

Itzhak Yanovitzky, Ph.D.
Professor of Communication
School of Communication and Information
Rutgers, The State University of New Jersey
4 Huntington Street, New Brunswick, NJ 08901-1071
Office: (848) 932-8852; email: itzhak@comminfo.rutgers.edu
<https://comminfo.rutgers.edu/yanovitzky-itzhak>
<https://orcid.org/0000-0001-6366-8006>

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.

Chair, SC&I Health and Wellness Faculty Cluster, 2014–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.

Co-Principal Investigator (with M. S. Weber, J. Neal & Z. Neal). Knowledge Brokerage and Evidence-Informed Policymaking and Practitioner Decision Making to Improve Youth Outcomes. (William T. Grant Foundation. \$48,899), 2018-2019.

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

Rutgers University’s Faculty Scholar-Teacher Award (2022)

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’s 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

Weber, M. S., & Yanovitzky, I. (Eds.). (2021). Networks, Knowledge Brokers, and the Public Policymaking Process. UK: Palgrave

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

Peer-Reviewed Journal Articles

Goulbourne, T., & Yanovitzky I. (2021). The communication infrastructure as a social determinant of health: implications for health policymaking and practice. *The Milbank Quarterly*. DOI: 10.1111/1468-0009.12496.

Gesualdo, N., Weber, M. S., & Yanovitzky, I. (2020). Journalists as knowledge brokers. *Journalism Studies*, 21(1), 127-143.

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*, 16(1), 65-82.

Yanovitzky, I., & Weber, M. S. (2019). 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).

Peer-Reviewed Book Chapters and Encyclopedia Entries

- Bejarano, W. A., & **Yanovitzky, I.** (In Press). Opioid Use Disorder. In Ho, E., Bylund, C., van Weert, J., Basnyat, I, Bol, N., & Dean, M. (Eds.) *The International Encyclopedia of Health Communication*. Hoboken, NJ: Wiley.
- Lindstadt, C., & **Yanovitzky, I.** (In Press). Health campaigns: Policy impact. In Ho, E., Bylund, C., van Weert, J., Basnyat, I, Bol, N., & Dean, M. (Eds.) *The International Encyclopedia of Health Communication*. Hoboken, NJ: Wiley.
- Goulbourne, T., Senteio, C., Greene, K., & **Yanovitzky, I.** (2021). Community-based health interventions. In T. Thompson & N. Harrington (Eds.), *Routledge Handbook of Health Communication* (3 ed., pp. 353-366). Routledge.

- Weber, M. S., & Yanovitzky, I. (2021). Knowledge brokers, networks and the policymaking process. In Weber, M. S., & Yanovitzky, I. (Eds.). *Networks, Knowledge Brokers, and the Public Policymaking Process* (pp. 1-25). New York, NY: Palgrave.
- Yanovitzky, I., & Weber, M. S. (2021). Closing the theory-research gap in knowledge brokerage: Remaining challenges and emerging opportunities. In Weber, M. S. & Yanovitzky, I. (Eds.). *Networks, Knowledge Brokers, and the Public Policymaking Process* (pp. 375-392). New York, NY: Palgrave.
- 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. (2022). Public Attitudes Regarding the Implementation of 988 Crisis Response Hotline in New Jersey. New Brunswick, NJ: Rutgers University.

Yanovitzky, I., & Blitz, C. (2020). Improving Use of Research Evidence: Insights from Communication Science. *NNERPP Extra*, 2(2), 10-13.

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., & Blitz, C.L. (2022, December). Enabling responsive and adaptive implementation of evidence-based health policies by assessing implementation readiness of key stakeholders. Paper presented at the 15th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.

- Yanovitzky, I.**, Bejarano, W., Lindstadt, C., & Weber, M. (2021, December). Scope, nature, and timing of research and non-research evidence use by policy advocates and its influence on the implementation of evidence-based policies. Paper presented at the 14th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.
- Lindstadt, C., Weber, M., & **Yanovitzky, I.** (2021, December). Validation of an instrument for coding journalists' use of research evidence in news reports. Poster presented at the 14th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.
- Gesualdo, N., & **Yanovitzky, I.** (2021, May). A question of value: An exploratory study of strategies journalists use to legitimize or delegitimize policy claims. Paper presented at the annual meeting of the International Communication Association (Virtual Conference).
- Yanovitzky, I.**, & Weber, M. S. (2020, December). A document analysis methodology for tracking and assessing use of research evidence in health policymaking. Paper presented at the 13th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.
- Weber, M. S., & **Yanovitzky, I.** (2020, July). Networks of evidence use in the context of federal childhood obesity policymaking. Paper presented at the 2020 Sunbelt Virtual Conference.
- Bejarano, W.A., & **Yanovitzky, I.** (2020, July). Contribution of town hall meetings to community knowledge, beliefs, and efficacy to combat opioid addiction. Paper presented at the Annual Meeting of the Society for Prevention Research (virtual meeting).
- Yanovitzky, I.**, & Weber, M. S. (2019, December). Building the capacity of patient advocacy organizations to broker research evidence in health policymaking. Paper presented at the 12th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.
- Weber, M. S., & **Yanovitzky, I.** (2019, December). Mapping knowledge brokers in media ecosystems to assess the use of research evidence. Paper presented at the 12th Annual Conference on the Science of Dissemination and Implementation, Washington, D.C.
- 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.
- Gesualdo, N., Weber, M. S., & **Yanovitzky, I.** (2019, May). Journalists as knowledge brokers. Paper presented at the annual meeting of the International Communication Association, Washington, DC.
- 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, Workshops, and Keynotes

Yanovitzky, I. (2022, October). Policy implementation science: measures, data sources, and data collection strategies. Invited Presentation, New York University (Virtual).

