

## Glen J. Nowak, Ph.D.

Associate Dean for Research and Graduate Studies  
Professor, Advertising and Public Relations, and  
Co-Director, Grady College Center for Health and Risk Communication  
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### EDUCATION

- 1990      **Doctor of Philosophy**, University of Wisconsin, Madison  
Major:                      Mass Communication  
Emphases:                 Advertising, Marketing, and Consumer Psychology/Behavior  
Dissertation Title:        “The Role of Affective Responses, Creative Executions, and Viewer Characteristics in Mediating Viewers’ Reactions to Direct Response TV Commercials”
- 1987      **Master of Arts**, University of Wisconsin, Madison  
Major:                      Journalism and Mass Communication  
Emphases:                 Advertising and Mass Communication  
Thesis Title:                “The Effects of Product Involvement, Message Appeal, and Viewing Conditions on Memory and Evaluation of TV Commercials”
- 1983      Attended Graduate School of Business, University of Wisconsin-Milwaukee
- 1982      **Bachelor of Science**, University of Wisconsin-Milwaukee (Economics, Mass Communication)

### EMPLOYMENT

- August 2021- Present      **Associate Dean for Research and Graduate Studies**, Grady College of Journalism and Mass Communication, University of Georgia. Responsibilities include directing the College’s research efforts, managing the College’s graduate program, which includes eight Master of Arts programs and its Ph.D. program and serving as one of the College’s senior administrators.
- January 2013 - Present      **Full Professor (tenured)**, Department of Advertising and Public Relations, and **Director**, Center for Health and Risk Communication, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA; Teach undergraduate and graduate courses in Advertising, Public Relations and Health, Health Communication, Risk Communication, Advertising Principles, Advertising and Communication Research, and Advertising and Communication Management. Areas of research specialization and publication include health communication, risk communication, vaccines and immunization-related communication, advertising, social marketing, integrated marketing communications, and consumer behavior and information processing. Also responsible for developing and managing the College’s new Center for Health and Risk Communication, which seeks to foster an interdisciplinary approach to health and risk-related communication projects, including survey research projects, content analyses, campaign assistance, messaging and messages studies and workshops and media training. Member of the UGA graduate faculty.
- Nov. 2010 – Dec. 2012      **Senior Health Communication Specialist and Advisor to Director**, National Center for Immunization and Respiratory Diseases (NCIRD), Centers for Disease Control and Prevention, Atlanta, GA. Duties and responsibilities include providing leadership and guidance on immunization-related health issues, including complex or potentially controversial public affairs matters; working with NCIRD's Directors for Communication and Policy on strategic

communication and policy plans for complex immunization-related matters and issues; directing and collaborating on projects involving public health and scientific matters of interest to NCIRD, including projects to promote vaccination, address vaccine coverage disparities and vaccine acceptance; developing and implementing procedures and strategies for obtaining and using communication research and behavior science to strengthen and evaluate projects; survey and focus group research (e.g., to inform or assess campaigns, materials, messages and communication strategies); and providing media, health communication, social marketing, strategic and risk communication leadership to NCIRD programs and partner organizations.

June 2006 -  
Nov. 2010

**Chief of Media Relations; and Member, Senior Executive Service**, Centers for Disease Control and Prevention, Atlanta, GA. As Chief of Media Relations, I served as Director of CDC's News and Electronic Media Division, as the primary media advisor to the CDC director, senior CDC management, programs and scientists and one of the agency's primary strategic communications managers/advisors. I was also responsible for the operations, management, and supervision of CDC's 16-person office of media relations, as well as guiding the efforts of media and public affairs specialists working at CDC's centers, institutes, or major offices. I also had responsibility for CDC's Web and Electronic Media Branch, which included the CDC.gov website. Specific responsibilities included developing, implementing and evaluating CDC's media relations efforts and activities; developing and implementing media, issues management, crisis, and emergency communication strategies; assisting in the development and writing of speeches and presentations for the CDC director; developing and maintaining partnerships with media relations staff at state and local health departments and other external organizations; developing and maintaining media and communication partnerships with other Department of Health and Human Services agencies (e.g., FDA, NIH) and other federal government agencies; developing and supervising CDC's media relations personnel (i.e., from press assistants to senior press officers); formulating communication plans and messages; working daily with the news media; and serving as a senior agency spokesperson. As a member of the Federal Government's Senior Executive Service (SES), I was involved in providing strategic advice and guidance to CDC and HHS senior leaders; identifying and formulating policy options and strategies; developing key messages and communication strategies for major initiatives and issues (e.g., 2009 pandemic influenza); implementing multi-faceted initiatives (e.g., HHS's pandemic influenza response); and evaluating the results or performance of agency initiatives, efforts and activities.

