

## Lauren B. Frank

Portland State University

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### POSITION

**Portland State University**

Portland, OR

Assistant Professor, Department of Communication

### EDUCATION

**University of Southern California**

Los Angeles, CA

Annenberg School for Communication and Journalism

Ph.D. Communication

2011

Dissertation: *Contagious: Social Norms about Health in Work Group Networks*

Committee: Sheila Murphy, Sandra Ball-Rokeach, Peter Monge, Doe Mayer

M.A. Communication

2009

Concentrations: Health, Organizational, Strategic and Mass Communication

**Johns Hopkins University**

Baltimore, MD

Bloomberg School of Public Health

Masters of Health Science

2006

Concentrations: Public Health, International Health, Human Nutrition

**Princeton University**

Princeton, NJ

A.B. Psychology

2002

Completed Practicum in Education

### FUNDED RESEARCH (Agency, title, year(s), amount, responsibility)

National Cancer Institute. Barriers to cervical cancer prevention in Hispanic women: A multilevel approach. 2011-2015. \$2,573,407. Co-Investigator.

National Cancer Institute. Transforming Cancer Knowledge, Attitudes, and Behavior through Narrative. 2012-2014. \$3,075,213. Consultant.

### FELLOWSHIPS

Graduate Fellow in Randomized Behavioral Clinical Trials. National Institutes of Health Office of Behavioral and Social Sciences Research and the National Heart, Lung and Blood Institute, Summer 2015.

### PUBLICATIONS

#### Peer-Reviewed Journal Articles

Moran, M., Frank, L. B., Chatterjee, J. S., Murphy, S. T., & Baezconde-Garbanati, L. (2015).

- Information scanning and vaccine safety concerns among African American, Mexican American, and non-Hispanic White women. *Patient Education and Counseling*. doi: 10.1016/j.pec.2015.08.016
- Murphy, S. T., Frank, L. B., Chatterjee, J. S., Moran, M. B., Zhao, N., Amezola de Herrera, P., & Baezconde-Garbanati, L. A. (2015). Comparing the relative efficacy of narrative vs nonnarrative health messages in reducing health disparities using a randomized trial. *American Journal of Public Health*. doi:10.2105/AJPH.2014.302332
- Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2015). Telling stories, saving lives: Creating narrative health messages. *Health Communication, 30*(2): 154-163. doi: 10.1080/10410236.2014.974126 PMID: 25470440
- Baezconde-Garbanati, L. A., Chatterjee, J. S., Frank, L. B., Murphy, S. T., Moran, M. B., Werth, L. N., Zhao, N., Amezola de Herrera, P., Mayer, D., Kagan, J., & O'Brien, D. (2014). *Tamale Lesson*: A case study of a narrative health communication intervention. *Journal of Communication in Healthcare, 7*(2), 82-92. doi: 10.1179/1753807614Y.0000000055
- Khosla, V., Mikami, A., Frank, L. B., Popal, I., Debeljak, K., & Shaw, A. (2013). Combating violence against women through C4D: The Use Your Voice campaign and its implications on audience-citizens in Papua New Guinea. *International Journal of Communication, 7*, 2087-2104. Available at: <http://ijoc.org/ojs/index.php/ijoc/article/view/1852>
- Moran, M. B., Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2013). The ability of narrative communication to address health-related social norms. *International Review of Social Research, 3*(2), 131-149. Available at: [http://www.irsr.eu/8\\_moran.html](http://www.irsr.eu/8_moran.html)
- Murphy, S. T., Frank, L. B., Chatterjee, J. S., & Baezconde-Garbanati, L. (2013). Narrative versus nonnarrative: The role of identification, transportation, and emotion in reducing health disparities. *Journal of Communication, 63*(1), 116-137. doi:10.1111/jcom.12007
- Frank, L. B., Chatterjee, J. S., Chaudhuri, S., Lapsansky, C., Bhanot, A., & Murphy, S. T. (2012). Conversation and compliance: Role of interpersonal discussion and social norms in public communication campaigns. *Journal of Health Communication, 17*(9), 1050-1067. doi:10.1080/10810730.2012.665426
- Murphy, S. T., Frank, L. B., Moran, M., & Woodley, P. (2011). Involved, transported or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior, in entertainment education. *Journal of Communication, 61*(3), 407-431.

