



AMERICAN ACADEMY
OF HEALTH BEHAVIOR

A MULTIDISCIPLINARY SOCIETY OF HEALTH BEHAVIOR SCHOLARS AND RESEARCHERS

Golf Resort & Spa

Speaker Profiles & Objectives

Using the Past to Propel the Future

16th Annual AAHB Scientific Meeting
Feb. 21-24, 2016

Sawgrass Marriott Golf Resort & Spa
Ponte Vedra Beach, FL

2016 Research Laureate Award

Dr. Marcia G. Ory will be honored at the
2016 Annual Meeting in
Ponte Vedra Beach, Florida

On Sunday, February 21st as part of the
Opening Welcome & Reception



Marcia G. Ory, Ph.D., M.P.H., is Regents and Distinguished Professor, Department of Health Promotion and Community Health Sciences, School of Public Health (SPH) at The Texas A&M Health Science Center in College Station, Texas. Her primary administrative role is serving as Associate Dean for Research (since February 2015). She is also the Director of the SPH Program on Healthy Aging, chair of the Health and Wellness Committee, and the academic partner for the Community Research Center for Senior Health. She has been a principal investigator on multiple local, state and federally funded grants to implement and evaluate evidence-based behavioral interventions for promoting healthy lifestyle changes in midlife and older ages. Most recently, she has assumed responsibility as the Health Science Center lead for the legislatively mandated Healthy South Texas Initiative. In this capacity, she is working with a diverse group of academics, clinicians, and community stakeholders to identify and evaluate innovative programs in chronic disease management with the goal of improving the health of residents at the Texas-Mexico border.

Drawing upon a life-course perspective, she has also been a primary investigator on several research studies exploring policy and environmental interventions for reducing childhood obesity. In these roles she is examining how health promotion evidence-based programs for individuals at different life transitions can be translated to clinical, community or workplace settings.

She holds a doctorate from Purdue University and a Masters of Public Health from The Johns Hopkins University. She has been the author of more than 400 publications on a variety of topics including self-care, physical activity and mobility, doctor-patient interactions, chronic disease management, obesity prevention, falls and injury prevention, women's health, minority health and translational research. She is a Fellow of the American Academy of Health Behavior, Gerontological Society of America, and Society of Behavioral Medicine as well as an elected member of the American Academy of Behavioral Medicine Research. She has been the recipient of many national awards such as the Texas A&M Health Science Center Presidential Research Award and the Lifetime Achievement Award from the Aging and Public Health Section of the American Public Health Association.

For further information see: <http://sph.tamhsc.edu/hpchs/faculty/ory-bio.html>



American Academy of Health Behavior

**Jay E. Maddock, Ph.D.**

Dean, School of Public Health
 Professor, Department of
 Environmental and Occupational Health
 Texas A&M University

Dr. Maddock assumed the leadership of the School of Public Health in February 2015. Dean Maddock is internationally recognized for his research in social ecological approaches to increasing physical activity. He has been named the Community Leader of the Year, chaired the Hawaii Board of Health and received the Award of Excellence from the American Public Health Association, Council on Affiliates.

He has served as principal investigator on over \$18 million in extramural funding and authored over 95 scientific articles. His research has been featured in several national media outlets including The Today Show, Eating Well, Prevention and Good Housekeeping. He is a Fellow and President-Elect of the American Academy of Health Behavior.

Future Trends and Directions in Health Behavior Research

Learning Objectives:

1. Define three upcoming trends that will affect health behavior research.
2. Summarize past successes in health behavior research.
3. Generate new ideas for research based on current trends.

**Kara L. Hall, Ph.D.**

National Cancer Institute
 Behavioral Research Program

Kara L. Hall, PhD, is a Health Scientist, the Director of the Science of Team Science (SciTS) Team, and Co-Director of the Theories Project in the Science of Research and Technology Branch (SRTB), Behavioral Research Program (BRP), Division of Cancer Control and Population Sciences (DCCPS), at the National Cancer Institute (NCI). Dr. Hall has been an international leader of the SciTS field, spearheading key conferences and special journal issues. She developed new metrics, measures and models for understanding and evaluating transdisciplinary research, collaboration and training.