June 2004 -  
June 2006

**Acting Director of Media Relations**, Centers for Disease Control and Prevention, Atlanta, GA; duties as outlined above.

Jan. 1999-  
June 2004

**Associate Director for Communications, National Immunization Program, CDC**, Atlanta, GA; Served as member of NIP's senior management team, and as such was involved in all aspects of managing the National Immunization Program, including identifying and formulating policy options; addressing and implementing program priorities; collaborating with senior leaders and NIP divisions; advising CDC and HHS senior leaders on national policies and plans related to vaccines and immunization; and developing, implementing and assessing strategic communication plans and activities.

As Associate Director for Communications, I was responsible for the operations, management, and supervision of NIP's 20-25-person office of communications. Responsibilities included developing, implementing, and evaluating NIP's comprehensive communication strategies, plans, and initiatives; media relations and outreach; issues and crisis communication planning and management; developing and maintaining productive working relationships with a wide range of external partner organizations (e.g., professional medical societies, international health

organizations, community-based organizations, state and local health departments); determining and developing communication research plans and activities; building the communication and media skills and expertise of NIP scientists and managers as well as partner organizations; staffing and supervising NIP's website and visual/graphics information teams; recruiting, hiring, supervising, and evaluating a wide range of health communications professionals; speech writing for senior managers; developing and implementing communications research and evaluation projects; and overall fiscal management for NIP's Office of Communications.

### PREVIOUS ACADEMIC APPOINTMENTS

- August 1995 - **Tenured Associate Professor**, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA. Taught undergraduate and graduate courses in Advertising Principles, Advertising Research, Advertising Management, and Integrated Marketing Communications. Areas of research specialization and publication included advertising, social marketing, integrated marketing communications, health communication, and consumer behavior and information processing. Member of graduate faculty.
- Aug. 1989 - **Assistant Professor**, Department of Advertising and Public Relations, College of Journalism, University of Georgia, Athens, GA. (Duties as described above)
- July 1995
- 1986-1989 **Graduate Teaching Assistant/Instructor**, School of Journalism, University of Wisconsin, Madison, WI. Taught undergraduate courses in news writing and news reporting.

### OTHER PROFESSIONAL EXPERIENCE

- January 2015 - **Visiting Communications Scientist**, National Vaccine Program Office (NVPO), Department of Health and Human Services (DHHS), Washington, D.C. Through Intergovernmental Personnel Agreements with the University of Georgia (i.e., contracts at around \$175,000/year), I worked on communication and behavioral science-related projects, including a mid-course Review of the National Vaccine Plan, served as a member of the National Vaccine Advisory Committee's Working Group on Vaccine Confidence, provided risk and health communications assistance, and working on NVPO and CDC communication research projects involving vaccine hesitancy, confidence, and acceptance.
- January 2018
- October 2013 - **Senior Health Communication Consultant**, Taskforce for Global Health, Decatur, GA; the October 2014 Taskforce, through a contract with the University of Georgia, brought me on to provide communication strategy and planning assistance to the World Health Organization, UNICEF, the Bill & Melinda Gates Foundation, and others for the introduction of inactivated poliovirus vaccine in 125 countries throughout the world that are currently using only oral poliovirus vaccines. I was responsible for developing and implementing a communication/collaboration structure, writing a comprehensive communication and advocacy plan, hiring additional communication staff and writing key documents and messages.
- January 2012 - **University of Missouri Advantage Distinguished Visiting Professional (20% time)**; selected Dec. 2012 as the first "Mizzou Advantage" program visiting distinguished visiting professional. Established in January 2010, Mizzou Advantage was created to increase MU's visibility, impact and stature in higher education, and to foster collaboration in interdisciplinary instruction. During the part-time appointment, I worked with faculty across the University of Missouri campus on interdisciplinary projects (e.g., health-related interventions, communicating about science), guest lectured in graduate and undergraduate courses in programs across campus (including the School of Medicine, School of Nursing, the Bond Life Sciences Center, and

Reynolds School of Journalism and Mass Communication) and worked with MU's Health Communication Research Center.

