



## CASPHR 2023 CAPSTONE MEETING

# Facilitating the Strategic Integration of Individual- and Population-Level Approaches to Health Promotion

Planning Committee: William Klein, Ph.D. (CASPHR Co-chair),  
Alexander Rothman, Ph.D. (CASPHR Co-chair) & Laura Dwyer, Ph.D.

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**Thursday, November 2<sup>nd</sup>**

8:30 a.m.–5:00 p.m. EST

**Friday, November 3<sup>rd</sup>**

9:00 a.m.–3:00 p.m. EST

National Cancer Institute  
Division of Cancer Control and Population Sciences





# AGENDA

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## Day 1 | Thursday, November 2 | 8:30 a.m.–5:00 p.m. EST

TIME	TOPIC	LEAD DISCUSSANTS
8:30–12:20	CASPHR Business Meeting (Closed)	
12:20–1:30	Arrival and Lunch*	
1:35–1:50	<b>Welcome and Introductions</b>	
1:50–3:05	<b>The Interplay Between Climate Change and Health Behavior</b> <i>Moderator:</i> Linda Cameron, PhD, University of California, Merced	Janet K. Swim, PhD, Pennsylvania State University  Leticia Nogueira, PhD, MPH, American Cancer Society
3:05–3:20	<b>BREAK*</b>	
3:20–4:35	<b>Approaches to Address the Initiation and Cessation of Substance Use</b> <i>Moderator:</i> Angela Bryan, PhD, University of Colorado Boulder	Timothy Naimi, MD, MPH, Canadian Institute for Substance Use Research; University of Victoria  Robin Mermelstein, PhD, University of Illinois at Chicago
4:35–5:00	<b>DAY 1 WRAP-UP</b>	
7:00	<b>Optional Dinner*</b> Fontina Grille, 801 Pleasant Drive, Rockville, Maryland	

\*NOTE: Attendees will be responsible for meals and/or light refreshments on their own at their own cost. The government and/or government contractors are not involved in providing or facilitating the provision of food and/or light refreshments.

## Day 2 | Friday, November 3 | 9:00 a.m.–3:00 p.m. EST

TIME	TOPIC	LEAD DISCUSSANTS
9:00–9:15	<b>Recap of Day 1 and Goals for Day 2</b>	William Klein, PhD, National Cancer Institute (NCI)  Alexander Rothman, PhD, University of Minnesota
9:15–10:30	<b>The Impact of Conflicting Health Information and Misinformation</b> <i>Moderator:</i> Jamie Arndt, PhD, University of Missouri	Brian Southwell, PhD, RTI International  Rebekah Nagler, PhD, University of Minnesota
10:30–10:45	<b>BREAK*</b>	
10:45–12:00	<b>Optimizing Vaccination Uptake</b> <i>Moderator:</i> Paschal Sheeran, PhD, University of North Carolina at Chapel Hill	Neetu Abad, PhD, Centers for Disease Control and Prevention  Alison Bittenheim, PhD, MBA, University of Pennsylvania
12:00–1:00	<b>LUNCH*</b>	
1:00–3:00	<b>Discussion: Opportunities and Directions in Integrating Individual- and Population-Level Approaches to Health Promotion</b>	



# SPEAKER BIOS

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## Dr. Neetu Abad

Neetu Abad, MA, PhD, is a senior behavioral scientist with more than 12 years of experience designing, implementing, and evaluating behavior change activities at the federal level. She currently serves as acting Immunization Branch chief and lead of the Demand for Immunization team in the Global Immunization Division at the Centers for Disease Control and Prevention (CDC) in Atlanta, GA. Dr. Abad previously co-led the US-based Vaccine Confidence and Demand team in CDC's COVID-19 Vaccine Task Force. Her work focuses on assessing and intervening on the behavioral and social drivers of low vaccine uptake, particularly during public health emergencies. She earned her PhD and MA in social psychology from the University of Missouri.