She facilitates team science programs and projects through the advancement of organizational policies, the use of innovative grant mechanisms, and the development of tools to support scientists engaging in and studying team science, including the development of the Team Science Toolkit and developing initiatives for enhancing collaborative interdisciplinary teams. Additionally while at NCI, Dr. Hall has also focused on advancing dissemination and implementation research and promoting the use, testing, and development of health behavior theory in cancer control research. Dr. Hall champions areas including systems science approaches and teams/groups in health and healthcare. Prior to arriving at NCI, Dr. Hall's program of research included the development of behavioral science methodologies such as the design of survey protocols, meta-analytic techniques for health behavior theory testing, as well as on applications of health behavior theory to multiple content areas and the development of computerized tailored interventions to foster health promotion and disease prevention behaviors. Dr. Hall earned her Masters and Doctoral degrees at the University of Rhode Island (URI) in Psychology with specializations in clinical psychology, neuropsychology, and behavioral science.

Team Science: Strategies for Success

Learning Objectives:

1. Understand key challenges and strategies for conducting and supporting transdisciplinary team-based research.
2. Identify key team processes across the phases of transdisciplinary research.
3. Find key resources for enhancing team science.

**James F. Sallis, PhD**

Distinguished Professor of Family Medicine and Public Health
Chief, Division of Behavioral Medicine.

<http://behavioralmedicine.ucsd.edu/>

University of California, San Diego

James F. Sallis, Ph.D is Distinguished Professor of Family Medicine and Public Health at University of California, San Diego and Director of Active Living Research, a program of the Robert Wood Johnson Foundation.

His primary research interests are promoting physical activity and understanding policy and environmental influences on physical activity, nutrition, and obesity. He has made contributions in the areas of measurement, correlates of physical activity, intervention, and advocacy. His health improvement programs have been studied and used in health care settings, schools, universities, and companies. SPARK physical education and physical activity programs, shown to be effective in NIH-funded studies, are now getting over 1.5 million American youth active every day. These programs are being implemented in China and India. Dr. Sallis was a pioneer in developing the interdisciplinary study of built environment and physical activity, including such topics as community walkability, design of parks, and facilities for safe bicycling. His team's NIH-funded studies have examined this topic in age groups from children to older adults. He co-founded IPEN (International Physical Activity and Environment Network) that is conducting NIH-supported international studies of built environments.

He is an author of over 600 scientific publications, co-author of several books, on the editorial boards of multiple journals, and one of the world's most cited authors in the social sciences. He is a member of the Institute of Medicine Roundtable on Obesity Solutions. Dr. Sallis has received awards from the American College of Sports Medicine, Society of Behavioral Medicine, and American Psychological Association Division of Health Psychology. He won the \$50,000 Bloomberg-Manulife Prize for Active Health and was given a lifetime achievement award from the President's Council on Fitness, Sports, and Nutrition. His current focus is using research to inform policy and environmental changes that will increase physical activity and reduce childhood obesity. He has advised the First Lady, Governor Schwarzenegger, and many other policy makers. He is a frequent consultant to universities, health organizations, and corporations worldwide. Dr. Sallis is President-Elect of Society of Behavioral Medicine. Dr Sallis frequently appears in major media outlets, and Time Magazine identified him as an "obesity warrior".

<http://sallis.ucsd.edu/>

The Future of Youth Physical Activity Research: Tea Leaves and Crystal Balls

Learning Objectives:

1. Identify three critical gaps in youth physical activity research.
2. Describe three likely new research directions for youth physical activity research.
3. Explain the relevance of epigenetics for youth physical activity research.

**Jeff Hallam, PhD**

Kent State University

**Jay E. Maddock, Ph.D**

Texas A&M University

Using the Past to Propel the Future: Perspectives from Past AAHB Presidents

Learning Objectives:

1. Discuss past trends in health behavior research.
2. Identify key moments or events in the Academy's history that shaped health behavior research.
3. Formulate ideas for future health behavior research.