doi: 10.1111/j.1460-2466.2011.01554.x

Monge, P., Lee, S., Fulk, J., Frank, L. B., Margolin, D., Schultz, C., Shen, C., & Weber, M. (2011). Evolutionary and ecological models for organizational communication. In V. Miller, M. S. Poole, D. R. Seibold and Associates, *Advancing research in organizational communication through quantitative methodology, Management Communication Quarterly*, 25(1), 4-58. doi: 10.1177/0893318910390193

Monge, P., Lee, S., Fulk, J., Weber, M., Shen, C., Schultz, C., Margolin, D., Gould, J., & Frank, L. B. (2011). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly*, 25(2), 211-251. doi: 10.1177/0893318911399447

Chatterjee, J. S., Bhanot, A., Frank, L. B., Murphy, S. T., & Power, G. (2009). The importance of interpersonal discussion and self-efficacy in knowledge, attitude, and practice models. *International Journal of Communication*, 3, 607-634. Available at: <http://ijoc.org/ojs/index.php/ijoc/article/view/444>

Murphy, S. T., Cody, M., Frank, L. B., Glik, D., & Ang, A. (2009). Predictors of emergency preparedness and compliance. *Disaster Medicine and Public Health Preparedness*, 3(2), 1-10. doi:10.1097/DMP.0b013e3181a9c6c5

### **Book Chapter**

Frank, L. B., Chaudhuri, S. T., Bhanot, A., & Murphy, S. T. (2011). *Jasoos Vijay: Self-efficacy, collective action, and social norms in the context of an HIV and AIDS television drama*. In A. Skuse, M. Gillespie, & G. Power (Eds.), *Drama for development: Cultural translation and social change*. New Delhi: Sage India Publications.

### **CONFERENCE PRESENTATIONS**

Liu, W., Beacom, A. M., Frank, L. B., Nomachi, J., Vasquez, S., & Galloway-Gilliam, L. (2015, May). The evolution of multiplex interorganizational networks and collaborating in a community-based health coalition. Presented at the International Communication Association Conference, San Juan, Puerto Rico.

Frank, L. B., Jodrell, D., & Smethurst, L. (2015, April). *Social and structural factors to promote antenatal care in Bangladesh*. Presented at the D. C. Health Communication Conference "Communication Competence and Health Promotion," Washington, DC. **Outstanding Research Presentation Award.**

Frank, L. B., Murphy, S., & Ball-Rokeach, S. (2015, April). Hispanic women's personal social networks for health issues. Presented at the D. C. Health Communication Conference "Communication Competence and Health Promotion," Washington, DC.

Frank, L. B. (2014, November). *Talking with friends: Small group discussion of a cervical*

- cancer campaign*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Frank, L. B., Murphy, S., Ball-Rokeach, S., Moran, M. B., & Amezola, P. (2014, November). *Importance of talk and place in cervical cancer prevention*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Amezola, P., Frank, L. B., Murphy, S., Ball-Rokeach, S., & Zhao, N. (2014, November). *Location, location, location: Individual, interpersonal and geographic predictors of Latina's health*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Amezola de Herrera, P., Frank, L. B., Murphy, S., Ball-Rokeach, S., Baezconde Garbanati, L. & Unger, J. B. (2014, November). *A multi-dimensional approach to measure acculturation: Using a sample of Latina women loving in Los Angeles*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Baezconde-Garbanati, L., Moran, M. B., Chatterjee, J. S., Huh, J., Zhao, N., Frank, L. B., Murphy, S., & Ball-Rokeach, S. (2014, November). *Moderating effects of neighborhood on Latina mothers' stress and healthcare: Feeling overwhelmed is a significant barrier to healthcare among low-income Latina mothers*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Werth, L., Calvo, A., Hess-Holtz, DeAlguero, L., Murphy, S., Moran, M., Frank, L. B., Chatterjee, J. S., Amezola, P., & Baezconde-Garbanati, L. (2014, November). *"Pero solo tengo una pareja" (But I only have one partner): Myths and misconceptions regarding cervical cancer and Human Papilloma Virus (HPV) among women in Panama City, Panama*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Werth, L., Calvo, A., Hess-Holtz, DeAlguero, L., Murphy, S., Moran, M., Frank, L. B., Chatterjee, J. S., Amezola, P., & Baezconde-Garbanati, L. (2014, November). *"Perception and acceptability of Human Papilloma Virus (HPV) vaccination among women in Panama City, Panama*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2014, May). *Telling stories, saving lives: An examination of narrative messages using the extended parallel processing model*. Presented at the International Communication Association Conference, Seattle, WA.
- Frank, L. B., Murphy, S., Ball-Rokeach, S. & Moran, M. B. (2014, April). *Interpersonal facilitators of cervical cancer screening and prevention*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.