## Dr. Timothy Naimi

Timothy Naimi, MD, MPH, is the director of the University of Victoria's Canadian Institute for Substance Use Research (CISUR) and a professor at UVic's School of Public Health and Social Policy. He is a physician and alcohol epidemiologist from Boston Medical Center and was a professor with the Boston University Schools of Medicine and Public Health. Dr. Naimi's research interests mostly lie in substance use epidemiology, particularly binge drinking and the health effects of moderate drinking, with a recent focus on prevention and effective public policies for reducing substance use-related problems for alcohol and cannabis.

"My public-health approach to substance use, and alcohol more specifically, really dovetails well with a lot of the work at CISUR," says Dr. Naimi. "I think CISUR is one of the few research institutions in the world that focuses on a public-health, population-level approach to dealing with substance use and substance use problems, as opposed to most of the work that is done, which is more clinically oriented."

Dr. Naimi received his bachelor's degree from Harvard College, his MD from the University of Massachusetts, and his MPH from the Harvard School of Public Health. He completed a combined internal medicine-pediatrics residency program at Massachusetts General Hospital, the Epidemiologic Intelligence Officer program with the Centers for Disease Control and Prevention (CDC), and a preventive medicine residency with CDC. Prior to his time at Boston Medical Center, Dr. Naimi worked as a clinician for the US Indian Health Service and as a senior epidemiologist with the Alcohol Team at CDC. His current research interests, for which he receives grant support from the National Institutes of Health and CDC, include binge drinking, youth drinking, the health effects of low-dose ethanol, and substance use policy, including the impact of alcohol control policies, cannabis policies, and opioid policies on substance use and other health outcomes. He has co-authored more than 100 published manuscripts and book chapters.





## Dr. Robin Mermelstein

Robin Mermelstein, PhD, is a distinguished professor in the Department of Psychology, the director of the Institute for Health Research and Policy at the University of Illinois at Chicago (UIC), and the co-director (contact principal investigator, or PI) of the Center for Clinical and Translational Science at UIC. As a clinician-scientist, Dr. Mermelstein's interests span the full range from basic mechanisms of health-related behaviors and disease to clinical research, to population health and dissemination. She has substantial experience conducting longitudinal cohort studies of high-risk populations. Her research has been continuously supported by the National Institutes of Health (NIH) since 1987, with a primary focus on understanding and reducing tobacco use across all ages and vulnerable populations. She was the PI of a National Cancer Institute-funded program project grant for 14 years, investigating the integrative pathways (from genetics through macro-environmental influences) of adolescent and young adult tobacco use. In addition, Dr. Mermelstein was the director of the Robert Wood Johnson Foundation's (RWJF) program office, Partners with Tobacco Use Research Centers: A Transdisciplinary Approach to Advancing Science and Policy Studies. As part of this program, RWJF collaborated with NIH in funding the Transdisciplinary Tobacco Use Research Centers, and part of Dr. Mermelstein's role was to facilitate cross-institution transdisciplinary research as well as to help lead the evaluation of the transdisciplinary research efforts.

Much of Dr. Mermelstein's own research has addressed the question of adolescent and young adult tobacco use; understanding the development and trajectories of tobacco use; and using novel methods, such as real-time data capture, to examine the immediate contexts surrounding smoking and to understand, in-depth, a variety of combinations of tobacco use. Throughout her career, Dr. Mermelstein's research has also addressed the development and evaluation of smoking cessation interventions for adolescents, young adults, unmotivated adult smokers, and special populations of adult smokers, and using innovative and efficient research designs and methods to address these problems. She is currently one of the multiple PIs of the NIH-funded Center for Coordination of Analytics, Science, Enhancement, and Logistics in Tobacco Regulatory Science (U54), serving as the scientific lead integrating tobacco regulatory science across multiple funded centers. Dr. Mermelstein has served on, and chaired, multiple national working groups addressing methodological questions related to studying adolescent and young adult tobacco use. She was a member of the Institute of Medicine Committee and co-author of its report, *Public Health Implications of Raising the Minimum Age of Access for Tobacco Use*. She is a former member and chair of the Food and Drug Administration's Tobacco Product Scientific Advisory Committee. She has been acknowledged for her scientific accomplishments by several national and international research societies, including being named a Fellow of the Association of Psychological Science, a Fellow of the Society of Behavioral Medicine, and a Fellow of the Society for Research in Nicotine and Tobacco.