- 1995-1997 **Visiting Communications Scientist**, U.S. Centers for Disease Control and Prevention, Atlanta. Through a series of appointments via Intergovernmental Personnel Agreements, I provided social marketing, health communications, and evaluation expertise and hands-on assistance to the Division of HIV/AIDS Prevention at CDC. One year of these appointments involved a leave of absence from University of Georgia. Specific responsibilities and projects included: a) communication research projects; b) serving as team leader for the Prevention Communications Unit in the Community Assistance, Planning and National Partnership Branch; c) overseeing the design, implementation, and evaluation of the first-ever Youth Performing Arts Institute for HIV/AIDS Prevention, which took place in August, 1997; and d) developing social marketing and health communication training programs/plans for community HIV prevention.
- 1991-1992 **Visiting Communications Scientist**, U.S. Centers for Disease Control and Prevention, Atlanta. This appointment (via an Intergovernmental Personnel Agreement with the University of Georgia) involved providing health communication, evaluation, and survey research assistance. Designed and oversaw implementation of public service announcement message testing study as well as a national research project that assessed the American public's concerns regarding potential HIV transmission by health care workers.
- 1986-1989 **Market Research Analyst/Project Coordinator**, Madison Newspapers Inc., Madison, WI. Designed, supervised, and analyzed audience, media, and public opinion studies.

## PUBLICATIONS

### Journal Articles:

Nowak, Glen J. and Cacciatore M.A. "COVID-19 Vaccination and Public Health Communication Strategies: An In-depth Look at How Demographics, Political Ideology, and News/Information Source Preference Matter," *The International Journal of Strategic Communication*, (accepted, January 17, 2022).

Ellithorpe M.E., Alade F., Adams R., and Nowak, Glen J., "Looking Ahead: Caregivers' COVID-19 vaccination intention for children 5 years old and younger using the health belief model," *Vaccine*, under review.

Boyle J.M., Nowak, Glen J., Iachan R., ZuWallack R., Brassell T., Dayton R., and Kinder R. "Early and Later COVID-19 Vaccination Intentions: Insights from a Longitudinal Multivariate Assessment," *Vaccine*, under review.

Jiaying Liu, Joe Phua, Dean Krugman, Linjia Xu, Glen Nowak and Lucy Popova. "Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach," *Nicotine & Tobacco Research*, 23. 815-822.

Bloom B.R., Nowak Glen J, Orenstein W.A. "When Will We Have a Vaccine?" — Understanding Questions and Answers about Covid-19 Vaccination," *New England Journal of Medicine*, Dec. 3, 2020; 383:2202-2204; DOI: 10.1056/NEJMp2025331

Lefebvre RC and Nowak, Glen J. "Put the science into COVID communications," *The Hill*, Nov. 17, 2020.

Boyle J., Berman L, Glen J. Nowak, Iachan R, Middleton D and Deng Y. "An Assessment of Parents' Childhood Immunization Beliefs, Intentions, and Behaviors Using a Smartphone Panel," *Vaccine*, 2020; 38(10):2416-2423.

Hargreaves AL, Glen J. Nowak, Paula Frew, AR Hinman, WA Orenstein et al., “Adherence to Timely Vaccinations in the United States,” *Pediatrics*, March 2020, doi.org/10.1542/peds.2019-0783.

Nowak, Glen J., N Evans, B Wojdyski, et al. “Using Immersive Virtual Reality to Improve the Beliefs and Intentions of Influenza Vaccine Avoidant 18-to-49-Year-Olds: Considerations, Effects, and Lessons Learned,” *Vaccine*, Date of Electronic Publication: Nov 21, 2019.

