

W. DOUGLAS EVANS

PERSONAL DATA

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PERSONAL STATEMENT

Dr. W. Douglas Evans is Professor of Prevention and Community Health & Global Health in the Milken Institute School of Public Health at The George Washington University. Dr. Evans has published over 170 peer-reviewed journal articles, books and book chapters on health education, communication, and social marketing behavior change interventions.

Specifically, Dr. Evans' work focuses on the translation of marketing strategies, including health branding and digital technologies, into intervention strategies to promote adoption of health behaviors and avoidance of health risk behaviors, both in the United States and in LMIC worldwide. He has authored and/or edited four books, most recently *Social Marketing Research for Global Public Health* from Oxford University Press in 2016.

Dr. Evans has pioneered the design, evaluation, and translation of marketing and branding techniques into public health practice. Since 1998, beginning with his work in tobacco control, he has developed health branding as an extension and application of existing theories of behavior change, including the Social Cognitive Theory and the Integrated Model. Specifically, Dr. Evans views brand equity, a multi-dimensional higher order construct that represents the mental associations that consumers form with a product, service, or behavior, as a mediator of behavior change. Dr. Evans has translated this construct from commercial applications into public health and has validated a multi-dimensional scale for use in intervention research in multiple domains of public health worldwide, including LMIC.

Dr. Evans has had multiple National Institutes of Health and Foundation funded grants involving the design and evaluation of digital health interventions, primarily in non-communicable disease prevention including cancer and tobacco control, and nutrition and physical activity promotion. He is currently principal investigator of the National Cancer Institute grant entitled Digital Media for Cancer Control: Randomized Controlled Trial and Dose-Response Effects (CA253013). This 5-year study (2020-2025) will refine existing digital media exposure and dosage measurement techniques and conduct a series of studies to evaluate the effects of anti-vaping and anti-smoking digital messages on young adult tobacco use behavior.

Globally, Dr. Evans leads a quasi-experimental nation-wide evaluation of the *Saleema* initiative to eliminate FGM in Sudan using a novel monitoring system that collects data on *Saleema* implementation from all 18 states across Sudan and uploads data to a central repository for analysis. A 5-year evaluation demonstrated *Saleema* was effective in promoting anti-FGM social norms. This effective program has been adopted by the WHO and African National Congress for implementation across the continent.

Previously, Dr. Evans also led a randomized pilot evaluation of HPV vaccination promotion in Rwanda, which demonstrated that an edutainment approach increased knowledge and positive attitudes and beliefs

about vaccination. He also led a study on modern cookstove demand generation under funding from the UK Department of Foreign Investment and Development (DFID). This project evaluated 4 interventions to generate demand for modern cookstoves, such as those using liquid propane gas (LPG), in Bangladesh, Kenya, and Nigeria. Demand generation techniques from this project, such as point-of-decision promotions and educational entertainment, are examples of the intervention strategies employed in Dr. Evans' research.

EDUCATION

B.A., Psychology/Philosophy, Reed College, Portland, OR, May 1984.

M.A., Cognitive Science, The Johns Hopkins University, Baltimore, MD, May 1988.

Ph.D., Cognitive Science, The Johns Hopkins University, Baltimore, MD, May 1991.

EMPLOYMENT

2008 to date	<p>The George Washington University, Milken Institute School of Public Health</p> <p><u>Professor.</u> Tenured Professor of Prevention and Community Health & Global Health. Was founding director and developed curriculum for the Milken Institute School of Public Health Master of Public Health online degree program (MPH@GW), beginning Summer 2013. Program has current enrollment of approximately 1,500 students. Teaches courses in health communication and social marketing. Conducts sponsored research in the field.</p>
2005 to 2008	<p>RTI, Division of Health Promotion Research, Washington, DC.</p> <p><u>Division Vice President.</u> Directed a research division of approximately 125 staff within RTI's Statistics and Social Sciences group. Profit/loss responsibility for annual budget of approximately \$33 million. Conducted sponsored intervention research and program evaluation. Supervised senior staff; provided technical oversight on large-scale, multisite research and evaluation projects; and collaborated with directors and senior staff in other RTI centers and programs. Developed and supported RTI strategic plans and activities. Expert in evaluating the effects of social marketing and health communications campaigns on health behavior change. Specialized expertise in evaluating public health branding strategies and brand equity among audiences exposed to health behavior change interventions.</p>
2003 to 2005	<p>Research Triangle Institute (RTI), Center for Health Promotion Research, Washington, DC.</p> <p><u>Research Director.</u> Directed a research center of approximately 55 research professionals. See above Division Vice President description for details.</p>
2000 to 2003	<p>American Institutes for Research (AIR), Health Communications Research and Evaluation, Prospect Center, Silver Spring, MD. [Note: Prospect Associates merged with AIR and became Prospect Center in April 2000.]</p> <p><u>Managing Director.</u> Managed a group of more than 20 research professionals. Specialized in program evaluation and intervention research. Evaluated public health behavior change interventions, mass media campaigns, health promotion</p>

programs, and community-based programs designed to prevent or control health risk behaviors. Developed new business; supervised senior staff; provided technical oversight on large-scale, multisite research and evaluation projects; and collaborated with directors and senior staff in health communications, public health promotion, and information technology.

1998 to 2000

Prospect Associates, Research and Evaluation, Silver Spring, MD

Director (1998 to 1999). See AIR description above.

Vice President and Director (1999 to 2000). See AIR description above.

1996 to 1998

Quantum Research Corporation (QRC), Bethesda, MD.

Project Manager. Directed biomedical research data standardization and analysis project funded by the Howard Hughes Medical Institute (HHMI). Coordinated the development and implementation of data standards across QRC's archival database, financial, and World Wide Web projects with HHMI. Provided QRC database and programming staff and HHMI staff with technical recommendations regarding standards. Designed National Science Foundation funded evaluation research studies. Analyzed data and produced findings for use in grants policy decision-making. Provided technical input on QRC's nationwide surveys for National Science Foundation's Division of Science Resource Studies (SRS) and projects with the National Institutes of Health, Office of the Director.

1992 to 1996

Academy for Educational Development (AED), Washington, DC.

Research and Evaluation Officer. Managed research staff and supported projects in AED's Social Development division. Directed and collaborated on evaluation of HIV/AIDS prevention education programs in schools funded by the Centers for Disease Control and Prevention. Directed international evaluation studies in Jordan (water conservation) and El Salvador (recycling and waste disposal) for projects funded by the United States Agency for International Development. Collaborated on a study of emergency room utilization behavior among Medicaid patients for the Dayton Area Health Plan. Collaborated with the vice presidents of management and development and research and evaluation to develop new sponsored projects.

1991 to 1992

Westover Consultants, Inc. (WCI), Washington, DC.

Senior Program Analyst. Managed evaluation activities of the "Dissemination and Utilization of the Results of Research and Demonstration Projects Supported by the Administration on Children, Youth, and Families" (ACYF) contract. Served as senior technical staff on program evaluation, writing technical and analytical reports, supervising staff, and assisting in business development. Conducted analyses of replicability of research and demonstration projects, focusing on the projects' methodology and statistical evidence of effectiveness.

1989 to 1991

University of Maryland-Baltimore County, Catonsville, MD.

Visiting Lecturer. Taught courses in social science research methods to undergraduates. Redesigned and taught a two-semester introduction to research methods course and developed a new course on fundamentals of decision theory.

1987 to 1989 The Johns Hopkins University, Baltimore, MD

Research Assistant. Supported multiple grant-funded studies.

1985 to 1987 The Johns Hopkins University, Baltimore, MD

Teaching Assistant. Served as teaching assistant for undergraduate courses. Graded student assignments. Lectured as assigned by Professor.

SOCIETIES AND HONORS

Visiting Research Fellow, Northwestern University in Qatar, 2019

Project Title: “Design and Evaluation of Health Campaigns in the MENA Region”

Visiting Research Fellow, American University in Beirut, 2017

Project Title: “Health Branding in Low and Middle Income Countries.”

Visiting Research Fellow, University of Sydney, Australia, 2013 – 2015

Project Title: “Systematic Review of Global Obesity Prevention and Control Health Communication and Social Marketing Campaigns.”