- Baezconde-Garbanati, L., Chatterjee, J., Gonzalez, C., Amezola, P., Murphy, S., Ball-Rokeach, B., Mayer, D., Moran, M., Frank, L. B., Robles, M., Barahona, R., Kubicek, K., Cordero, M., & Lemus, M. (2014, April). *Community-academic partnerships with promotores de salud: Lessons from a decade of research*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Sangalang, A., Frank, L. B., Chatterjee, J. S., Murphy, S. T., & Baezconde-Garbanati, L. (2014, April). *Untangling character involvement in health narratives: Implications from a field experiment*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Moran, M., Baezconde-Garbanati, L., Chatterjee, J., Murphy, S. T., & Frank, L. B. (2013, November). *Connecting individuals with low health literacy to the right health communication resources: The use of narrative communication to reduce health-literacy related health disparities*. Presented at the National Communication Association Conference, Washington, D.C.
- An, Z., Murphy, S. T., & Frank, L. B. (2013, November). *Stigma of mental illness and disclosure indirectness: A test of cultural differences*. Presented at the National Communication Association Conference, Washington, D.C.
- Frank, L. B., Moran, M. B., Murphy, S., & Ball-Rokeach, S. (2013, November). *Thinking you can: Self-efficacy and barriers to cervical cancer screening among Latinas*. Presented at the American Public Health Association Conference, Boston, MA.
- Baezconde-Garbanati, L., Murphy, S., Frank, L. B., Chatterjee, J., Moran, M., Zhao, N., Mayer, D., & Kagan, J. (2013, November). *Transforming cancer knowledge, attitudes and behavior: An empirical test of the use of narrative versus non narrative*. Presented at the American Public Health Association Conference, Boston, MA. **APHA Public Health Multi-media Materials Award.**
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, November). *Is what is good for the goose good for the gander? A comparison of women's knowledge, attitudes and intent to vaccinate their daughters and sons against the human papillomavirus (HPV)*. Presented at the American Public Health Association Conference, Boston, MA.
- Moran, M. B., Frank, L. B., Ball-Rokeach, S., & Murphy, S. (2013, November). *Associations between anti-vaccine beliefs and sources of health information*. Presented at the American Public Health Association Conference, Boston, MA.
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., Zhao, N., & Baezconde-Garbanati, L. (2013, November). *Longitudinal effects of narrative versus non-narrative health*

- messages on promoting women's cervical cancer-related knowledge, attitudes, and behavior.* Presented at the American Public Health Association Conference, Boston, MA.
- Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, September). *An examination of the impacts of narrative health communication on constructs from the extended parallel processing model.* Presented at the International Cancer Education Conference, Seattle, WA.
- Frank, L. B. & Moran, M. B. (2013, June). *Narrative films to address health disparities among Latinas.* Presented at the International Communication Association Conference, London, England.
- Moran, M. B., Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2013, June). *The ability of narrative communication to address health-related social norms.* Paper presented at the International Communication Association Conference, London, England.
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, March). *An empirical test of the relative impact and longevity of narrative and non-narrative health messages.* Presented at the D.C. Health Communication Conference "Translating Research into Practice," Washington, DC. **Top Translational Research Presentation Award.**
- Moran, M. B., Murphy, S., Zhao, N., Frank, L. B., & Baezconde-Garbanati, L. (2013, March). *Sources of health information associated with anti-vaccine beliefs among African American, European American, and Mexican American women.* Presented at the D.C. Health Communication Conference "Translating Research into Practice," Washington, DC.
- Frank, L. B., Murphy, S., Chatterjee, J., Valente, T. W., & Baezconde-Garbanati, L. (2012, October). *Telling stories: The differential impact of narrative and non-narrative films in stimulating interpersonal discussion.* Poster presented at the American Public Health Association Conference, San Francisco, CA.
- Baezconde-Garbanati, L., Murphy, S., Moran, M. B., Zhao, N., Huh, J., Frank, L. B., & Chatterjee, J. S. (2012, October). *Barriers to cervical cancer screening among Korean women and use of the HPV vaccine for daughters and sons.* Presented at the American Public Health Association Conference, San Francisco, CA.
- Moran, M. B., Murphy, S., Frank, L. B., & Baezconde-Garbanati, L. (2012, October). *Stories and social norms: The impact of narrative and non-narrative films on perceptions of social norms regarding cervical cancer prevention and detection.* Poster presented at the American Public Health Association Conference, San Francisco, CA.