**Deborah C. Glik, ScD**

UCLA Fielding School of Public Health

Deborah Glik, ScD is currently a Professor in the Department of Community Health Sciences at the UCLA Fielding School of Public Health. The major focus of her academic career has been to understand health behavior, what causes it, its consequences, and how to change, reinforce, or otherwise influence people to consider and enact 'healthier' practices. Dr. Glik received her doctorate in Behavioral Sciences from the Johns Hopkins School of Hygiene and Public Health.

She specializes in the assessment and evaluation of community based programs, risk communication for disasters, and health in the media and has over 35 years of experience in conducting research on health behavior change, health communication, formative research, and program evaluation in a variety of settings having worked in both domestic and global arenas.

Two areas in which she has been engaged over the past decade and which will inform her discussion are risk communication for disasters and new information technologies. Work on how communication in the context of disasters include studies of risk communication generally, how populations responded after Hurricane Katrina, risk perceptions of bioterrorist agents disaster perceptions and preparedness in health disparities populations, role of community based organizations in disasters, and efforts to assess schools security and safety in response to threats, rampages and extremist ideologies and groups. Studies using new information technologies that are relevant include the use of text messages for disaster warnings and alerts using mobile devices.

Communication with communities about response to and resilience for collective risks and disasters

Learning Objectives:

1. To understand basic principles and practices of risk communication for disasters
2. To learn about current trends in the use of media and new technologies for disaster risk communication
3. To explore efforts to increase community readiness and resilience: the role of communication

**Rebecca E. Lee, PhD**

Arizona State University

Dr. Rebecca E. Lee is a professor in the College of Nursing and Health Innovation at Arizona State University and previously served as founding director of the Texas Obesity Research Center at the University of Houston.

She is a community psychologist, specializing in research with Hispanic populations in the US and Mexico using innovative strategies, incorporating social cohesion, ameliorating social injustices, capitalizing on innovations in technology and improving the quality of neighborhood environments. Her research focuses on providing innovative, theoretically-derived, trans-cultural, and community-based approaches to improving health to the science and community alike. Dr. Lee's work is driven by her desire to reduce health disparities. She has been a leader in the development of ecologic theory, techniques and applications of physical and social environmental factors that contribute to physical activity, dietary habits and obesity and authored, *Reversing the Obesogenic Environment* (Human Kinetics, 2011), the authoritative text in the field. Dr. Lee earned her doctorate in Human Services Psychology with a dual emphasis in Community Psychology and Behavioral Medicine from the University of Maryland Baltimore County.

Developing multinational collaborations to promote sustainable health: Lessons Learned from Research, Policy and Practice

Learning Objectives:

1. Understand the importance of developing a conceptual and/or theoretical framework to guide collaboration.
2. Apply principles of persuasion to enhance collaboration development.
3. Identify measurable policy, research and practice outcomes that benefit collaborators from all sides.

**James F. Thrasher, PhD**

Arnold School of Public Health
University of South Carolina

Dr. Thrasher received his PhD in Health Behavior from the University of North Carolina and is an Associate Professor in the Department of Health Promotion, Education & Behavior in the Arnold School of Public Health at the University of South Carolina.

For over a decade, he has been a Researcher and Visiting Professor at the Mexican National Institute of Public Health, where much of his research is based. His research generally focuses on assessing the effects of media and policy interventions on nutrition- and smoking-related perceptions and behavior. A particular emphasis of this work involves assessing the consistency of media and policy effects across populations that differ in terms of sociocultural background and risk. He is the PI for the Mexico arm of the International Tobacco Control Policy Evaluation Project (ITC Project), which collects data from cohorts of smokers in over 20 low-, middle-, and high-income countries in order to assess tobacco control policy effects. Other cross-country research he leads examines the behavioral effects of product warning labels, tobacco marketing, and entertainment media. He has authored over 120 peer-reviewed articles, is the Chair of the Global Health Network for the Society for Research on Nicotine and Tobacco, and often provides consultation to governments on tobacco policy and communications.

Health behavior science and global public health: Transnational research collaborations to address non-communicable diseases.