## **Dr. Rebekah Nagler**

Rebekah Nagler, PhD, is an associate professor in the Hubbard School of Journalism & Mass Communication at the University of Minnesota, where she held the Beverly and Richard Fink Professorship in Liberal Arts from 2020 to 2023. Dr. Nagler's research examines the effects of routine exposure to health information in the media, with a particular focus on conflicting and often controversial health information. She has additional research interests in communication and health equity, and she is a member of the Collaborative on Media & Messaging for Health and Social Policy. Her work has been funded by agencies and organizations that include the National Cancer Institute, Robert Wood Johnson Foundation, and American Cancer Society. From 2014 to 2017, Dr. Nagler was supported by a career development award through the University of Minnesota's National Institutes of Health-funded Building Interdisciplinary Research Careers in Women's Health program. She received her PhD in communication and her BA in the history and sociology of science, both from the University of Pennsylvania.



## **Dr. Alison M. Buttenheim**

Alison Buttenheim, PhD, MBA, is a Professor of Nursing and Health Policy and Scientific Director of the Center for Health Incentives and Behavioral Economics at the University of Pennsylvania. Her research addresses persistent behavior change challenges in public and global health. Using the techniques and frameworks of behavioral economics, Dr. Buttenheim designs, test, and scales innovative interventions to prevent and mitigate infectious diseases. She is a recognized global expert in the area of vaccine acceptance, with a particular focus recently on COVID-19 vaccines. Dr. Buttenheim also helped launch and serves as the Behavioural Design Lead for Indlela, a first-of-its kind nudge unit supporting innovations in HIV service delivery in South Africa. She co-chaired the US National Academies of Sciences, Engineering and Medicine's Consensus Committee on Behavioral Economics: Policy Impact and Future Directions, which released its consensus report in early 2023.



## Dr. Brian Southwell

Brian Southwell, MA, PhD, is lead scientist for Public Understanding of Science at RTI International. He is a social scientist who oversees quantitative and qualitative research to assess risk perceptions, mental models of scientific concepts, and public trust in science and scientists. Dr. Southwell also participates in efforts to address public understanding of science through peer-reviewed publications as well as public commentary, talks in venues such as the Aspen Ideas Festival, advising for projects such as *NOVA Science Studio*, and a consensus study for the National Academies of Sciences, Engineering, and Medicine.

Dr. Southwell has applied his background in communication and human behavior to a variety of dilemmas, including emerging infectious diseases and trust in science. He has written and edited numerous award-winning journal articles and books on topics such as popular perceptions of health, behaviors related to climate change and environmental conservation, and misinformation as a threat to society.

Dr. Southwell is also an adjunct professor of internal medicine with Duke University, where he co-founded the Duke Program on Medical Misinformation and is a faculty affiliate with the Duke Initiative for Science and Society. In addition, he has served on the faculty at the University of North Carolina at Chapel Hill since 2011; he currently is an adjunct associate professor with UNC's Gillings School of Global Public Health. Dr. Southwell is an adjunct faculty member and contributor

to an online graduate program with the University of Delaware as well.

He served almost a decade at the University of Minnesota prior to these appointments, most recently as a tenured associate professor and director of graduate studies in the School of Journalism and Mass Communication, and he has worked for a variety of nonprofit and government organizations.

In 2015, Dr. Southwell created a public radio show for WNCU-FM, "*The Measure of Everyday Life*," which he hosts. The show airs weekly on WNCU and focuses on the intersections between social science and public discourse.