- Murphy, S. T., Frank, L. B., Moran, M. B., Chatterjee, J.S. & Baezconde-Garbanati, L. (2012, September). *Once upon a time in health communication: An empirical test of the use of narrative in health communication*. Presented at the American Association for Cancer Education Conference, Ann Arbor, MI.
- Khosla, V., Mikami, A., Popal, I., Shaw, A., Frank, L. B., & Debeljak, K. (2012, July). *Combating violence against women (VAW) through C4D: 'Use Your Voice' campaign and its implications on audience-citizens in Papua New Guinea*. Paper presented at the International Association for Media Communication Research Conference, Durban, South Africa.
- Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2012, June). *An empirical test of the use of narrative versus non-narrative in cancer communication: The role of identification and transportation*. Presented at the Narratives and Entertainment: The Use of Stories to Make Communication More Entertaining and Effective Conference, Amsterdam.
- Murphy, S. T., Baezconde-Garbanati, L., Frank, L. B., & Chatterjee, J. S. (2012, May). *An empirical test of the use of narrative versus nonnarrative in cancer communication: The role of identification and transportation*. Presented at the International Communication Association Conference, Phoenix, AZ.
- Frank, L. B. (2012, March). *Social norms about health in work group networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Redondo Beach, CA.
- Murphy, S. T., Hether, H. J., de Castro Buffington, S., Baezconde-Garbanati, L., & Frank, L. B. (2011, November). *Preventing cancer in primetime: Using entertainment programming to reach underserved and less acculturated audiences*. Paper presented at the American Public Health Association Conference, Washington, D.C.
- Gigli, S., Power, G., Fisher, A., & Frank, L. B. (2011, June). *Frameworks and approaches for understanding engagement as impact*. Panel presented at the U.S. Department of State Fourth Annual Conference on Program Evaluation, Washington, D.C.
- Murphy, S., Moran, M., Frank, L., Amezola, P., Cortessis, V., Muderspach, L., Amatullo, M., Ruffino, E., Haile, R., & Baezconde-Garbanati, L. (2010, October). *Es Tiempo/it's time: Developing and testing culturally grounded cervical cancer educational program materials to reduce inequities in screening among Latinas*. Paper presented at the American Association for Cancer Education, San Diego, California.
- Baezconde-Garbanati, L., Murphy, S., Quynh-Minh, T., Amezola, P., Moran, M., Frank, L., Cortessis, V., Muderspach, L., Amatullo, M., Ruffino, E., Haile, R. (2010, October). *Health communication campaign for Latinas at high risk for cervical cancer*. Paper