Learning objectives:

1. Understand the importance of health behavior science in the context of the growing global health burden from non-communicable diseases.
2. Describe specific behavioral science contributions to the evaluation and evolution of the World Health Organization's Framework Convention on Tobacco Control.
3. Advocate for behavioral science research and research capacity building that identifies policy and communication strategies to more effectively address global health issues.

**Lawrence W. Green, DrPH, DSc (Hon)**

AAHB Fellow

University of California, San Francisco

Wednesday, February 24, 2016

Before joining the University of California, San Francisco in 2004, Dr. Green was Director of the Office of Science and Extramural Research and Director of the World Health Organization Global Tobacco Control Collaborating Center for the Centers for Disease Control. He has been on the full-time public health and/or medical faculties at Berkeley, Johns Hopkins, Harvard, Texas, and the University of British Columbia.

Dr. Green was the first Director of the federal Office of Health Promotion under the Carter Administration, and a Vice President of the Henry J. Kaiser Family Foundation. He has published several books and over 300 articles on program planning, evidence and evaluation issues in health services, public health, and policy. Dr. Green served on the founding U.S. Preventive Services Task Force and now on the Task Force on Community Preventive Services, as Associate Editor of the Annual Reviews of Public Health, and on the Editorial Boards of 13 other journals. His awards include the highest distinctions of the American Public Health Association, the American Academy of Health Behavior, the American Association for the Advancement of Health Education, the Society for Public Health Education, the UC Berkeley School of Public Health Alumnus of the Year, and an Honorary Doctor of Science degree from the University of Waterloo. Dr. Green was elected in 2009 to the Institute of Medicine, now renamed National Academy of Medicine.

The Drift, Drag and Drive of Our History in Health Behavior Research

Learning Objectives: Participants will take home

1. Appreciation of the multiple theoretical winds that shaped health behavior research (the Drift).
2. Understanding of the competing paradigms and their resistance to contamination across disciplines (the Drag).
3. Inspiration from the transtheoretical, multidisciplinary drive that has pushed the AAHB culture toward relevance (the Drive).

Professional Development Luncheon – Monday, Feb. 22, 2016

Strategies and Tips for Writing Manuscripts and Publishing in Peer-Reviewed Scholarly Journals

This session will enable students to strengthen their understanding about processes related to manuscript writing and publishing. During this interactive session, participants will learn strategies to enhance their abilities to select the audiences for research findings, form writing teams, identify appropriate journals, organize and write manuscripts, and respond to reviewer comments. No publishing experience is necessary to attend this session.

Learning Objectives:

1. Identify ways to engage the appropriate audience for the 'research story' told by the proposed manuscript.
2. Describe the process of identifying, inviting, and managing members of a writing team.
3. Identify criteria for selecting journals in which to publish.
4. Identify strategies to increase writing productivity and timeliness.
5. Describe the manuscript submission process and recommended interactions with the Editorial Office.



Matthew Lee Smith, PhD, MPH, CHES, FAAHB
The University of Georgia

Recognizing health status is influenced by a vast and interconnected set of determinants, Dr. Matthew Lee Smith has devoted his career to create synergistic partnerships and initiatives to encourage positive lifestyles and reduce rates of preventable morbidity and mortality. Dr. Smith has established expertise in survey research methodology, measurement, and evaluation pertaining to an array of public health issues.

His research and evaluation efforts investigate socio-ecological impacts on health risk behaviors across the life-course, with a specific emphasis on evidence-based programs and practices for older adults (e.g., fall prevention, chronic disease self-management). His evaluation efforts have been funded by organizations including the National Institutes of Health (NIH), Administration on Aging (AoA), and Centers for Disease Control and Prevention (CDC), and Centers for Medicare and Medicaid Services (CMS).

Dr. Smith has over 165 peer-reviewed publications, received over 15 research-based awards, and has delivered over 215 professional conference presentations. He is an assistant professor at The University of Georgia College of Public Health and adjunct assistant professor at the Texas A&M Health Science Center School of Public Health.

