

### **PROFESSIONAL SERVICE**

#### **Executive and Advisory Board Membership**

- 2020 Invited Participant, National Institute of Mental Health & National Institutes of Health Office of AIDS Research, Stigma Workshop  
 2020 – pres. Editorial Board Member, Human Communication Research  
 2020 ICA Mass Communication Division Innovation Award Selection Committee  
 2019 – pres. Institute for Intersectionality Equity Research and Policy, Board of Directors  
 2018 – pres. Editorial Board Member, Journal of Communication  
 2018 – pres. Board Member, Kentucky Conference on Health Communication  
 2018 Dean Search Committee, Annenberg School for Communication, University of Pennsylvania, Result: Dr. John Jackson, ASC Dean  
 2018 Building Healthy Online Communities, PrEP Messaging Advisory Board  
 2017 – 2018 Gilead Sciences, PrEP for Women, Steering Committee  
 2017 – 2018 The Women’s Collective Board of Directors  
 2017 DC PrEP for Women Advisory Committee Member, Washington AIDS Partnership & DC DOH, PrEP Working Group, DC Department of HIV/AIDS, Hepatitis, STD and TB Administration  
 2016 XD @GW Cooperative (Cross-disciplinary cooperative for community engaged teaching)  
 2015 – 2019 Wisconsin Obesity Prevention Initiative National Advisory Committee  
 2014 – pres. Annenberg School for Communication, Alumni Advisory Board Member – consecutive 3-year terms  
 2013 – 2018 Mass Communication Division, Secretary, International Communication Association, Consecutive 2- year terms, elected position

#### **Reviewer**

- Journals  
 American Journal of Public Health  
 Journal of Communication  
 Annals of Behavioral Medicine  
 Population Health  
 Communication Research  
 New Media & Society  
 Journal of Health Communication  
 Journal of Communication

Human Communication Research  
 Journal of Adolescence  
 Cases in Public Health Communications & Marketing  
 Journal of AIDS and HIV Research

Professional Associations:

DC Center for AIDS Research, ICA, APHA, NCA

**UNIVERSITY SERVICE**

**Department of Prevention & Community Health, George Washington University**

2020 – 2020 Diversity and Inclusion Committee  
 2018 – 2020 Admissions Committee  
 2018 – 2020 Dr. Ph / PhD Comprehensive Exam Reviewer  
 2017 – 2019 Executive Committee  
 2015 – 2020 Research Committee

**School of Journalism & Mass Communication, University of Wisconsin – Madison**

2014 – 2015 Graduate Curriculum Committee  
 2013 – 2014 Search Committee Member – Ethics Faculty search  
 2013 – 2014 Faculty Advisor – National Association of Black Journalists, UW Chapter  
 2011 – 2014 Undergraduate Curriculum Committee

**Annenberg School for Communication, University of Pennsylvania**

2007 – 2009 Fontaine Society Coordinating Committee:  
 Finance Committee Chair, Community Outreach Committee Co-Chair, Professional Development  
 Committee Co-Chair, Networking and Cultural Enrichment Committee Co-Chair  
 2007 – 2008 Graduate and Professional Student Association  
 Annenberg School for Communication Representative  
 2005 – 2006 Annenberg School for Communication Graduate Council

**STUDENT ADVISING**

**Dissertation Chair**

In progress Hanna Tessema, Dr.PH Candidate, PCH, GWU

2018 Yangsun Hong, PhD, SJMC, UW – Madison  
 Current position: Assistant Professor, Department of Communication & Journalism  
 University of New Mexico  
 \*early career scholar paper award from D.C. Health Communication Conference

2017 Catasha Davis, PhD, SJMC, UW – Madison  
 Current position: Communications Specialist, Parenthetic, Washington DC

**Dissertation Committee Member**

In progress Taylor Goulbourne, Rutgers University  
 Mehrit Tekeste, Department of Psychology, GWU  
 Rochelle Davidson Mhonde, George Mason University, Dept. of Communication  
 2020 Sidney Holt, Department of Psychology, GWU  
 2019 Aubrey Van Kirk Villalobos, SPH, GWU  
 2020 Hyesun Choung, SJMC, UW – Madison  
 2014 Jiyoun Kim, PhD, Department of Life Sciences Communication, UW – Madison  
 2014 Christine Muganda, PhD, Population Health Sciences, UW – Madison