Yanovitzky, I. (2022, June). Building communication engagement capacity: insights from the science of science communication. Keynote Address, Cancer Health Equity Center of Excellence (CHECoE) 2022 Annual Conference, Rutgers University, New Brunswick, NJ.

Yanovitzky, I. (2022, May). Knowledge brokerage: future directions. Invited Talk, Transforming Evidence Network and the Pew Charitable Trusts Event Series: Evidence Intermediary Organizations: How can they better connect research, policy and practice? (Virtual)

Yanovitzky, I. (2022, April). Using concepts from psychology and behavioral research to guide evidence use. Invited Talk, Campbell UK & Ireland Webinar on Communicating Bodies of Evidence: What Can We Learn from Other Fields? (Virtual)

Yanovitzky, I. (2022, March). The opioid crisis before and during the COVID-19 pandemic: challenges to public health. Invited Talk, Rutgers University & Democritus University e-Symposium: Substance Use in Greece and the U.S.A.: Underlying Mechanisms, Usage Patterns, Treatment, and Policy (Virtual).

Yanovitzky, I. (2022, March). Science Communication 101: Communicating research to non-scientists. Invited Talk, The Cancer Institute of New Jersey (Virtual).

Yanovitzky, I. (2021, October). Health communication in a post-pandemic world: critical observations and lessons learned. Invited Talk, Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore.

Yanovitzky, I. (2020, November). Knowledge brokering as a strategy for improving use of research evidence in policy formulation. National Cancer Institute (Virtual Webinar).

Yanovitzky, I. (2020, July). Active surveillance of policy ecosystems and networks to enhance brokering of research evidence into state policymaking. Invited Talk, William T. Grant Foundation Webinar: Proposing Studies to Examine Robust Strategies for Improving the Use of Research Evidence.

Yanovitzky, I. (2020, February). Document analysis as a method for studying use of research evidence. Invited Talk, William T. Grant Foundation's URE Meeting (Plenary Presentation, Virtual).

Yanovitzky, I., & Lindstadt, C. (2020, February). Document analysis workshop. William T. Grant Foundation (Virtual).

Yanovitzky, I. (2019, October). Leveraging communication science to improve use of research evidence. Invited Presentation, National Network of Education Research-Practice Partnerships, Rice University, Houston, TX.

- 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)

Mentoring and Advising

Dissertation Committee Chair:

William Bejarano (in progress). The Relationship Between Communication and Ambiguity in the Deliberation and Formulation of Public Health Policy: A Longitudinal Case Study of State-Level Policy Concerning Adolescent Depression Screening.

Taylor Goulbourne (2022). Clarifying the Why, What, How, and When of Community Engagement: Exploring the Communication Tactics Employed by Community-Based Organizations to Engage Underserved Communities.

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

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

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

Dissertation Committee Member:

Telema Lily Miekoma Briggs (2022). Is There Really an App for That?: Exploring the Appropriateness of Utilizing Diet & Nutrition Smartphone Apps as Extensions of The Dietetic Practice. PhD. Dissertation (Nutritional Sciences).

Sarah Fadem (2021). Design for Sensemaking in Complex and Ambiguous Medical Situations. PhD. Dissertation (Communication).

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), Taylor Goulbourne (2020), Allyson Bontempo (2021), Hajar Shirley (2021).

MA Capstone Projects:

Shikha Manchanda (2014). Online Health Communities and Needs, Motivation, and Communication Behavior of Breast Cancer Patients during Cancer Continuum.
Malaika T. Carpenter (2014). Cultural Identity and Its Role in Coping with Mental Illness Stigma: An Integrative Review.
Nicole Schappert (2013). Role of Corporations in Social Marketing.
Miccheah Nichols (2013). Protecting Children Privacy Online.
Matthieu Hertelus (2010). Tough Enough? A Case Study Analysis of Norm Activation in NFL athletes.
Imani Davis (2010). Corporate social responsibility: Is it really a norm?

Undergraduate Honors Theses Supervised:

Jenny Xu (2017). Use of Research Evidence in Public Policymaking: The Case of the National School Lunch Program, 2000-2014.
Emily Gutowski (2015). Use of Instagram by Young Women with Eating Disorders: Implications for Recovery. **(Recipient of the Henry Rutgers Scholar Award).**
Nicole DePasquale (2009). End-of-Life Planning Communication Barriers.
Rannie R. Teodoro (2009). Tuning into Tuning Out: A Study about the Effects of MP3 Use on Social Interaction.
Cui Wang (2005). Application of social cognitive theory to child obesity prevention.
Lindsey Ayres (2004). Social Norms Marketing Campaigns: Making Sense of Conflicting Evidence.
Kymian D. Ray (2002). Project ERASE (Exposing Realities about Sisters and Eating).

SERVICE

Service to the Department, School, and University

Member, Rutgers Community Engaged Scholarship Symposium Steering Committee (2022).
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, 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 (2018-2020) and Chair (2020-2022), Health Communication Division, International Communication Association.

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, Implementation Science, 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, Prevention Science, Public Opinion Quarterly.

Reviewer (Conferences): Health Communication Division of the International Communication Association (2003, 2005, 2006, 2008, 2010, 2013, 2017-2022); Mass Communication Division of the National Communication Association (2006, 2008, 2010, 2011).

Selected Service as Scientific Expert

Member, National Academies of Science, Engineering, and Medicine's Standing Committee on Advancing Science Communication (2018-2024).

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 (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) (2010-2012).

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).