- presented at the American Association for Cancer Education, San Diego, California.
- Frank, L. B., Beacom, A. M., Nomachi, J., & Galloway-Gilliam, L. (2010, July). *The importance of place in collaborative inter-organizational networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.
- Beacom, A. M., Frank, L. B., Nomachi, J., & Galloway-Gilliam, L. (2010, July). *Multiplexity and predictors of collaboration in interorganizational networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.
- O'Brien, N. F., Frank, L. B., Gould, J. J., Schultz, C. M., Weber, M. S., & Monge, P. R. (2010, July). *Collective action in virtual organizations: Networks of collaboration in an online scientific community*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.
- Frank, L. B., Chatterjee, J. S., Chaudhuri, S., Lapsansky, C., Bhanot, A., & Murphy, S. T. (2010, June). *Talking and complying: The role of interpersonal discussion and social norms in public communication campaigns*. Paper presented at the International Communication Association Conference, Singapore.
- McLaughlin, M. L., Frank, L. B., Chung, J. E., Pan, S., Phua, J., Sen, N., & Wang, H. (2009, May). *Modes of online health information acquisition*. Paper presented at the International Communication Association Conference, Chicago, Illinois.
- Murphy, S. T., Frank, L. B., Moran, M., & Woodley, P. (2009, May). *Involved, transported or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior in entertainment education*. High density paper and poster presented at the International Communication Association Conference, Chicago, Illinois.
- Frank, L. B., Monge, P. R., Durham, A., & Chatterjee, J. (2009, March). *Lending practices among rural Ecuadorian women*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, San Diego, CA.
- Frank, L. B., Murphy, S. T., & Cody, M. (2008, October). *Public perception of likelihood of and response to a terrorist attack: Assessing the effects of the Homeland Security Advisory System*. Paper presented at the American Public Health Association Conference, San Diego, CA.
- Frank, L. B., Monge, P. R., & Murphy, S. T. (2008, May). *The role of exposure to and trust in media in determining health beliefs and behaviors*. High density paper and poster presented at the International Communication Association Conference, Montreal, Canada.



Chatterjee, J. S., Bhanot, A., Frank, L. B., Murphy, S. T., & Sen, N. (2008, May). *Jasoos Vijay: A model of knowledge, attitude, discussion, and self-efficacy, and behavior*. Paper presented at the International Communication Association Conference, Montreal, Canada.

Frank, L. B., Murphy, S. T., & Hether, H. J. (2007, July). *Health education in entertainment: The case of medical dramas*. Poster session presented at the International Association for Media Communication Research Conference, Paris, France.

Frank, L. B., Macias, G., Donatoni, G., Liu, D., Donovan, K., Gutierrez, C., Bemis, C., Lee, M. H., Chao, S., & Harding, C. (2005, December). *The relationship between doctor recommendations and pregnancy weight gain in the pilot Los Angeles Mommy and Baby (LAMB) Survey*. Paper presented at the Maternal and Child Health Epidemiology Conference, Miami, FL.

Frank, L. B., Macias, G., Donatoni, G., Liu, D., Donovan, K., Gutierrez, C., Bemis, C., Lee, M. H., Chao, S., & Harding, C. (2005, December). *Are Institute of Medicine pregnancy weight gain ranges optimal? Data from the pilot Los Angeles Mommy and Baby (LAMB) Survey*. Poster session presented at the Maternal and Child Health Epidemiology Conference, Miami, FL.

#### **INVITED TALKS**

Frank, L. B. (2014, November). *Health campaigns and social influence processes*. Presented at the Portland State University Communication Colloquium, Portland, OR.

Frank, L. B. (2014, June). *How to design surveys for construct measurement*. Presented at BBC Media Action, London, UK.

Frank, L. B. (2014, June). *Advanced introduction to structural equation modeling*. Presented at BBC Media Action, London, UK.

Frank, L. B. (2014, February). *The use of narrative and entertaining approaches in persuasive health messages*. Presented at the Portland Community College Bridges to Baccalaureate, Portland, OR.

Frank, L. B., Jackson, A., & Hollertz, V. (2014, January). *Research partnerships: Insights and lessons learnt from two health communication projects in India*. Presented remotely to BBC Media Action, Methodology and Dissemination, London, UK.

Frank, L. B. (2011, October). *The communication environment surrounding cervical cancer*. Presented at the Portland State University Communication Colloquium, Portland, OR.

Frank, L. B. (2010, April). *Structural equation models for evaluating HIV/AIDS interventions*. Presented at the BBC World Service Trust, New Delhi, India.

Frank, L. B. & Beacom, A. M. (2010, March). *How do you structure effective collaboration? Social network analysis for health care advocacy*. Presented at the Covering Kids & Family Statewide Coalition Meeting, Sacramento, CA.

Frank, L. B. (2009, July). *Introduction to social network analysis*. Presented at the BBC World Service Trust Research & Learning Group 5<sup>th</sup> Annual Workshop, Kampala, Uganda.