Free Presentation and Lunch to the 1st 25 students & members;
Free Lunches provided by the Generous Support of AAHB Fellows!
\$45 Fee for non-members or those after the 1st 25



2015 Professional Development Luncheon

Publish **Journal** **Peer-reviewed**
Luncheon **Professional** **Scholarly** **Development**
Research **Growth** **Scholars**

Professional Development Luncheon – Tuesday, February 23, 2016 - Registration Required

The Importance of Mentoring: Lessons Learned from the AAHB Research Scholars Program

This session will feature a panel of current or previous AAHB Research Scholars Mentors and Mentees who will discuss the program, provide details about their participation experience, explore the value of mentoring from both sides, and impart “lessons learned” from the mentoring process that can be benefit to other students and early career professionals. Mentees will be selected to represent a diversity of backgrounds and career stages and will describe their work plans and products, discuss the value of having a mentor this past year sponsored by AAHB, and offer advice to attendees regarding how to make the most of a mentorship experience. Mentors will discuss their mentoring style, what they value in a mentee, and how to ideally capitalize on a committed mentoring relationship. Mentors will also discuss how their own experiences as mentees have influenced their mentoring approach.

Learning Objectives:

1. Attendees will increase their familiarity with the scope and potential benefits of participation in the AAHB Research Scholars Mentoring Program.
2. Attendees will be able to describe several specific ways in which mentoring can promote the development and scholarship of early career professionals.
3. Attendees will be able to identify at least three strategies for making the most out of a mentoring relationship.



Lorraine R. Reitzel, PhD, FAAHB
University of Houston

Dr. Reitzel's research program focuses on better understanding the social determinants of health and health risk behaviors - and the specific biopsychosocial mechanisms that account for disparities in health risk behaviors and health outcomes - with an emphasis on generating highly translational results that can be used to inform policy and intervention.

Her work includes investigation of the role of socioeconomic status, financial strain, social status, and the contextual environment in which people live and travel on health disparities related to tobacco use, alone or comorbid with other substance dependence and health risk behaviors. She combines methodologies including ecological momentary assessment, GPS tracking, and biomarkers of stress and has recently focused on adults experiencing homelessness, individuals with mental health illnesses, African American adults, and sexual minority groups. She is a licensed Psychologist with expertise in motivational-based interventions to promote behavior change. Dr. Reitzel is an AAHB fellow and has served as the coordinator of the Research Scholars Mentoring Program.



Mary A. Steinhardt, EdD, LPC
University of Texas at Austin

Dr. Mary Steinhardt is a Professor of Health Behavior and Health Education in the College of Education at The University of Texas at Austin. She also serves as the University Faculty Ombuds. Dr. Steinhardt's research program explores the determinants and methods for building resilience and strength when challenged with change and stressful situations.

Current projects focus on resilience-based diabetes self-management education (RB-DSME) interventions, examining the role of positive emotions in reducing depressive symptoms, and the relationship between stress and metabolic function. She has worked with such companies as 3M, Motorola, Dell, and Applied Materials, as well as the Army's 4th Infantry Division at Fort Hood and Brooke Army Medical Center in San Antonio. Mary is the recipient of the first annual Dean's Distinguished Teaching Award in the College of Education, the Texas Excellence Teaching Award presented by the Texas Exes, and the Regents Outstanding Teaching Award from the University of Texas System. She is also a member of the Academy of Distinguished Teachers and serves as a Senior Provost Teaching Fellow.



Diane J. Abatemarco, PhD, MSW
Nemours Children's Health System

Sunday Optional Workshop and
Tuesday Morning Un-plug Event: Mindfulness in the Morning

Dr. Diane J. Abatemarco is an Associate Professor and the Chief of Pediatric Population Health Research at Jefferson/Nemours Department of Pediatrics at Thomas Jefferson University. Her primary areas of expertise in research include implementation science, evaluation and outcomes, and behavioral epidemiology. Diane was on Board of Academy from 2009-2015. Dr. Abatemarco's primary research focuses on innovative interventions to enhance health, health care and quality of life for children and their families. She is currently the Principal Investigator of a federally funded AIA project, Practicing Safety Mindfulness for Mothers in Drug Treatment.