Strategic Communication and Evaluation Advisor, UNICEF, Communication for Development (C4D) program, 05/2014 – present

Member, Board of Directors, International Social Marketing Association, 2017 – present

Organizing Committee Member, World Social Marketing Conference, 2015 – present

Associate Editor, BMC Public Health, 2018 – present

Editor-in-Chief, Health Communication Section, International Journal of Environmental Research and Public Health, 2018 – present

Current member of:

American Psychological Association
American Public Health Association
International Communication Association
International Social Marketing Association
Society for Behavioral Medicine
Society for Prevention Research

Member, Centers for Disease Control and Prevention, Office of the Associate Director for Communication (OADC) Advisory Workgroup

Member, Truth Initiative Campaign Expert Advisory Panel

Past member, Secretary of Health and Human Service's Healthy People 2020 National Advisory Committee (2007-2011)

Past expert panel member for the health marketing and health communication review of the Community Preventive Services Taskforce

Past expert panel member for the Office of Women's Health *Best Bones Forever!* Bone health campaign

Editor-in-Chief: *International Journal of Environmental Research and Public Health (Health Communication and Informatics section)*.

Reviewer/editorial board member for the following journals: *American Journal of Public Health; American Journal of Preventive Medicine; BMC Public Health; Journal of Adolescent Health; Journal of Experimental Psychology: Applied; Journal of Health Communication; Obesity; Pediatrics; PLOS One; Social Marketing Quarterly*.

Guest editor, *Journal of Social Marketing*, special issue entitled "Papers from the 5th World Social Marketing Conference," Published February 2019

Current NIH Study Section: Community Influences on Health Behavior (CIHB) 2021-present.

Past NIH Study Sections: 1) CHLP ad hoc study section member (2009); 2) Standing study section member for the Diabetes Translation Research Section (2010-2012); 3) Standing study section member for the Health Literacy Special Emphasis Panel (2012-2014); 4) Study section member for NCI SBIR Special Topic 342 (2016); 5) Study section member for NCI Global NCD Prevention Program (2016); 6) Study section member for the NIDCR Oral Health Promotion Special Emphasis Panel (2016-present); 7) NIMHD U54 Centers of Excellence Special Emphasis Panel (2018-present).

6) ADMINISTRATIVE DUTIES & UNIVERSITY ACTIVITIES

Departmental:

Program Director, Public Health Communication & Marketing (2008-2013; 2020-present)

Co-Chair of Health Behavior Search Committee, 2009 (result of search was hiring of current tenure-earning, Assistant Professors Jeffrey B. Bingenheimer and Elizabeth Reed)

Member of Public Health Communication & Marketing Search Committee, 2010 (result of search was hiring of current tenure-earning, Associate Professor Monique Mitchell-Turner)

Member of PCH Chair Search Committee, 2012

Member of Admissions Committee (2008-2013)

Member of Curriculum Committee (2008-2013)

Member of Appointments, Promotion, and Tenure Committee (Chair, 2011-18)

MILKEN INSTITUTE SPH:

Program Director, MPH@GW Online Master of Public Health (2012-2015)

Member of Appointments, Promotion, and Tenure Committee (2014-2020)

Member of Admissions Committee (2009-2011; Chair 2010-11)

Member of Ethics and Conflict of Interest Committee (2016-present)

University:

Member of Healthy Campus Initiative Planning Committee (2008-2011)

Member of Research & Instructional Technology Committee (2008-2011)

Member of Study Abroad Committee (2008-2011)

Member of Academic Freedom and Ethics Committee (2011-present)

Online Academic Integrity Committee (2014-present)

7) EDUCATIONAL ACHIEVEMENTS

(Since GWU appointment in 2008)

Courses taught:

Course number/title (courses renumbered in Fall 2010)	Semester	Credits	Role	Enrollment
PubH 363/Introduction to Public Health Communication & Marketing	Fall 2008	3	Instructor	39
PubH 394/Marketing Research for Public Health	Spring 2009	3	Instructor	18
PubH 209.23/Public Health Branding	Fall 2009	2	Instructor	10
PubH 394/Marketing Research for Public Health	Spring 2010	3	Instructor	20
PubH 6574/Public Health Branding (was 209.23, approved by SPHHS as permanent course)	Fall 2010	2	Instructor	10
PubH 6572/Marketing Research for Public Health	Spring 2011	3	Instructor	20
PubH 6574/Public Health Branding	Fall 2011	2	Instructor	16
PubH 6572/Marketing Research for Public Health	Spring 2012	3	Instructor	24
PubH 6574/Public Health Branding	Fall 2012	2	Instructor	18
PubH 6572/Marketing Research for Public Health	Spring 2013	3	Instructor	22
PubH 6574/Public Health Branding	Summer 2013	2	Instructor	17
PubH 6572/Marketing Research for Public Health	Spring 2014	3	Instructor	20
PubH 6503 (DE)/Introduction to Public Health Communication & Marketing	Spring II 2014	3	Instructor	30
PubH 6503 (DE)/Introduction to Public Health Communication & Marketing	Summer 2014	3	Instructor	38
PubH 6572 (DE)/Marketing and Communication Research for Public Health	Spring 2015	3	Instructor	21
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Spring I 2016	3	Instructor	71
PubH 6574/Public Health Branding	Fall 2016	2	Instructor	16
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Fall 2016	3	Instructor	82
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Spring II 2017	3	Instructor	98
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Summer 2017	3	Instructor	70

PubH 6574/Public Health Branding	Fall 2017	2	Instructor	12
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Fall 2017	3	Instructor	106
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Summer 2018	3	Instructor	72
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Fall 2018	3	Instructor	114
PubH 6574/Public Health Branding	Fall 2018	2	Instructor	12
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Summer 2019	3	Instructor	75
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Fall 2019	3	Instructor	116
PubH 6574/Public Health Branding	Fall 2019	2	Instructor	14
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Spring 2020	3	Instructor	95
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Summer 2020	3	Instructor	83
PubH 6503 (DE)/ Introduction to Public Health Communication & Marketing	Fall 2020	3	Instructor	101
PubH 6501/Program Evaluation	Fall 2020	3	Instructor	55

New courses or programs developed:

Developed Online version of PubH 6572 (taught Spring 2015)

Developed Online version of PubH 6503 (taught Spring 2014)

Developed Online version of PubH 6574 (taught Summer 2013)

Developed PubH 391 (now 6574, first taught Fall 2009 as PubH 209.23)

Developed PubH 421/Advanced Topics Doctoral Seminar in Social Marketing Research and Practice

Developed specialization curriculum in Public Health Communication & Marketing for DrPH in Health Behavior

Redesigned curriculum program guide for PHCM program for Fall 2010 to include new course requirements

Developed curriculum program guide for the MPH@GW online MPH program for Summer 2013

Developed online version of PubH 6503, first taught Spring 2014

Developed online version of PubH 6572, first taught Spring 2015

Students or post-doctoral fellows for whom you served as primary advisor

Elizabeth Spencer, graduated August 2008, thesis advisor.

Brynnan Wammack, graduated December 2008, thesis advisor.

Lindsay Hallett, graduated December 2008, thesis advisor.

Allison Shaffer, graduated August 2009, thesis advisor.

Janice Cunningham, graduated August 2009, thesis advisor.

Heather Pitorak, graduated August 2009, thesis advisor.

Nina Harrell, graduated August 2009, thesis advisor.

Emily Goodman (Exercise Science), graduated August 2009, reader

Tracy Bienenfeld, graduated December 2009, thesis advisor.

Heather Pitorak, graduated December 2009, thesis advisor.

Janice Cunningham, graduated December 2009, thesis advisor.

Valerie Fox, graduated May 2010, thesis advisor.

Silje Lier, graduated August 2010, thesis advisor.

Gerda Gallop-Goodman, graduated August 2010, thesis advisor.