**Dissertation reader**

2018 Vinu Ilakkuvan, PCH, GWU

**Masters Thesis Advisor**

2014 Catasha Davis, MA, UW – Madison

**Masters Thesis Committee Member**

2016 Ashley Chung, MPH, Graduate School of Public Health, University of Pittsburgh

2015 Hyesun Choung, MA, SJMC, UW – Madison

2014 Zhen Di, MA, SJMC, UW – Madison

2014 Yilang Peng, MA, SJMC, UW – Madison

2013 JJ DeSimone, MA, SJMC, UW – Madison

2013 Hayley Madden, MPH, UW – Madison

**Culminating Experience Advisor**

2019 Ngozidirichukwu Ihenacho, PCH, GWU

Paula Kaledzi, PCH, GWU

2018 Isabel Garcia, PCH, GWU

Siham Nakamura, PCH, GWU

Gia Garrett, PCH, GWU

2017 Brianna Belgrave, PCH, GWU

Andrea Ferrand, PCH, GWU

Atlang Mompe, Department of Global Health, GWU

Monique Thornton, GWU

2016 Alana Black, PCH, GWU

Carolin Pérez, Department of Global Health, GWU

Laura Pickard, PCH, GWU

**Undergraduate advising & supervision, SJMC, UW – Madison**

2015 Vreni Pigorsch, Internship Supervisor

Justin Gluck, Independent Study Supervisor

2014 Demetri Tongas, Internship Supervisor

Natalia Dahl, Internship Supervisor

2013 Shelby Lewis, Independent Study Supervisor

Jonathan Juhn, Senior Thesis Adviser

Laura Howe, Mentor; Independent Study; Directed Study Supervisor

2012 Sara Schumacher, Undergraduate Research Scholars Program Supervisor

Jane Lambert, Independent Study

2011 Tammy Mitchell, Independent Study Supervisor

**COMMUNITY SERVICE**

2016 Guest Expert, The Women's Collective - HIV prevention for women townhall

2010 – 2015 Planning Committee Member – Sickle Cell Blood Drives

annually: 2 campus drives (UW-Madison), 2 community drives

Approximately 80 pints collected annually. In collaboration with the Morgridge Center for Public Service, The Urban League of Greater Madison, The Red Cross and SJMC

2013 – 2015 Reading Tutor – Urban League of Greater Madison, Schools of Hope

2013 EpiAID Update Panel Participant

2011 Meeting to update community health workers of local trends and initiatives around HIV

Focus Group Facilitator Trainer; Town Hall Facilitator, Diverse & Resilient, Milwaukee, WI

2007 – 2010 Mentor, US Dream Academy

**PROFESSIONAL AFFILIATIONS**

American Public Health Association (APHA)

International Communication Association (ICA)

National Communication Association (NCA)

**INDUSTRY & PRO BONO CONSULTING**

- 2021 Expert Key Informant, National Research Group (NRG)/Oprah Winfrey Network (OWN)
- 2018 – 2019 Consultant, Octane Public Relations
- 2012 – 2015 Consultant, Innocorp, Verona, WI
- 2015 Consultant, Young Gifted and Black Coalition
- 2011 Consultant, Select Media, Philadelphia, PA
- 2009 – 2012 The Marketing Audit, Philadelphia, PA

**SELECTED INVITED PRESENTATIONS**

**National**

- 2021 "Health, Wealth, and Racial Opportunity," Invited Panelist, Annenberg School for Communication, University of Pennsylvania.  
  
Annenberg Research Seminar, Invited Speaker, Annenberg School of Communication, University Of Southern California  
  
"Risk and Decision-making in a Climate of Uncertainty," Invited Speaker, Center for AIDS Prevention Studies University of California – San Francisco
- 2020 DC Center for AIDS Research, Virtual Coffee Hour, Invited Panelist
- 2019 Robert Wood Johnson Health & Society Scholars Program – Invited speaker, Workshop: Communicating with the Press
- 2018 Midwest AIDS Training and Education Center, Madison, WI. Invited speaker: PrEP among women  
  
Robert Wood Johnson Health & Society Scholars Program – Communicating about Health Disparities
- 2017 DC Center for Rational Prescribing, Invited Panelist, Topic: Pre-exposure Prophylaxis  
  
Robert Wood Johnson Foundation Health Policy Scholars Program, Johns Hopkins University, Communicating about health disparities  
  
Centers for AIDS Research, Early Stage Investigator Mentoring Workshop, Invited Speaker, Community Engaged Research  
  
Centers for AIDS Research, National Community Advisory Board Coalition Meeting, Invited Panelist: Community Partnership  
  
American Association of Medical Colleges Continuing Education hosted by DC Department of Health, Invited Panelist, Topic: Pre-exposure Prophylaxis
- 2016 DC Center for Rational Prescribing, Talking About PrEP Continuing Medical Education Video – Invited Panelist  
  
School of Nursing, University of Pennsylvania, "Cultures of acceptance: Evaluation a social marketing campaign to reduce homophobia"  
  
Graduate School of Public Health, University of Pittsburgh, Invited Panelist, Topic: Acceptance Journeys Pittsburgh

- Department of Community Health and Prevention, Drexel University, Invited speaker, "Psychosocial and environmental factors and Black women's PrEP use: Implications for communication"
- 2015 Department of Communication, University of Arizona, "Toward Eliminating Disparities in HIV/AIDS Through Mass Mediated Messaging: A Message Design Approach"
- 2014 School of Media and Communication, Temple University, "Toward Eliminating Disparities in HIV/AIDS Through Mass Mediated Messaging: A Message Design Approach"

### Regional

- 2019 Ob/Gyn Grand Rounds at MedStar Washington Hospital, "PrEP for Women"
- 2017 DC Department of Health, HIV/AIDS, Hepatitis, STD & TB Administration (HAHSTA), Biomedical Invited panelist, HIV Prevention Strategies Symposium
- 2016 DC Center for AIDS Research Symposium, "Psychosocial and environmental factors and Black women's PrEP use: Implications for communication"
- 2014 Robert Wood Johnson Health & Society Scholars Program, Invited Panelist, Strategies for navigating the transition to the tenure track
- 2013 Robert Wood Johnson Population Health Brown Bag, University of Wisconsin – Madison Invited Panelist, Strategies for navigating the transition to the tenure track
- UW Health Disparities Interest Group, University of Wisconsin, Invited speaker, "Acceptance Journeys: A Social Marketing Campaign to Reduce HIV/AIDS Among MSM of color in Milwaukee"
- 2012 A Public Affair, host Karma Chàvez, WORT 89.9 community radio, Invited Guest – December 5
- 2011 Sex Out Loud, University of Wisconsin – Madison (Student Organization), Invited speaker, How research can contribute to reducing HIV transmission among disproportionately affected groups
- 2010 Wisconsin Health Department AIDS/HIV Program, Invited speaker, "The Integrated Model of Behavior Change"