Dr. Southwell's award-winning research and theoretical contributions appear in more than 150 journal articles and chapters. In 2013, he published the book *Social Networks and Popular Understanding of Science and Health*. He has served as senior editor for *Health Communication* and as a member of numerous other editorial boards, including *Communication Research* and *Public Opinion Quarterly*. He published the edited book *Innovations in Home Energy Use: A Sourcebook for Behavior Change* in 2016. In 2018, he co-edited *Misinformation and Mass Audiences*, published by the University of Texas Press. Dr. Southwell's latest book, from RTI Press, is *Measuring Everyday Life: Talking About Research and Why It Matters*, curated from interviews featured on the public radio show.



## **Dr. Leticia Nogueira**

Leticia Nogueira, PhD, MPH, is the scientific director of health services research in the Surveillance & Health Equity Science department at the American Cancer Society. Her research focuses on determinants of health disparities in the cancer care continuum that can be addressed by policy changes with a special focus on climate change and structural racism.

Dr. Nogueira's work has contributed to the understanding of how climate change and extreme weather events can impact cancer patients' access to treatment and survival.

She was selected as one of the inaugural National Institutes of Health Climate and Health Scholars and is currently a Society of Behavioral Medicine Policy Ambassador. Dr. Nogueira has received various awards, including the Woman in Cancer Research and Minority Scholar in Cancer Research from the American Association for Cancer Research, the Fellows Award for Research Excellence from the National Institutes of Health, and induction into the University of Texas College of Natural Sciences' Hall of Honors in 2018.



## **Dr. Janet K. Swim**

Janet Swim, PhD, strives to build on our better nature for nature to create a more livable planet for all life now and in the future.

Dr. Swim uses experimental and survey research to examine the psychological underpinnings of people's willingness to engage in personal and collective pro-environmental actions and support policies that affect natural processes and, by extension, all life. Her current research is examining (1) different ways people psychologically connect to and value nature, (2) the complexity of thoughts about the interface between human actions and natural processes, and (3) emotions about and the anticipated positive and negative consequences of ecological problems and solutions.

She works in collaborative, interdisciplinary teams composed of natural scientists, social scientists, artists, and educators. Funded by the National Science Foundation and the Belmont Forum, she is currently working with an international team to understand public perception of land use change and policies to address the impact of such land use on water quality. In the past, she has been a part of the National Network for Ocean and Climate Change Interpretation (NNOCCI), where she and a team of other researchers evaluated a program to increase educators' ability to talk about climate change at zoos and aquariums. On another project, she and Ash Gillis worked with Mt. Cuba Center to create a neighborhood "Growing Together" program to increase the planting of native plants in neighborhoods.

# CASPHR MEMBERS BIOS



## **Dr. Rebecca Ferrer**

Rebecca Ferrer, PhD, is a health scientist and program director at the National Cancer Institute, Division of Cancer Control and Population Sciences, Behavioral Research Program, Basic Biobehavioral and Psychological Sciences Branch. Dr. Ferrer cultivates and manages a portfolio of grants related to affective and decision science. Dr. Ferrer's own program of research centers on health-related judgment and decision making. She is particularly interested in examining how affective and social processes influence health-related risk perceptions, decision-making, and behavior. This program of research reflects a multidisciplinary approach, drawing from the fields of decision science, social psychology, and health psychology. Her work has focused primarily on cancer prevention behaviors such as nutrition, physical activity, and cancer screening, as well as HIV-preventive behaviors such as condom use.

Dr. Ferrer earned her doctorate in social psychology from the University of Connecticut in 2009, with a certificate in quantitative methods. She also holds a bachelor's degree in decision science from Carnegie Mellon University. She completed a post-doctoral Cancer Research and Training Award Fellowship in the Office of the Associate Director in 2011.