Maureen Collins, graduated August 2010, thesis advisor.
Shrid Dhungel, graduated December 2010, thesis advisor.
Anna Dillingham, graduated December 2010, thesis advisor.
Luke Hall-Jordan, graduated May 2011, thesis advisor.
Katie Nafe, graduated May 2011, thesis advisor.
Kajal Patel, graduated May 2011, thesis advisor.
Linda Diep, graduated May 2011, thesis advisor.
Erin McEntee, graduated May 2011, thesis advisor.
Sarah Levine, graduated May 2011, thesis advisor.
Monika Luabeya, graduated May 2011, thesis advisor.
Julie Blechman, graduated May 2011, thesis advisor.
Shante Alerte, graduated May 2011, thesis advisor.
Elizabeth Osborne, graduated December 2011, thesis advisor.
Rachel Snider, graduated May 2012, thesis advisor
Hilary Boguski, graduated May 2012, thesis advisor
Lindsey Wolfe, graduated May 2012, thesis advisor
LeMia Jenkins, graduated May 2012, thesis advisor
Christopher Burton, graduated December 2012, thesis advisor
Sarah Leonard, graduated December 2012, thesis advisor
Janna van Hoven, graduated December 2012, thesis advisor
Kathleen MacDonald, graduated December 2012, thesis advisor
Monica Williams, graduated May 2013, thesis advisor
Jillian Pugatch, graduated May 2013, thesis advisor
LeMia Jenkins, graduated May 2013, thesis advisor
Amanda Tuffli, graduated December 2013, thesis advisor
Lori Flautner, graduated December 2013, thesis advisor
Megha Mirchandini, graduated December 2013, thesis advisor
Megha Hirani, graduated May 2014, thesis advisor
Twenty-eight online MPH students, graduated May 2015, academic advisor
Darien Mather, graduated December 2015, thesis advisor
Linda Brennan, graduated May 2016, thesis advisor
Shireesha Jevaji, graduated December 2016, thesis advisor
Jessica DeBakey, graduated May 2018, thesis advisor
Nora Sanzo, graduated May 2018, thesis advisor
Katherine Martinko, graduated May 2018, thesis advisor
Jessica DeBakey, graduated May 2018, thesis advisor
Emileigh Clark, graduated December 2019, thesis advisor
Isheeta Bhatt, graduated May 2020, thesis advisor
Safeena Ahmed, graduated May 2020, thesis advisor
Meredith Hernlund, candidate May 2021, thesis advisor

GWU Dissertation advising:

Vinu Ilakkuvan, doctoral candidate, dissertation committee member, graduated May 2018
Laurel Curry, doctoral candidate, dissertation committee chair, graduated May 2019
Andrea Johnson, doctoral candidate, dissertation committee member, graduated May 2020
Jiayan Gu, doctoral candidate, dissertation committee chair
Megumi Ichimiya, doctoral candidate, adviser
Alison Cuccia, doctoral candidate, adviser
Krishna Patel, doctoral candidate, adviser

External advising:

Jung-Sook Lee, awarded Ph.D. from University of Maryland 2009, dissertation committee member
 Jeong-Kyu Lee, awarded Ph.D. from Pennsylvania State University 2010, dissertation committee member
 Zandile Mchiza, awarded Ph.D. from University of Cape Town 2010, dissertation committee member
 Amanda Dunlop, awarded Ph.D. from University of Auckland 2013, dissertation committee member
 Nicholas Goodwin, awarded Ph.D. from University of Sydney 2016, dissertation committee member
 Alexander Lithopoulos, awarded Ph.D. from Queens University (Canada), 2019, dissertation committee member
 Sharmilah Booley, Ph.D. candidate at University of Cape Town, dissertation committee member
 Fatima Hoosen, Ph.D. candidate at University of Cape Town, dissertation committee member

8) CONSULTANT APPOINTMENTS

(Since GWU appointment in 2008)

1. Tobacco control research, National Opinion Research Corporation (NORC), 2012-present (paid)
2. University of Arizona, Prevention Research Center, 2011-2012 (paid)
3. University of Sydney, 2011 (unpaid)
4. Centers for Disease Control and Prevention, National Diabetes Education Program, 2011-14 (unpaid)
5. National Institutes of Health, multiple consultancies to develop 'state of science' in health communication and social marketing conferences and workshops, 2011-present (unpaid & paid)
6. The National Campaign to Prevent Teen and Unwanted Pregnancy, 2011-present (paid)
7. HIV/AIDS prevention global brand research consultant, Population Services International, 2008-present (paid)
8. Census 2010 Integrated Communication Program (ICP) media evaluation consultant, National Opinion Research Corporation (NORC), 2008-11 (paid)
9. National campaign evaluation consultant, Prevent Child Abuse America, 2008-2013 (paid)
10. Internal Revenue Service (IRS) social marketing consultant, 2010-12 (paid)
11. Ketchum International brand research consultant, 2010 (paid)
12. Prevent Child Abuse America, 2008-present (paid)
13. Ounce of Prevention Fund of Florida evaluation consultant, 2009-10 (paid)
14. University of Moscow, Social Advertising Laboratory, 2010 (paid)
15. Paul T. Bucci, LLC, evaluation consultant, 2012-present (paid)
16. Legacy for Health truth campaign evaluation advisory committee, 2013-present (paid)
17. UNICEF Communication for Development (C4D) *Saleema* campaign evaluation, 2014-present (paid)
18. United Nations Foundation, Global Alliance for Clean Cookstoves, 2016-present (paid)
19. Truth Initiative, brand research adviser, 2014-present (paid)

GRANTS AWARDED OR PENDING

(Since GWU appointment in 2008)

Grants Awarded:

Role: Principal Investigator
 National Cancer Institute (NCI)
 Project title (R01): Digital Media for Cancer Control: Randomized Controlled Trial and Dose Response Effects

Grant number: CA25301
Funding: \$3,198,170
Period: September 17,2020 to May 31, 2025

Grants Completed:

Role: Principal Investigator
National Institutes of Health (NIMHD)
Project Title: Fit4Mom: Digital Healthy Weight Program for African American Postpartum Women
Grant number: MD011652
Funding: \$451,892
Period: September 26, 2017 to May 31, 2020

Role: Principal Investigator
Conrad R. Hilton Foundation
Project Title: Evaluation of the Living the Example Social Media Program for Prevention
Grant number: CPRR17110133220
Funding: \$375,000
Period: August 1, 2016 to July 31, 2019

Role: Principal Investigator
UN Foundation/Global Alliance for Clean Cookstoves (GACC)
Project Title: Evaluation of Clean Cookstove Interventions in Bangladesh, Kenya, and Nigeria
Grant number: N/A
Funding: \$1,950,000
Period: July 1, 2016 to June 30, 2019

Role: Principal Investigator
National Institutes of Health (NIMHD)
Project Title: Knowledge and Usage of Lactation using Education and Advice from Support Network (KULEA-NET)
Grant number: MD012294
Funding: \$150,000
Period: September 26, 2017 to August 30, 2018

Role: Principal Investigator
Girl Effect Foundation
Project Title: Evaluation of the Girl Effect Brand to Promote HPV Vaccination in 3 African Countries
Grant number: N/A
Funding: \$570,000
Period: May 1, 2017 to April 30, 2018

Role: Principal Investigator (Multi-PI, Edberg), Director of Communication Core
Centers for Disease Control and Prevention
Project Title: Avance Center Project REACH (Racial and Ethnic Approaches to Community Health)
Grant number: DP14-1419PPHF14
Funding: \$5,000,000
Period: October 1, 2014 to September 30, 2018

Role: Principal Investigator
UNICEF/UNFPA

Project Title: Evaluation of the Saleema Communication Initiative in Sudan
Grant number: 2014-4315760
Funding: \$522,000
Period: January 1, 2014 to December 31, 2018

Role: Investigator, Director of Communication Core (Edberg, PI)
National Institute for Minority Health and Health Disparities, National Institutes of Health
Center Title: NIMHD Exploratory Research Center on Latino Immigrant/Refugee Health Disparities
(Avance Center)
Grant number: MD006898
Funding: \$4,800,000
Period: July 1, 2012 to June 30, 2017

Role: Investigator, Director of Communication (Spielberg, PI)
Centers for Medicare and Medicaid Services
Project Title: HIV/STI Testing and Prevention at Home (PAH)
Grant number: 1C1CMS331343-01-00
Funding: \$16,000,000
Period: September 1, 2014 to August 31, 2016

Role: Principal Investigator (Multi-PI, Lantz)
Patient-Centered Outcomes Research Institute (PCORI)
Project title: "Testing Message Frames About the Preventive Services Task Force"
Grant number: 1IP2PI000548-01
Funding: \$960,000
Period: July 1, 2012 to June 30, 2015

Role: PI
United States Army Medical Research and Materiel Command (USAMRMC)
Telemedicine and Advanced Technology Research Center (TATRC)
Project title: "Development of a Mobile Health Research Framework and Evaluation of the Text4baby
Pilot Program"
Grant number: VVS1XVI.H-10-2-0142
Funding: \$360,000
Period: September 22, 2010 to December 31, 2013