Frank, L. B. (2009, July). *Planning for structural equation models*. Presented at the BBC World Service Trust Research & Learning Group 5<sup>th</sup> Annual Workshop, Kampala, Uganda.

Frank, L. B. (2009, July). *Structural equation models for development communication*. Presented at the BBC World Service Trust, London, UK.

## **TEACHING EXPERIENCE**

### **Portland State University**

**Received John Eliot Allen Outstanding Teaching Award, 2015.**

COMM 313 – Communication in Groups

COMM 316 – Communication, Individuals, and Discourse

COMM 410/510 – Health Communication

COMM 423/523 – Advanced Organizational and Strategic Communication

COMM 429/529 – Health Communication Campaigns

COMM 521 – Quantitative Methods in Communication Research

### **University of Southern California**

COMM 301L – Empirical Research in Communication

COMM 204 – Public Speaking

### **Facilitator**

USC Marshall School of Business Experiential Learning Center, Fall 2009 - Spring 2011

Topics include cross-cultural communication, inter-group relations, small group processes such as consensus decision making and power dynamics, and moral reasoning

## **RESEARCH AND PROFESSIONAL EXPERIENCE**

### **Consultant – M&C Saatchi World Services**

January 2015 to present

Collaborators: Gerry Power, Klara Debeljak

- Long term arrangement with UNICEF approved for Communication 4 Development support services.

### **Consultant – BBC Media Action (previously BBC World Service Trust)**

March 2008 to present

Collaborators: Anna Godfrey, David Jodrell

- Assisted in survey design and analysis of maternal and child health initiative in Bangladesh, India, South Sudan, and Ethiopia.
- Assisted in design and analysis of BBC Condom Normalization project in India.
- Conducted structural equation modeling analysis and qualitative analysis of focus groups on *Jasoos Vijay* entertainment education project.
- Taught advanced quantitative methods including structural equation modeling and social network analysis.

### **Consultant – InterMedia**

May 2011 to August 2013

Collaborators: Susan Gigli, Tim Cooper

- Member of the International Research Collaborative
- Ran structural equation models to examine campaign impact in Papua New Guinea with Australian Broadcasting Corporation.
- Assisted in the analysis of access to information in North Korea and media engagement among young people in Iran.
- Designed training modules on factor analysis, SEM, and social network analysis.

### **Consultant – Community Health Councils, Inc.**

January 2008 to August 2011

Collaborator: Jonathan Nomachi

- Used social network analytic techniques to study the relations among organizations within multiple coalitions.
- Trained staff on network analytic techniques to build in-house evaluation capacity.
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### **Research Analyst – Los Angeles County Department of Public Health**

June 2005 to August 2007

Supervisors: Kevin Donovan and Margaret Chao

- Project coordinator for L. A. HOPE (Los Angeles Health Overview of a Pregnancy Event), a survey and archival data project to study preventable factors leading to fetal and infant deaths. Designed survey, implemented, and analyzed L. A. HOPE. Conducted interviews with survey participants.
- Statistically analyzed Los Angeles Mommy and Baby (LAMB) Project to assess factors relating to low birthweight and preterm births.
- Collaborated to design a new system for monitoring Sudden and Unexpected Infant Deaths.

## **PROFESSIONAL ACTIVITIES AND SERVICE**

American Public Health Association, Health Communication Working Group Program  
Planning Committee, 2014-2015

### Reviewer

National Science Foundation – Decision, Risk, and Management Sciences Program  
International Communication Association - Health Communication Division  
American Public Health Association - Public Health Education and Health Promotion  
Section, Health Communication Working Group  
*American Journal of Public Health*  
*Health Communication*  
*Health Education & Behavior*  
*Journal of Applied Communication Research*  
*Journal of Communication*  
*Journal of Health Communication*  
*Science Communication*  
*Women & Health*

## **MEMBERSHIPS IN PROFESSIONAL SOCIETIES**

American Public Health Association  
International Communication Association  
National Communication Association

## **STATISTICAL AND COMPUTER EXPERIENCE**

### Statistical Analysis

Software programs: SPSS, STATA, and SAS including SQL  
Structural Equation Modeling: LISREL and PRELIS  
Hierarchical Linear Modeling: HLM  
Network analysis: UCINET, Netdraw, and PNet