## **Dr. Ellen Peters**

Ellen Peters, PhD, is an academic expert in decision-making and the science of science communication. Her primary research interests concern how people judge and decide, and how evidence-based communication can boost comprehension and improve decisions in health, financial, and environmental contexts. She is especially interested in the basic building blocks of human judgment and decision-making—such as emotions and number abilities—and their links to effective communication techniques. These processes are also central to the effects of adult aging on decision-making as well as to public policy issues, such as how to communicate about the health effects of smoking or about the pros and cons of cancer screenings and treatments. She is also interested in methods to increase number ability (i.e., numeracy) to improve decision-making, and in turn, health and financial outcomes. Learn more about her research at the CAIDe lab site and on her Wikipedia page.

As Philip H. Knight Chair, director of the Center for Science Communication Research (SCR), and professor in both the School of Journalism and Communication and the Psychology Department at the University of Oregon, she explores how policy makers, physicians, and other experts can enhance public understanding of science and technology by advancing the science of science communication.

Her book, *Innumeracy in the Wild: Misunderstanding and Misusing Numbers*, was published by Oxford University Press.



## Dr. Angela Bryan

Angela Bryan, PhD, focuses her research on a transdisciplinary approach to the study of health and risk behavior, and the development of theory-based interventions to improve health behaviors (e.g., physical activity and healthy diet) and reduce risk behaviors (e.g., unsafe sexual behavior and substance use). Most recently, she and her colleagues have been heavily focused on the public health implications of cannabis legalization. They study harm reduction in the context of high-potency cannabis concentrates and the potential influence of cannabis on the obesity epidemic as well as potential benefits of cannabis in terms of anxiety, pain, opiate use, and the amelioration of side effects due to cancer and its treatment. They also study the relationship of cannabis to physical activity and the potential risks and benefits of cannabis use among older adults. With students and postdocs, Dr. Bryan pursues secondary interests in evolutionary social and health psychology with a focus on attraction and mating and on the role our evolution as a species may play in current health behavior challenges.

Dr. Bryan is co-director of CUChange and a professor of psychology and neuroscience in the social psychology program at the University of Colorado Boulder. She is currently the associate chair for faculty development in the Department of Psychology and Neuroscience. She is also a faculty fellow at the Institute of Cognitive Science at CU Boulder and faculty in the Centers for Neuroscience at both CU Boulder and the Anschutz School of Medicine at the University of Colorado Denver. Finally, Dr. Bryan is a member of the University of Colorado Cancer Center and the Nutrition and Obesity Research Center at Anschutz.



## Dr. Paschal Sheeran

Paschal Sheeran, PhD, is a Stephen J. Walsh Distinguished Professor in the Department of Psychology and Neuroscience at the University of North Carolina (UNC) at Chapel Hill. He completed his bachelor's and master's degrees at University College Dublin (Ireland) and earned a PhD at the University of Sheffield (UK), where he was also a faculty member for 20 years before moving to UNC in 2013. Dr. Sheeran's research program aims to understand the intention-behavior "gap," test the efficacy of if-then plans (implementation intentions) in promoting health behavior change, appreciate the role of implicit influences on health actions, develop a self-regulation perspective on affect and behavior, and undertake crucial tests of health behavior theories. Despite modest progress with each of these aims, his research has attracted a number of grants, awards, and fellowships.

Dr. Sheeran writes about himself at length here:  
<https://psheeran.web.unc.edu>





## Dr. William Klein

William Klein, PhD, was appointed associate director of the National Cancer Institute's (NCI) Behavioral Research Program in August 2009. Dr. Klein's research interests fall largely under the areas of self-judgment, risk perception, and risk communication. He has been interested in how risk perception biases are related to the processing of health communications, health decision-making, and health behavior; how social processes (e.g., social comparison, self-affirmation, peer influence) influence responses to personalized feedback and risk communication; the influence of affective factors such as worry on risk appraisal and health decisions; the impact of ambiguity on responses to feedback and risk messages; the role of optimism in health behavior and psychological functioning; and applications of theory to risk communication and health behavior intervention. In recent work, he has been particularly interested in genetic testing decisions. Dr. Klein's work has appeared in over 200 peer-reviewed articles and has been supported by NCI, the National Science Foundation, and several private foundations.