Role: PI
Washington Hospital Center (subaward as independent evaluator from United States Department of
Health and Human Services (USDHHS), Office of Adolescent Pregnancy Prevention (OAPP))
Project title: "Teen Alliance for Prepared Parenting - SPIN AFL Demonstration Project"
Grant number: 1 AHPA006064-01-00
Funding: \$1,150,000
Period: September 17, 2010 to September 16, 2013

Role: PI (multi-site award with Benten Technologies, Inc.)
National Institute on Drug Abuse
Project title: "Behavioral Brand Builder: A brand development training program"
Grant number: 1 R43 DA034531-01
Funding: \$150,000
Period: July 1, 2012 to March 31, 2013

Role: PI
National Healthy Mothers Healthy Babies Coalition
Project title: Evaluation of the Text4baby Mobile Health Program
Grant Number: CPRR0906453743
Funding: \$180,000
Period: July 1, 2009 to December 31, 2011

Role: PI
PepsiCo Foundation and Charitable Giving
Project title: “Evaluation of the 5-4-3-2-1 Go! Childhood Obesity Prevention Social Marketing Program”
Grant number: CPRR0802233894
Funding: \$690,000
Period: January 1, 2007 to December 31, 2009 (transferred with Dr. Evans from RTI – period from June 1, 2008 to December 31, 2009)

Role: PI
Research Triangle Institute (subcontract from USDHHS-OAPP)
Project title: “Evaluation of the Parents Speak Up National Campaign”
Contract number: (GWU #) EENS90857F
Funding: \$320,000
Period: October 1, 2008 to September 30, 2010

Grants Pending (in reverse chronological order):

Role: PI (multi-PI)
Bill and Melinda Gates Foundation
Grant number: N/A (April 2021)
Project title: Promotion of COVID-19 Uptake and Reduction of Vaccine Hesitancy Among Health Care Workers in Nigeria

Role: PI (multi-PI)
National Institute for Minority Health and Health Disparities, National Institutes of Health
Grant number: R01MD015762-01A1
Priority score: 31 (November 2020)
Project title (R01): Digital Healthy Weight Intervention to Address Health Disparities in African American Mothers: BeFAB

Role: PI
National Institute on Drug Abuse
Grant number: R34DA050874-01A1
Priority score: 39 (resubmitted July 2020)
Project title (R34): Living the Example Digital Media for Peer-to-Peer Prevention

PUBLICATIONS

Papers in preparation:

1. **Evans, W.D.**, Johnson, M., Jagoe, K., Charron, D., Young, B.N., Rahman, M., Omolloh, D., Ipe, J. “Outcomes and Dose Response Effects of Behavior Change Communication Campaigns to Promote Modern Cookstove Purchase and Use in Bangladesh.”
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2. Johnson, M., Jagoe, K., Charron, D., Young, B.N., Rahman, M., Omolloh, D., Ipe, J., **Evans, W.D.** “Outcomes and Dose Response Effects of Behavior Change Communication Campaigns to Promote Modern Cookstove Purchase and Use in Nigeria.”
3. Bardus, M., Al-Nafisi, S., Alzahran, H., Khater, T., Fahra, A., **Evans, W.D.** “A systematic scoping review on public health interventions for organ donation using the social marketing framework.”
4. **Evans, W.D.**, Kaoukji, D., Freeman, M. “Efficacy trial of branded HPV vaccine promotion messages in Rwanda.”

Papers submitted to journals for review:

1. **Evans, W.D.**, Firestone, R., Bingenheimer, J., Diana, A., Steyn, N, Senekal, M. “Systematic Review of Non-Communicable Disease Prevention Programs in Low and Middle Income Countries.” *Social Science & Medicine*.
2. **Evans, W.D.**, Rath, J. Vallone, D., Vallone, D., Pitzer, L., Hair, E. “Evaluation of truth FinishIt social media: Dose-response analysis.” *Journal of Marketing Management*.
3. Ilakkuvan, V., Johnson, A., Villanti, A., **Evans, W.D.**, Turner, M. “Associations between Exposure to Tobacco Content in Social Media and Tobacco Use Outcomes.” *Social Networks*.
4. Ilakkuvan, V., Johnson, A., Villanti, A., **Evans, W.D.**, Turner, M. “How Young Adults Express and Process Pro- and Anti-Tobacco Messages in Social Media.” *American Journal of Preventive Medicine*.
5. Edberg, M.C., Andrade, E.L., Cleary, S.D., **Evans, W.D.**, Quinteros-Grady, L., Alvayero, R.D., Gonzalez, A., Barrett N. Moving from Theory to Practice: Developing a Targeted, Ecological Positive Youth Development Intervention Addressing Latino Immigrant Health Disparities. *Journal of Primary Prevention*.
6. Curry, L., Fiacco, L., Henes, A., Hoffman, L., Ganz, O., Zhao, X., Farrelly, M., Rimal, R., **Evans, W.D.** The moderating effects of outcome expectancies and injunctive norms on the relationship between descriptive norms and smoking: a test of the theory of normative social behavior. *Health Communication*.
7. Cuccia, A., Patel, M., Kierstead, E.C., Schillo, B.A., **Evans, W.D.** Anti-e-cigarette industry sentiments and associations of use among youth and young adults in the United States. *Drug and Alcohol Dependence*.

Papers Published in Refereed Journals:

1. Harrington, C., Patchen, L., Andrews, V., Gaminian, A., Ellis, L.P., Napolitano, M., **Evans, W.D.** “Formative Research to Develop a Healthy Weight Management Among Postpartum African American Women.” *Translational Behavioral Medicine*. In press.
 2. **Evans, W.D.**, French, J. (2021). Demand Creation for COVID-19 Vaccination: Overcoming Vaccine Hesitancy through Social Marketing. *Vaccines*. In press.
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Other Publications:

1. Johnson, M., **Evans, W.D.**, Jagoe, K., Young, B., Charron, D. (2019). "Evaluation of Modern Cookstoves Behavior Change Communication Interventions in Bangladesh, Kenya, and Nigeria." Clean Cooking Alliance: Washington, DC.
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PRESENTATIONS

International Presentations:

- Evans, W.D.** "The Saleema Initiative to Eliminate Female Genital Mutilation and Cutting in Sudan." Oral Pre-Recorded Virtual Online Presentation at the American Society for Tropical Hygiene and Medicine Annual Meeting, November 2020 Virtual Meeting.
- Evans, W.D.**, "Evaluation of Modern Cookstoves Behavior Change Communication Interventions in Bangladesh, Kenya, and Nigeria." Presented at the Clean Cooking Forum. Nairobi, Kenya, November 2019.
- Evans, W.D.** "Design and Evaluation of Branded Messages to Promote HPV Vaccination in Rwanda." Presented at the Merieux Foundation Annual Vaccine Acceptance Conference, Annecy, France, September 2019.
- Evans, W.D.**, "Evidence for the Effectiveness of Social Marketing." Presented at the World Social Marketing Conference. Edinburgh, UK, June 2019.
- Evans, W.D.**, "Evaluation of Social and Behavior Change Communication Campaigns for Clean Cookstoves: Preliminary Results from 4 Interventions." Presented at the South Asia Clean Cookstoves Forum. Kathmandu, Nepal, February 2019.
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- Evans, W.D.**, “Willingness to Pay for Condoms among Men in Sub-Saharan Africa: Results from a 5-country Study.” Presented at the UNFPA-USAID Forum on Building Healthy Condoms Markets. Bangkok, Thailand, September 2018.
- Evans, W.D.** “Changing Social Norms about Female Genital Mutilation and Cutting: The Saleema Sudan Initiative.” Presented at the Gates Foundation Social Norms Summit, Seattle, WA, February 2018.
- Evans, W.D.**, “Evaluation of Social and Behavior Change Communication Campaigns for Clean Cookstoves.” Presented at the Clean Cookstoves Forum. Delhi, India, October 2017.
- Evans, W.D.**, “Social Marketing and Branding to Promote HPV Vaccination Uptake.” Presented at the Merieux Foundation Annual Vaccine Acceptance Conference, Annecy, France, September 2017.
- Evans, W.D.**, Monitoring and Evaluation of the *Saleema* Social Marketing Campaign to Prevent Female Genital Cutting.” Presented at the European Social Marketing Association Conference, Espoo, Finland, September 2016.
- Evans, W.D.**, “Digital Media for Participant Engagement: Global Case Studies and Implications for Future Campaigns” Presented at the European Social Marketing Association Conference, Espoo, Finland, September 2016.
- Evans, W.D.**, “Digital Media for Participant Engagement: Case Studies from the USA and South Africa.” Presented at the International Society for Behavioral Nutrition and Physical Activity Conference, Cape Town, South Africa, June 2016.
- Evans, W.D.**, “*Saleema* Campaign to Promote Abandonment of Female Genital Mutilation and Cutting (FGMC): Evaluation Framework and Baseline Data. Presented at the Social and Behavior Change Communication Conference, Addis Ababa, Ethiopia, February 2016.
- Evans, W.D.**, Steyn, N.P., Senekal, M. “Self-help Obesity Prevention Program in Stokvels.” Presented at the INTERACT 2015 Conference, Bamberg, Germany, September 2015.
- Evans, W.D.**, “Randomized Controlled Trial of *text4baby*: Treatment and dose-response effects of an mHealth program.” Presented at the Mobile Health 2.0 Conference, Malaga, Spain, October 2014.
- Evans, W.D.**, “Design and Evaluation of the *Saleema* brand to Promote Abandonment of Female Genital Mutilation and Cutting (FGMC).” Presented at the International Conference on FGMC Abandonment, Khartoum, Sudan, October 2014.
- Evans, W.D.**, “Beyond the Brand: Theory and Research on Social and Health Branding.” Preconference Workshop at the International Communication Association annual meeting, London, UK, June 2013.
- Evans, W.D.**, “Organizational Branding for Social and Health Behavior Change.” Presented at the International Research Society for Public Sector Management annual meeting, Prague, Czech Republic, April 2013.
- Evans, W.D.**, “Methods to Evaluate the Total Marketing Approach in Social Marketing.” Presented at the World Social Marketing Conference, Toronto, Canada, April 2013.
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- Evans, W.D.**, “Evaluation of Reproductive Health Social Marketing Programs Using New Media.” Presented at the World Association for Public Opinion Research, Hong Kong, Hong Kong, June 2012.
- Evans, W.D.** “Evaluation of Community-based Obesity Prevention Programs.” Presented at the Human Sciences Research Council, Cape Town, South Africa, December 2011.
- Evans, W.D.**, and Wallace, J. “Social Marketing and Condom Promotion in Madagascar: A Case Study in Brand Equity Research.” Presented at the International Communication Annual Meeting, Boston, MA, USA, May 2011.
- Longfield, K., and **Evans, W.D.** “Developing a Global Brand Research Framework in Social Marketing.” Presented at the 2nd World Social Marketing Conference, Dublin, Ireland, April 2011.
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- Evans, W.D.** “Evaluation of and using New and Social Media.” Presented at the Moscow State University Social Advertising Institute Annual Conference, Moscow, Russia, December 2010.
- Evans, W.D.** “Branding of Alcohol and Drug Use Prevention Behaviors.” Presented at the Moscow State University Social Advertising Institute Annual Conference, Moscow, Russia, December 2010.
- Evans, W.D.**, Longfield, K. “Case Study in Brand Equity Research: Evaluation of the Madagascar Protector Plus Condom Brand.” Presented at the International Not-For-Profit and Social Marketing Annual Conference, Brisbane, Australia, July 2010.
- Evans, W.D.** “Mediators of Parent-Child Communication About Sex.” Presented at the 6th Annual Media Psychology Society Meeting, Duisburg, Germany, September 2009.
- Evans, W.D.** “An Ecological Approach to Branding Childhood Obesity Prevention.” Presented at the Annual Meeting of the International Society for Behavioral Nutrition and Physical Activity, Cascais, Portugal, June 2009.
- Evans, W.D.** “How Brands Work in Public Health.” Presented at the 1st World Social Marketing Conference, Brighton, UK, September 2008.
- Evans W.D.** “Branding Healthy Lifestyles in the Developing World.” Presented at the 1st World Social Marketing Conference, Brighton, UK, September 2008.
- Finkelstein, E., D. Brown, and **W.D. Evans.** "Do Obese Persons Underestimate Their Personal Health Risks?" Presented at North American Association for the Study of Obesity (NAASO), Vancouver, BC, October 2005.
- Davis, K., J. Niederdeppe, M.C. Farrelly, and **W.D. Evans.** “Exploring the Role of Executional Style and Message Content in Designing Effective Tobacco Countermarketing Advertisements.” Presented at the World Conference on Tobacco or Health, Helsinki, Finland, August 2003.

National Presentations:

Johnson, A.C., Howe, G.W., Simmens, S.J., Turner, M.M., Villanti, A.C., **Evans W.D.**, Strasser, A.A., Mays, D. “Longitudinal Effects of Cigarette Pictorial Warning Labels Among Young Adults.” Oral Pre-Recorded Virtual Online Podium Presentation at the 2021 Society for Research on Nicotine and Tobacco Annual Meeting, February 24-27, 2021 Virtual Meeting.

Evans, W.D. “Digital Healthy Weight Intervention for Postpartum African American Mothers: BeFAB.” Oral Presentation at the American Public Health Association Annual Meeting, October 2020 Virtual Meeting.

Evans, W.D. Social media behavior change interventions: Evidence of effectiveness. Agents of Change Summit. San Diego, CA, February 2020.

Evans, W.D., Andrade, E.L. “The Living the Example Peer-to-Peer Digital Substance Use Prevention Program: Outcomes and Dose-Response Effects.” Presented at the American Public Health Association Annual Meeting, Philadelphia, PA, November 2019.

Evans, W.D. “Design and Evaluation of Branded Messages to Promote HPV Vaccination in Rwanda.” Presented at the American Public Health Association Annual Meeting, San Diego, CA, November 2018.

Evans, W.D. “Social Media and Adolescent Peer-to-Peer Advocacy for Prevention” Presented at the Society for Prevention Research Annual Meeting, Washington, DC, May 2018.

Evans, W.D. “Digital Segmentation of Priority Populations for Public Health.” Panel moderated at the Digital Health Summit, Washington, DC, June 2018.

Barrett, N., Andrade, E., **Evans, W.D.** “Adelante Youth Ambassadors: Using New Media to Facilitate Community Engagement and Risk Prevention for Latino Youth.” Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 2017.

Andrade, E., Barrett, N. **Evans, W.D.** Edberg, M., Cleary, S. “Strategies to Increase Latino Immigrant Youth Engagement in Health Promotion Using Social Media.” Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 2017.

Evans, W.D. “Engagement in Digital Health Interventions for Prevention.” Presented at the World Social Marketing Conference, Washington, DC, May 2017.

Evans, W.D., Mays, D.M. “Pilot Evaluation of a Text Messaging Intervention to Prevent Indoor Tanning.” Presented at the Society of Behavioral Medicine Annual Meeting, San Diego, CA, March 2017.

Villalba, R.O., Andrade, E.L., **Evans, W.D.** “Post, Like, Share: Smoking Prevention for Latino Youth using the Power of Digital Media.” Presented at the American Public Health Association Annual Meeting, Denver, CO, November 2016.

Andrade, E.L., **Evans, W.D.**, Barrett, N., Villalba, R.O. Cleary, S.D., Edberg, M.C., Kierstead, E. “Adelante media campaign development: Innovative strategies to equitably engage Latino youth in the prevention of co-occurring substance use, sexual risk and violence.” Presented at the American Public Health Association Annual Meeting, Denver, CO, November 2016.