As the Principal Investigator, she and her colleagues created and tested Practicing Safety with the American Academy of Pediatrics. This research rigorously tested and evaluated a pediatric-based practice transformation intervention to prevent child toxic stress and ACEs as well as to improve development of children age 0 to 3 years of age. Dr. Abatemarco is currently funded to implement mindfulness to women at risk including pregnant women and mothers who are in treatment for opioid addiction. Additionally, she is currently providing research findings and practices to the medical community such as: pediatricians and their staffs. She is involved in a national effort to increase mindfulness in pediatrics and reduce toxic stress. Dr. Abatemarco has been a graduate professor for more than 15 years and created a PhD program in Population Health Science at Jefferson. She continues to mentor doctoral students and medical fellows in all areas of her research.

Dr. Abatemarco and Dr. Gannon will lead a three hour pre-conference workshop that will include an example of the uses of mindfulness to improve maternal attachment and parenting and will include experiential exercises in mindfulness, gentle yoga and insight mediation for workshop participants. Participants will be introduced to and experience mindfulness exercises such as walking meditation, eating mindfully, RAIN (recognizing, allowing, investigating, and non-identifying) a way of exploring emotions and healing. Diane will also lead a early morning meditation session during the annual meeting.

Meghan Gannon, MSPH is a Clinical Research Coordinator at Nemours Hospital for Children, in the Division of Pediatric Population Health. Her previous work utilized research using practice based research networks to test quality improvement initiatives around diabetes, chronic obstructive pulmonary disease, and depression. Ms Gannon currently works as a coordinator of "Practicing Safety Mindfulness Project for Mothers in Drug Treatment" and "The Impact of Mindfulness Based Childbirth and Parenting on Stress and Pre-Term Birth", working primarily with women who are in medically assisted treatment for opioid dependence. She recently completed her doctoral dissertation evaluating the effect of a Mindfulness Based Parenting Intervention on the quality of parenting behaviors of women in medically assisted treatment, a sub-study of Dr. Abatemarco's larger Children's Bureau funded study. Ms. Gannon's primary areas of expertise include parenting research and the effect of exposure to childhood trauma on parenting.

Learning Objectives:

1. Experience, learn, and use mindfulness practices to decrease stress levels.
2. Learn to articulate and understand the constructs of mindfulness and the usefulness for improving specific behaviors (e.g. attachment, bonding, and parenting style) with different population groups. We will include a discussion of assessment instruments that measure change as a result of mindfulness practices.
3. Understand and demonstrate how mindfulness can support a trauma informed environment and practices to enhance behavior change.



Katie M. Heinrich, PhD
Kansas State University

Monday Morning Un-Plug Event: Functional Fitness

Katie M. Heinrich, PhD is an Associate Professor of Exercise Behavioral Science in the Department of Kinesiology, College of Human Ecology at Kansas State University. She is the Director of the Functional Intensity Training Laboratory, providing research and mentoring opportunities for graduate and undergraduate students. Her research interests include high-intensity functional training, physical activity policy, and environmental correlates of physical activity and obesity. Dr. Heinrich has 40 peer-reviewed publications and has received over \$3.4 million in research funding including grants from the NIDDK and the Robert Wood Johnson Foundation.



Martie Thompson, PhD
Clemson University

Dr. Martie Thompson is a Research Professor in the Institute on Family and Neighborhood Life at Clemson University. She received her Ph.D. in community psychology from Georgia State University, completed a postdoctoral fellowship in the Department of Psychiatry and Behavioral Sciences at Emory University, and served as an Epidemic Intelligence Service Officer in the Division of Violence Prevention at the Centers for Disease Control and Prevention before joining Clemson University in 2001. Her research focuses on risk factors and consequences of violence, as well as risk factors for suicidal behavior.

She has published over 100 articles on these topics, and her work has been funded by the National Institutes of Health, the Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, and the American Foundation for Suicide Prevention.

Sexual violence among college students: Advancing knowledge through longitudinal designs

Authors: Thompson, Martie, P.; Kingree, Jeffrey, B.