Dr. Klein completed his BA in psychology and mathematical methods in the social sciences at Northwestern University (1987) and his PhD in social psychology at Princeton University (1991). In 2002, he became a member of the graduate faculty at the University of Pittsburgh in the social psychology and biological and health psychology programs. At the University of Pittsburgh, he was director of undergraduate studies and a recipient of the Chancellor's Distinguished Teaching Award for his undergraduate and graduate teaching in the areas of social psychology, health psychology, and decision-making. Prior to 2002, Dr. Klein was on the faculty at Colby College, where he served as chair of the psychology department.

Dr. Klein is currently adjunct faculty at the University of Pittsburgh and Johns Hopkins University and an adjunct investigator at the National Human Genome Research Institute, where he collaborates on several projects involving genetic risk communication. He is a member of the executive committee of the joint NIH/Hopkins Genetic Counseling graduate program in which he teaches a graduate course on health judgment and decision-making. Dr. Klein co-chairs the Cognitive, Affective, and Social Processes in Health Research working group at NCI and is vice chair of an interagency workgroup focusing on behavioral and social science research. He was a recipient of the American Psychological Association's Meritorious Research Service Commendation, the Social Personality Health Network's Career Service Award, and three NCI Merit Awards.



## Dr. Jerry Suls

Jerry Suls, PhD, is a health and social psychologist who has served as a faculty member at Georgetown University, SUNY at Albany, and the University of Iowa. At the University of Iowa, he served as coordinator of the Health Psychology Graduate Training Program, chair of Institutional Review Board II, and affiliate of the College of Public Health. As a senior scientist in the Behavioral Research Program at the National Cancer Institute between 2013 and 2019, Dr. Suls led the funding initiative on “Leveraging Cognitive Science for Improving the Assessment of Cognitive Effects of Cancer and Cancer Treatment” and was co-leader of the Affective and Decision Science Palliative Care Research Network, co-leader of the Trans-NIH Office of Disease Prevention Special Interest Group on Comorbidity, and NCI representative on the United States Department of Health and Human Services’ Multiple Chronic Conditions Steering Committee. Dr. Suls was principal investigator of several federally funded grants from the NIH and the National Science Foundation, served as editor-in-chief of two journals, and has authored more than 170 peer-reviewed articles. He advises several projects at the Institute for Health System Science at Northwell Health’s Feinstein Institutes for Medical Research. Dr. Suls’ current research focuses on improving the understanding and prevention and care of patients with co-occurring chronic health conditions. He has also been heavily involved in the design and conduct of personalized (N-of-1) trials to improve the well-being of older adults supported by an NIA Roybal Center grant from the Institute for Health System Science.



## Dr. Linda Cameron

Linda Cameron, PhD, is a professor of health psychology at the University of California, Merced. Dr. Cameron’s research focuses on developing health communications and psychosocial interventions for individuals who have or are at risk for illnesses such as cancer, heart disease, and diabetes. This research takes a self-regulation perspective by evaluating the cognitive and emotional processes influencing health behaviors and illness experiences. Dr. Cameron focuses on both theoretical and applied aspects of issues to address the parallel goals of developing theoretically based interventions and refining psychological theory. Her research has included the development and evaluation of psychosocial support programs for women with breast cancer and emotion-regulation programs for adults with persisting distress due to adverse childhood experiences. In her health communications research, she explores the impact of visual images and animations on responses to risk communications such as graphic warning labels for tobacco products, animations promoting heart-healthy habits such as healthy diet and physical activity, information about genetic testing for disease susceptibility, and graphic information about climate change mitigation. Recent research has also focused on psychosocial determinants of attitudinal, emotional, and behavioral responses to the COVID-19 epidemic (e.g., predictors of vaccination intentions and behavior).