- Evans, W.D.** “Branding and Digital Health Research for Prevention.” Presented at the Society for Prevention Research Annual Meeting, San Francisco, CA, June 2016.
- Snider, J., **Evans, W.D.** “Effects of Cancer Preventive Screening Messages on Adherence to USPSTF Guidelines.” Academy Health Annual Meeting, Boston, MA, June 2016.
- Villalba, R.O., Andrade, E.L., **Evans, W.D.**, Cleary, S.D., Edberg, M.A., Wolberg, M., Batista, I., Schrack, C. “Victor and Erika Webnovela: Latino Youth Edutainment for Prevention.” Presented at the American Public Health Association Annual Meeting, Chicago, IL, November 2015.
- Evans, W.D.**, Lantz, P. “Preliminary Results from an Online Randomized Trial of Clinical Preventive Services Messages.” Presented at the Patient Centered Outcomes Research Institute Finish Line Conference, Washington, DC, December 2014.
- Evans, W.D.** “Randomized Trial of the text4baby Mobile Health Program: Evidence of a Dose-Response Relationship.” Presented at the American Public Health Association Annual Meeting, New Orleans, LA, November 2014.
- Evans, W.D.**, Horn K., Gray, T. “Systematic Review to Inform Dual Use Tobacco Control.” Presented at the Society of Behavioral Annual Meeting, Philadelphia, PA, April 2014.
- Evans, W.D.** “Randomized Controlled Trial of text4baby in the Military Women’s Population.” Presented at the Society of Behavioral Annual Meeting, Philadelphia, PA, April 2014.
- Evans, W.D.** Napolitano, M. “Using Communication & Marketing Techniques to Promote Healthy Eating and Active Living Behaviors.” Pre-conference Workshop Presented at the Active Living Research Annual Meeting, San Diego, CA, March 2014.
- Evans, W.D.**, Nielsen, P., Szekley, D., Murray, E., Bihm, J. “Randomized Controlled Trial of text4baby in the Military Women’s Population.” Presented at the mHealth Summit, Washington, DC, December 2013.
- Evans, W.D.**, Napolitano, M. “Randomized Controlled Trial of text4baby: Maternal Obesity Risk Factors and Weight Management Outcomes.” Poster presented at the Obesity Society Annual Meeting, Atlanta, GA, November 2013
- Evans, W.D.**, Nilsen, W., Diana, A., Post, S., Vallone, D., Blitstein, J. “Systematic Review of Health Branding: Progress in a Growing Field.” Presented at the Society of Behavioral Medicine Annual Meeting, San Francisco, CA, March 2013.
- Evans, W.D.**, Diana, A. “Design of an Educational Program for Marketing and Branding for Health Promotion and Disease Prevention.” Presented at the Society for Prevention Research Annual Meeting, Washington, DC, May 2012.
- Evans, W.D.**, Nilsen, W., Diana, A., Post, S., Vallone, D. “Development of a Research Agenda for Health Branding.” Presented at the the Society of Behavioral Medicine Annual Meeting, New Orleans, LA, April 2012.
- Evans, W.D.** “Early Evaluation Results from the text4baby mobile health program.” Presented at the American Evaluation Association Annual Meeting, Anaheim, CA, November 2011.
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- Evans, W.D.** “Branding Health Behavior: Evidence and Case Studies.” Presented at the NIH Workshop on Health Branding, Bethesda, MD, September 2011.
- Evans, W.D.** “Evaluation of Nutrition Promotion Programs Using New Media Technologies.” Presented at the American Dietetic Association Annual Meeting, San Diego, CA, September 2011.
- Evans, W.D.** “Global Health and New Media.” Presented at the Louise Blouin Foundation Creative Leadership Summit, New York, NY, September 2011.
- Evans, W.D.** “The text4baby Program: Evaluation of a Mobile Health Initiative.” Presented at the Annual Mobile Health Conference @ Stanford University, Palo Alto, CA, May 2011.
- Evans, W.D.** “Public Health Evaluation & New Media: Evidence & Examples.” Presented at the Annual Armed Forces Public Health Conference, Hampton Roads, VA, March 2011.
- Falconer, M.K., **Evans, W.D.** “Improving Public Awareness Campaign Evaluation Using a Mixed Method Design.” Presented at the 2010 American Evaluation Association Annual Meeting, San Antonio, TX, November 2010.
- Evans, W.D.** “Evaluation of the text4baby Mobile Health Program. Presented at the 2010 American Public Health Association Annual Meeting, Denver, CO, November 2010.
- Evans, W.D.** “Strategic Communication of Health People 2020.” Presented at the 2010 Society for Public Health Education Annual Meeting, Denver, CO, November 2010.
- Evans, W.D.** “Evaluation of (and using) New and Social Media.” Presented at the Johns Hopkins University Mid-Atlantic Public Health Training Center Conference on Social Marketing, Baltimore, MD, October 2010.
- Evans, W.D.** “Evaluation of the text4baby Mobile Health Program.” Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2010.
- Evans, W.D.** “Developing a Mobile Health Research Framework.” Presented at the American Telemedicine Association Annual Meeting, San Antonio, TX, May 2010.
- Evans, W.D.**, Christoffel, K.K., Necheles, J., Becker, A.B. “Outcomes of the 5-4-3-2-1 Go! Childhood Obesity Prevention Campaign.” Presented at the 2010 Society for Behavioral Medicine Annual Meeting, Seattle, WA, April 2010.
- Evans, W.D.**, Falconer, M.K., Khan, M. “Efficacy of the Winds of Change Child Abuse Prevention Campaign.” Presented at the 2009 American Evaluation Association Annual Meeting, Orlando, FL, November 2009.
- Evans, W.D.**, Christoffel, K.K., Necheles, J., Becker, A.B. “Outcomes of the 5-4-3-2-1 Go! Childhood Obesity Prevention Campaign.” Presented at the 2009 American Public Health Association Annual Meeting, Philadelphia, PA, November 2009.
- Evans, W.D.**, Pattanayak, S.K., Young, S., Buszin, J. “Systematic Review of Global Water and Sanitation Social Marketing.” Presented at the 2009 American Public Health Association Annual Meeting, Philadelphia, PA, November 2009.
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- Evans, W.D.** “Social Marketing: Effective Campaigns and How They Work.” Invited Presentation at the Bloomberg School of Public Health at The Johns Hopkins University, September 2009.
- Evans, W.D.** “Health Equity, Social Determinants, and Social Marketing.” Invited Presentation at the Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2009.
- Evans, W.D.** “An Ecological Approach to Branding Childhood Obesity Prevention.” Presented at the Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2009.
- Evans, W.D.** “Adolescent Health Care: How Social Marketing Can Help.” Presented at the American College of Preventive Medicine, 2009 National Coalition for Adolescent Health Annual Meeting, Washington, DC, June 2009.
- Evans, W.D.,** Blitstein, J., Davis, K.C. “Mediators of Parent-Child Communication About Sex.” Presented at the Society for Prevention Research Annual Meeting, Washington, DC, May 2009.
- Evans, W.D.** “Planning for a Media Evaluation.” Presented at the American Evaluation Association Annual Meeting, Denver, CO, November 2008.
- Evans, W.D.** “Evaluating Health Communication and Marketing Campaigns: Efficacy and Effectiveness Methods.” Presented at the American Evaluation Association Annual Meeting, Denver, CO, November 2008.
- Evans, W.D.** “First Year Evaluation Results from the Healthy Moves, Healthy Foods InForm Chicago Evaluation.” Presented at the 2008 American Public Health Association Annual Meeting, San Diego, CA, October 2008.
- Evans, W.D.** “How Brands Work in Public Health.” Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2008.
- Evans, W.D.** “Health Marketing Evaluation with New Media.” Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2008.
- Evans, W.D.** “Workshop on Evaluation of Health Communication and Marketing Campaigns.” Presented at the Prevent Child Abuse America Annual Meeting, Chicago, IL, July 2008.
- Evans, W.D.** “A Practical Guide to Evaluating Branded Health Messages.” Presented at the Centers for Disease Control and American Evaluation Association Annual Evaluation Meeting, Atlanta, GA, June 2008.
- Evans, W.D.,** Davis, K.C. “Evaluation of the Parents Speak Up National Campaign.” Presented at the Society for Prevention Research Annual Meeting, San Francisco, CA, May 2008.
- Evans, W.D.,** Blitstein, J., Hersey, J. “Measuring Public Health Brands.” Presented at the Society for Prevention Research Annual Meeting, San Francisco, CA, May 2008.
- Evans, W.D.** “Branding Healthful Children’s Electronic Media Use.” Presented at the Future of Children and Electronic Media Meeting, Brookings Institution, Washington, DC, April 2008.
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- Evans, W.D.** “Childhood Obesity Prevention Social Marketing in the Western Cape Region of South Africa.” Presented at the 5th Annual Unite for Sight Global Health Conference, Yale University, New Haven, CT, April 2008.
- Evans, W.D.**, and Ray, S. “5-4-3-2-1 Go! Childhood Obesity Prevention Social Marketing.” Presented at the Society of Behavioral Medicine Annual Meeting, San Diego, CA, March 2008.
- Evans, W.D.**, and Davis, K.C. “Parents Speak Up National Campaign Evaluation Baseline and First Follow-up Results.” Poster presented at the Society of Behavioral Medicine Annual Meeting, San Diego, CA, March 2008.
- Evans, W.D.**, and Haider, M. “Social Marketing in the Developing World: What Have We Accomplished and What Does the Future Hold?” Presented at the PSP-*One* On-line Social Marketing Conference, Washington, DC, March 2008.
- Evans, W.D.** “Childhood Obesity Prevention Social Marketing: Examples from the United States and South Africa.” Presented at the George Washington University Forum on Obesity Prevention, Washington, DC, November 2007.
- Evans, W.D.** “Healthy Lifestyle Promotion: How Branding Works in Public Health.” Presented at the Conversations on Social Marketing conference, George Washington University, Washington, DC, November 2007.
- Hersey, J.C, **Evans, W.D.**, Ray, S., Schieber, B., and Willett, J. “Evaluating Public Health Branding of Tobacco Free Lifestyles.” Presented at the National Conference on Tobacco or health, Minneapolis, MN, October 2007.
- Evans, W.D.** “A Practical Guide to Evaluating Branded Health Messages.” Presented at the Centers for Disease Control and American Evaluation Association Annual Evaluation Meeting, Atlanta, GA, June 2007.
- Oldham, J., Melvin, C., Ranney, L., **Evans, W.D.** “Interpreting And Disseminating Findings From An Evidence-based Drug Review: Antiepileptic Drugs For Mood Disorders.” Presented at the American Psychiatric Association Annual Meeting, San Diego, CA, May 2007.
- Evans, W.D.** “Children’s Media Use: Opportunities for Social Marketing.” Presented at the Future of Children Annual Meeting, Princeton, NJ, April 2007.
- McCormack, L.A., P.A. Williams-Piehota, C. Bann, J. Burton, C.M. Squire, D.B. Kamerow, and **W.D. Evans.** “Healthy Eating and Exercising: Promoting Effective Diabetes Self-Management.” Poster presented at Society of Behavioral Medicine, Washington, DC, March 2007.
- Evans, W.D.**, J. Necheles, M. Longjohn, K. Christoffel. “Social marketing for obesity prevention: The 5-4-3-2-1 Go! Intervention.” Presented at the American Association of Health Behavior Annual Meeting, Savannah, GA, March 2007.
- Thomas, K., **W.D. Evans**, M. Farrelly, U. Bauer, S. Babb, J. Jordan. “News Media Coverage of State-Level Tobacco Control: Social Influence of News Media on Health Outcomes.” Presented at the 2006 American Public Health Association Annual Meeting, Boston, MA, November 2006.
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Necheles, J., M. Longjohn, **W.D. Evans**, K. Christoffel. "Developing a Social Marketing Initiative to Prevent Obesity and Promote Healthy Lifestyle Behaviors in Chicago Families: *Healthy Foods, Healthy Moves: InForm Chicago*." Presented at the 2006 American Public Health Association Annual Meeting, Boston, MA, November 2006.