Learning Objectives:

1. To understand that sexual violence is a significant health behavior problem among college students.
2. To learn how longitudinal designs and methodology can be applied to this problem to enhance our ability to design preventive interventions that can target risk factors that are both malleable and related to sexual violence likelihood.
3. To learn how sexual violence perpetration and its risk factors change during college and how certain time-varying risk factors differentiate men who follow various sexual aggression trajectories.



Whitney R. Garney, PhD
Texas A & M Health Science Center

Whitney Garney is the Research Services Director at the Center for Community Health Development in the Texas A&M Health Science Center School of Public Health. Among other responsibilities, Dr. Garney currently serves as the Evaluation Director for Innovative Teen Pregnancy Prevention Project. She has research expertise in community-based research and evaluation, community capacity, research methodology, network analysis, and ecological applications to public health.

Developing Innovations in Health Behavior through an Interactive Systems Framework

Authors: Garney, Whitney R.; Wilson, Kelly; Farmer, Jennifer; Garcia, Kristen

Learning Objectives:

1. Introduce attendees to the Interactive Systems Framework (ISF) and explain how ISF can be applied to health behavior programs as a way to create innovations for preventing and reducing poor health
2. Provide an example of the ISF through the Innovative Teen Pregnancy Prevention Project to illustrate how the ISF can support the development of new interventions to address disparities
3. Discuss innovative approaches to teen pregnancy prevention, including the potential for such approaches to reduce existing teen pregnancy disparities that affect certain high-risk and vulnerable populations



Yuyan Shi , PhD

University of California, San Diego

Dr. Yuyan Shi is an assistant professor at Department of Family Medicine and Public Health, University of California, San Diego. Her research concentrates on economics, policy, and spatial analysis of tobacco and marijuana use and related health consequences. She has led studies evaluating the associations between marijuana control policies and marijuana use behaviors in European countries as well as U.S., the physical, economic, and socioeconomic environmental factors of marijuana use and their impacts on pattern of use, spatial pattern of marijuana stores, and marijuana use in vulnerable population. Dr. Shi has also conducted policy and epidemiology studies related to alternative tobacco products including electronic cigarettes. Dr. Shi was trained in microeconomics and policy analysis.

Impacts of Medical Marijuana Policies on Initiation of Marijuana Use: Evidence from National Longitudinal Surveys of Youth 1997

Author: Shi, Yuyan

Learning Objectives:

1. Demonstrate the dynamics of marijuana use decisions and distinguish between initiation, cessation, and prevalence of use.
2. Quantify the impacts of medical marijuana policies on the initiation decision of marijuana use among a nationally representative adolescent population.
3. Assess the heterogeneities of policy impacts associated with policy duration and interstate mobility.



Vinu Ilakkuvan, MSPH

George Washington University's Milken Institute School of Public Health

Vinu Ilakkuvan is a DrPH student at George Washington University's Milken Institute School of Public Health. She is fascinated by the intersection of health behavior, health communication, and health policy, and has been fortunate to explore this intersection in both her professional and academic life. She currently serves as Health Policy and Communications Manager at Trust for America's Health, a nonprofit organization dedicated to making disease prevention a national priority. Previously at Truth Initiative, she worked on research and evaluation of the national truth® youth anti-smoking campaign, with a particular focus on evaluation of truth®'s efforts online and on social media. Prior to her work at Truth Initiative, she served as the program coordinator for youth violence prevention at the Virginia Department of Health. Vinu holds a Master's degree with a concentration in health communications from the Harvard School of Public Health and dual undergraduate degrees in biomedical engineering and economics from the University of Virginia.

A Test of the Anger Activism Model: truth® Campaign Advertising-Induced Anger, Self-Efficacy, and Message-Related Cognitions

Authors: Ilakkuvan, Vinu; Turner, Monique; Cantrell, Jennifer; Hair, Elizabeth; Vallone, Donna

Learning Objectives:

1. Participants will be able to describe the Anger Activism Model and the potential role of anger and activism in receptivity and response to health messaging.
2. Participants will be able to assess the degree to which this test of the Anger Activism Model using data from the truth® youth anti-smoking campaign does or does not support different aspects of the model.
3. Participants will reflect on the role of a wider range of emotions in eliciting the desired cognitive, emotional, and behavioral responses to health messages.