## Dr. Irene Blair

Irene Blair, PhD, is a professor in the Department of Psychology and Neuroscience and interim dean of Natural Sciences at the University of Colorado Boulder. Her research focuses on stereotyping and prejudice and discrimination, particularly regarding underlying subtle or implicit (i.e., automatic) processes that underlie such events. Dr. Blair uses laboratory studies to isolate basic processes and field research to better understand how bias and discrimination operate in real-world settings.

In recent years, Dr. Blair's attention has been captured by the problem of disparities in health care, and the extent to which social biases may contribute to the problem. She works with an interdisciplinary group of scientists and practitioners to better understand the role of social bias in primary care, emergency care, and specialty care.



## Dr. Jamie Arndt

Jamie Arndt, PhD, received his BA from Skidmore College and his PhD from the University of Arizona in 1999 before joining the Department of Psychological Sciences at the University of Missouri (MU). He has authored or co-authored scholarly works pertaining to the self, existential motivation, psychological defense, prejudice, nostalgia, and health communication and decision-making, among other topics, as well as a popular textbook on social psychology. His applications of social and existential motivation to health-related behavior have been funded by the National Cancer Institute (NCI) and the National Institute of Minority Health and Health Disparities and reflect his interest in moving basic social psychological ideas to translational health domains. He is a founding member of the Social Personality Health Network and since 2010 has served on the NCI working group named Cognitive, Affective, and Social Processes in Health Research (CASPHR). In 2014, CASPHR received a group-level NIH Merit Award.

During his more than 20 years at MU, Professor Arndt has received the Provost's Junior Faculty Teaching Award, the Frederic A. Middlebush Chair in Psychological Sciences, and the Chancellor's Award for Outstanding Research and Creative Activity in Social and Behavioral Science. He has been recognized with the International Society for Self and Identity Early Career Award, and as a fellow of the Society for Experimental Social Psychology, Society for Personality and Social Psychology, and the Association of Psychological Science.

After directing the Social Personality Training Area at MU for 10 years, Professor Arndt served as chair of the Department of Psychological Sciences for five years. As chair, he developed the STRIVE approach to inclusive culture and helped lead the development of the Missouri Center for Addiction Research and Engagement and the Cognitive Neuroscience Systems Core Facility, among other initiatives. He joined the Dean's Office in the College of Arts and Science in 2021 and now serves as the senior associate dean.