Evans, W.D., J. Blitstein, J. Renaud, J. Hersey. "Attributes of Public Health Branding: Review of Recent Literature." Presented at the American Evaluation Association Annual Meeting, Portland, OR, November 2006.

Ray S., J. Hersey, **W.D. Evans**, J. Willett, G. Homsy, S. Salib, B. Schieber. "The Role of Brand Equity to Reach At-Risk Youth to Prevent Tobacco Use." Presented at the American Evaluation Association Annual Meeting, Portland, OR, November 2006.

Evans, W.D., B. Fuemmeler. "Acceptance for social policy interventions aimed at adult obesity prevention." Presented at The Obesity Society's 2006 Annual Scientific Meeting, Boston, MA, October 2006.

Evans, W.D., L. McCormack. "Marketing evidence to healthcare consumers: Applying social marketing to evidence about the harms and benefits of pharmaceuticals." Presented at the Communicating Harms and Benefits of Prescription Drugs to Healthcare Consumers Conference, sponsored by the Agency for Healthcare Research and Quality, September 2006.

Evans, W.D. "Social Marketing Strategies for Tobacco Control: Evidence of Effectiveness." Presented at the 2006 World Conference on Tobacco or Health, Washington, DC, July 2006.

Evans, W.D., S. Connors, J. Renaud, J. Hersey, B. Schieber, I. Dickerson, J. Willett. "Brand Equity and Prevention of Youth Smoking: a longitudinal study." Presented at the 2006 World Conference on Tobacco or Health, Washington, DC, July 2006.

Evans, W.D. "Social Marketing: Potential Applications to Reduce Unintended Pregnancy." Presented at the Reducing the Demand for Abortion Conference at the Brookings Institution, Washington, DC, June 2006.

Evans, W.D., S. Connors, G. Homsy, J. Renaud, J. Hersey, B. Schieber, I. Dickerson, J. Willett. "Longitudinal Evaluation of Ohio's **stand** Tobacco Countermarketing Brand." Presented at the 2005 American Public Health Association Annual Meeting, Philadelphia, PA, December 2005.

Evans, W.D. "Socioeconomic and Policy Determinants of Obesity." Discussant on Panel at the Association for Public Policy & Management (APPAM) Fall Conference, Washington, DC, November, 2005.

Evans, W.D. "Synthesis of Diet and Communication Workshop Findings." Presented at the National Cancer Institute Diet and Communication Workshop, Bethesda, MD, July 2005.

Evans, W.D. "Use of Web Panels to Evaluate Media and Psychosocial Factors Related to Obesity." Presented at the Critical Issues in eHealth Research Conference, Bethesda, MD, June 2005.

Evans, W.D. "Public Perceptions of Childhood Obesity and the IOM Report: Implications for Research." Presented at the Grocery Manufacturers of America Spring Scientific and Regulatory Policy Conference, Washington, DC, May 2005.