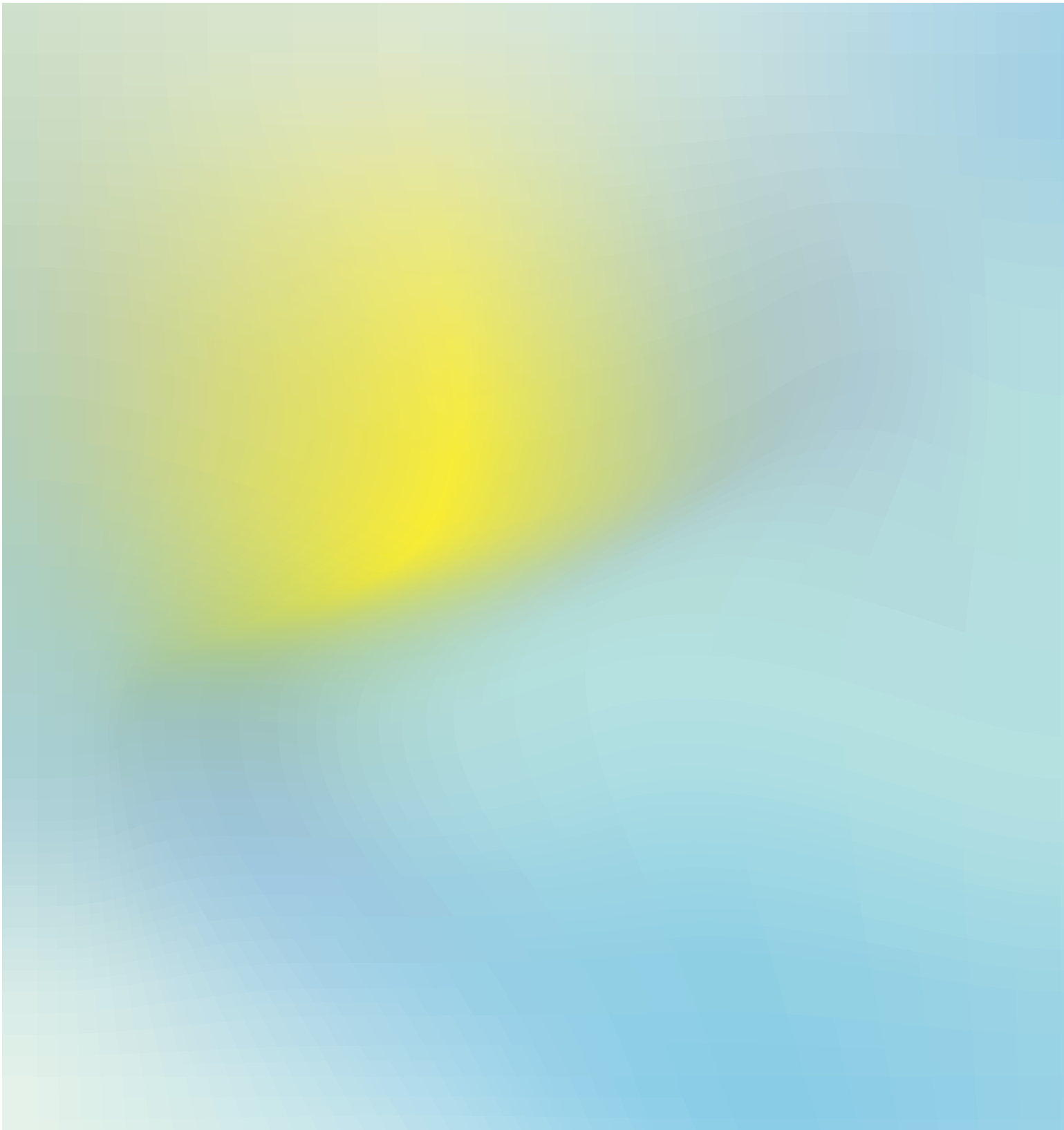


## Dr. Alexander Rothman

Alexander Rothman, PhD, focuses his primary program of research on the application of social psychological theory to illness prevention and health promotion and is composed of a synthesis of basic research on how people process and respond to health information with the development and evaluation of theory-based interventions to promote healthy behavior. Through this work, Dr. Rothman and his colleagues engage with a diverse array of issues, including how people evaluate and process health-relevant information, why and when different health communication strategies (e.g., message framing) are most effective, specifying the decision processes that underlie the initiation and maintenance of behavior change, and delineating the mechanisms that underlie the effectiveness of behavioral interventions as well as the conditions under which they are most effective. They have also begun to pursue the integration of interpersonal processes and perspectives into prevailing models of health behavior, which have tended to take an intrapersonal perspective. Their theoretical models have informed the design, implementation, and testing of interventions across a range of behavioral domains including smoking, diet, physical activity, and cancer screening.

Dr. Rothman helped lead the Advanced Training Institute on Health Behavior Theory (sponsored by NCI/NIH/OBSSR) since its inception in 2004 and co-led the NHLBI/NIH Accumulating Data to Optimally Predict Obesity Treatment (ADOPT) Core Measures Project. He currently co-chairs an NCI-sponsored working group (Cognitive, Affective, and Social Processes in Health) designed to enhance the impact of innovations in basic behavioral and social sciences on the design, evaluation, and dissemination of intervention strategies to promote healthful behavior. He also currently co-chairs the OBSSR/NIH Health Behavior Theories Project and the NIH Behavior Maintenance Workshop. Finally, Dr. Rothman has an interest in the development and evaluation of strategies and policies designed to modify scientific behavior. In line with this work, he is a member of the leadership team for The Many Faces of Reproducibility Project.





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