- Evans, W.D.**, J. Renaud, M. Farrelly, K. Davis. "Adolescent Self-reported Exposure to Obesity Prevention Interventions: Results from a National Survey." Presented at the Society for Prevention Research Annual Meeting, Washington, DC, May 2005.
- Evans, W.D.**, S. Ray, J. Renaud, J. Hersey, B. Schieber, I. Stevens-Dickinson. "Ohio stand Countermarketing Brand Strategy." Presented at the National Conference on Tobacco or Health, Chicago, IL, May 2005
- Liao, D., and **W.D. Evans**. "Creating a Medical Home for Asthma: Improving Care in Pediatric Clinics Serving Low-Income Communities." Presented at the National Conference on Chronic Disease Prevention and Control, Atlanta, GA, March 2005.
- Evans, W.D.** "News Media Analysis: A Program Management and Evaluation Tool." Presented at the Centers for Disease Control and Prevention, Office on Smoking and Health Annual Media Network Conference, Atlanta, GA, February 2005.
- Evans, W.D.** "Obesity Evaluation Research: Lessons Learned and Practical Methodologies." Presented at the National Institute of Diabetes and Digestive and Kidney Diseases, Clinical Obesity Research Panel, Bethesda, MD, February 2005.
- Evans, W.D.** "Public Perceptions of Childhood Obesity: Implications for Research." Presented at the Research Triangle Institute-Institute of Medicine Conference on Childhood Obesity Prevention Research: Filling the Gaps, Washington, DC, February 2005.
- Evans, W.D.**, J. Hersey, S. Ray, S.W. Ng, B. Schieber, and I. Stevens-Dickerson. "Use of Branding to Evaluate Ohio's stand Tobacco Countermarketing Campaign." Presented at the 2004 American Public Health Association Annual Meeting, Washington, DC, November 2004.
- Evans, W.D.**, J. Hersey, S. Ray, S.W. Ng, B. Schieber, and I. Stevens-Dickerson. "Use of Branding to Evaluate Ohio's stand Tobacco Countermarketing Campaign." Presented at the American Evaluation Association Annual Meeting, Atlanta, GA, November 2004.
- Davis, K., J. Niederdeppe, M.C. Farrelly, and **W.D. Evans**. "Innovative Methods to Measure Message Content and Sensation Value." Presented at the Annual Conference of the American Evaluation Association, Atlanta, GA, November 2004.
- Evans, W.D.** "Public Sees Childhood Obesity as Serious Health Threat." Press conference at the Time/ABC News Summit on Obesity, Williamsburg, VA, June 2004.
- Evans, W.D.**, M. Farrelly, and K. Davis. "Evolution of the truth[®] brand from 2000-2003." Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Scottsdale, AZ, February 2004.
- Evans, W.D.**, E. Finkelstein, D. Kamerow, and K. Kosa. "Support for Childhood Obesity Prevention Interventions: Results from a National Survey." Presented at the 2nd Annual Steps to a HealthierUS National Summit, Baltimore, MD, April 2004.
- Evans, W.D.** "Awareness of the truth[®] Brand Over Time and Reactions of High Sensation Seeking Youth." Presented at the 2003 American Public Health Association Meeting, San Francisco, CA, November 2003.
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- Evans, W.D.**, and M. Farrelly. "Evolution of the truth[®] Brand Over Time." Presented at the National Conference on Tobacco or Health, Boston, MA, December 2003.
- Evans, W.D.**, A. Ulasevich, M. Spitznagle, and S. Ray. "Designing a Statewide Comprehensive Tobacco Control Program." Presented at the 2003 American Public Health Association Meeting, San Francisco, CA, November 2003.
- Hersey, J.C., J. Niederdeppe, M.C. Farrelly, J. Yarsevich, **W.D. Evans**, J. Allen, and M.L. Haviland. "Synergies Between the National Truth and State Countermarketing Campaigns." Presented at the National Conference on Tobacco or Health, Boston, MA, December 2003.
- Niederdeppe, J., K.C. Davis, M.C. Farrelly, and **W.D. Evans**. "Designing Tobacco Countermarketing Advertisements: The Impact of Executional Style, Message Content and Audience Characteristics." Presented at the World Conference on Tobacco or Health, Helsinki, Finland, August 2003.
- Evans, W.D.** "Empowering Youth to Take on Big Tobacco: Science-based Prevention Tools." Presented to the Indiana Partners Information X-Change, Indianapolis, IN, December 2002.
- Evans, W.D.** "Evaluating Public Health Technical Assistance and Training." Presented at the National Conference on Tobacco or Health, San Francisco, CA, November 2002.
- Evans, W.D.** "The truthsm Branding Strategy." Presented at the 2002 American Public Health Association meeting, Philadelphia, PA, November 2002.
- Evans, W.D.**, A. Ulasevich, S. Blahut, and W.D. Austin. "Exploring Group Level Impacts of Participation in Youth Empowerment Programs." Presented at the National Conference on Tobacco or Health, San Francisco, CA, November 2002.
- Holden, D., **W.D. Evans**, P. Messeri, W.D. Austin, L. Hinnant, and T. Mason. "Measuring Youth Empowerment in the Context of Tobacco Control." Presented at the 2002 American Public Health Association meeting, Philadelphia, PA, November 2002.
- Evans, W.D.** "Performance Measurement: Examples from Public Health." The Performance Institute, Washington, DC, December 2001.
- Evans, W.D.**, J. Hersey, L. Haviland, and P. Messeri. "Social Imagery as a Construct to Evaluate the truth[®] Media Campaign." Presented at the 2001 American Public Health Association meeting, Atlanta, GA, October 2001.
- Evans, W.D.**, J. Hersey, L. Haviland, and P. Messeri. "Social Imagery as a Construct to Evaluate the truth[®] Media Campaign." Presented at the 2001 National Conference on Tobacco or Health, New Orleans, LA, November 2001.
- Evans, W.D.**, D. Holden, and P. Messeri. "A Conceptual Framework for Evaluating Tobacco Control Youth Empowerment Programs." Presented at the 2001 American Public Health Association meeting, Atlanta, GA, October 2001.
- Evans, W.D.**, and A. Ulasevich. "News Media Analysis: A Tool to Measure Public Health Policy Change." Presented at the 2001 National Conference on Tobacco or Health, New Orleans, LA, November 2001.
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Evans, W.D., A. Ulasevich, and F. Stillman. "Additional Evidence of the Effectiveness of ASSIST Media Advocacy." Presented at the 2001 American Public Health Association meeting, Atlanta, GA, October 2001.

Ulasevich, A., and **W.D. Evans**. "Does Race/Ethnicity Influence Youth's Self-reported Exposure to Tobacco Point of Sale (POS) Advertising?" Poster presented at the annual meeting of American Public Health Association, Atlanta, GA, October 2001.

Ulasevich, A., and **W.D. Evans**. "Tale of Two Laws: A Case Study Approach using ASSIST Media Analysis System." Poster presented at the annual meeting of American Public Health Association, Atlanta, GA, October 2001.

Evans, W.D., D. Holden, and C. Lefebvre. "Building a Conceptual Framework for Youth Empowerment." Presented at the Empowering Youth for Tobacco Control Conference, Orlando, FL, December 2000.

Evans, W.D., and A. Ulasevich. "Surveillance and Evaluation of Print Media on Tobacco." Presented at the World Conference on Tobacco or Health, Chicago, IL, August 2000.

Evans, W.D., A. Ulasevich, and F. Stillman. "Between States Comparisons using a Media Tracking System: An Illustration." Presented at the annual American Public Health Association meeting, Boston, MA, November 2000.

Fulwood, R., A. Powers, **W.D. Evans**, and G. Morosco. "Partnership to Assess Heart-Healthy Behaviors in Union Workers." Presented at the annual American Public Health Association meeting, Boston, MA, November 2000.

Stillman, F., **W.D. Evans**, and A. Ulasevich. "Media Coverage of Events Surrounding Tobacco Litigation, Legislation and the Master Settlement Agreement." Presented at the International Communication Association annual meeting, Acapulco, Mexico, May 2000.

Stillman, F., **W.D. Evans**, and A. Ulasevich. "Media Coverage of the Master Settlement Agreement." Presented at the annual American Public Health Association meeting, Boston, MA, November 2000.

Evans, W.D., C. Lefebvre, F. Stillman, and A. Ulasevich. "The ASSIST Media Analysis System." Presented at the annual American Public Health Association meeting, Chicago, IL, November 1999.

Regional Presentations:

Evans, W.D. "Public Health Brand Research." Presented at The George Washington University Symposium Series: Global Branding in Social Marketing, April, 2010.

McCormack, L.A., Williams-Piehota, P.A., Burton, J., Bann, C., Karns, S.A., O'Toole, M., Wylie-Rosett, J., Squire, C.M., Kamerow, D.B., and **Evans, W.D.** "Healthy Eating and Exercising: Promoting Effective Diabetes Self-Management." Poster presented at the 2007 RTI Fellows Internal Symposium, Research Triangle Park, NC, October 2007.

Evans, W.D. "Research Methods and Resources to Evaluate Social Marketing Campaigns." Presented at the Social Marketing and Public Policy Annual Workshop, Washington, DC, May 2007.

Mobley, L.R., Kuo, T., and **Evans, W.D.** "Mammography Facilities are Accessible, So Why is Utilization So Low?" Presented at 8th Annual Women's Health Day Conference, Chapel Hill, North Carolina, April 2007.

Evans, W.D. "Risk Communication about Avian Flu: A Social Marketing Perspective." Presented at the University of North Carolina at Chapel Hill Forum on Avian Influenza, Chapel Hill, NC, November 2006.

SERVICE TO COMMUNITY

(Since GW appointment in 2008)

Moderator for social marketing workshop at the Annual Meeting of the Society for Behavioral Medicine, April 2011, Washington, DC (unpaid, national)

Moderator for social marketing workshop at the Annual Meeting of the Society for Prevention Research, May 2011, Washington, DC (unpaid, national)

Abstract reviewer for the 4th National Health Marketing and Communication Conference, August 2011, Atlanta, GA (unpaid, national)

Abstract reviewer for the 2nd National Health Marketing and Communication Conference, August 2009, Atlanta, GA (unpaid, national)

Abstract reviewer for 2nd World Social Marketing Conference, April 2011, Dublin, Ireland, 1 day effort, (unpaid, international)

Abstract reviewer for 1st World Social Marketing Conference, October 2008, Brighton, UK, 1 day effort, (unpaid, international)

Abstract reviewer for International Communication Association Annual Meeting, June 2010, Singapore, 1 day effort, (unpaid, international)

Moderator for 1st World Social Marketing Conference, October 2008, Brighton, UK, 1 day effort, (unpaid, international)

Expert panel member for the Best Bones Forever! Campaign, 2010 to present, quarterly half-day meetings, USDHHS Office of Women's Health (OWH), Washington, DC (unpaid, national)