Daugherty MA, Hinman AR, Cochi SL, Garon JR, Rodewald LE, Nowak GJ, McKinlay MA, Mast ME, and Orenstein WA, “The Global Vaccine Action Plan - Insights into its Utility, Application, and Ways to Strengthen Future Plans,” *Vaccine*, 2019;37(35):4928-4936

Frew, P., Murden R, Mehta C., Chamberlain, Hinman A, Nowak G., et al. “Development of a U.S. trust measure to assess and monitor parental confidence in the vaccine system. *Vaccine* 2019;37:325-332. Doi:10.1016/j.vaccine.2018.09.043.

Jin, Yan, Lucinda Austin, Santosh Vijaykumar, Hyoyeun Jun, and Glen J. Nowak, “Communicating about Infectious Disease Threats: Insights from Public Health Information Officers.” *Public Relations Review*, January 2019. doi:10.1016/j.pubrev.2018.12.003.

Cacciatore, Michael A., Glen J. Nowak, and Nathaniel Evans, “It’s complicated: the 2014-15 U.S. measles outbreak and parents’ vaccination beliefs, confidence, and intentions,” *Risk Analysis* 2018;38(10):2178-2192.

Frew P, Holloway IW, Goldbeck C, Tan D, Wu E, Jauregui J., Nowak GJ, et al. “Development of a measure to assess vaccine confidence among men who have sex with men. *Expert Review of Vaccines*, 2018;17(11):1053-1061. Doi:10.1080/14760584.2018.1541405.

Li, Wenbo, Glen Nowak, Michael Cacciatore, and Yan Jin, “Inadequate and Incomplete: Chinese Newspapers’ Coverage of the First Licensed Human Papillomavirus (HPV) Vaccine in China.” *Journal of Health Communication*, 2018;23:581-590. Doi:10.1080/10810730.2018.1493060.

Nowak, Glen J., Michael A. Cacciatore, and Maria Len-Rios, “Understanding and Increasing Influenza Vaccination Acceptance: Insights from a 2016 National Survey of U.S. Adults,” *International Journal of Environmental Research and Public Health*, 2018;15(4). Doi:10.3390/ijerph15040711.

Lee, Y, Y. Jin, Glen Nowak, “Motivating Influenza Vaccination among Young Adults: Effects of Public Service Advertising Message Framing and Text versus Image Support,” *Social Marketing Quarterly*, 24(2), 2018.

Vijaykumar, S., Glen Nowak, Itai Himelboim, and Yan Jin, “Virtual Zika Transmission after the first U.S. case: Who said what and how it spread on Twitter,” *American Journal of Infection Control*, 2018, 46(5).

Nowak, Glen J., Angela Shen, and Jason Schwartz, “Improving Perceptions of the Value of Adult Vaccination in the United States: Health Communication Considerations and Insights,” *Vaccine*, (2017), 35(42):5543-5550.

Mendel-Van Alstyne, Judith A., Glen J. Nowak, and Ann L. Aikin, “What is ‘Confidence’ and What Could Affect it?”: A Qualitative Study of Mothers Who Are Hesitant about Vaccines,” *Vaccine*, (2017), doi:10.1016/j.vaccine.2017.09.007.

Nowak, Glen J. and Michael A. Cacciatore, “Parents’ Confidence in Recommended Childhood Vaccinations: Extending the Assessment, Expanding the Context,” *Human Vaccines & Immunotherapeutics*, (2017), 3(13).

Cacciatore, Michael A., Glen J. Nowak, and Nathaniel Evans, "Exploring the Impact of the U.S. Measles Outbreak on Parental Awareness and Support for Vaccinations," *Health Affairs* (2016), 35(2), 334-340.

Artenstein, Andrew W., Neal Halsey and Glen J. Nowak, "Fostering Further Successes in Vaccinology," *American Journal of Preventive Medicine* and *Vaccines* (2015);49(6)/Supplement 4, S303-S306.

Weiner, Judith, Allison Fisher, Glen Nowak, Michelle Basket and Bruce Gellin, "Childhood Immunizations: First-time Expectant Mothers' Knowledge, Intentions, Beliefs and Behaviors," *American Journal of Preventive Medicine* (2015);49(6)/Supplement 4, S426-S434.

Nowak, Glen J., Noni MacDonald and Bruce Gellin, "Addressing Vaccine Hesitancy: The Potential Value of Commercial and Social Marketing Practices and Principles," *Vaccine* (2015);33(34): 4204-4211.

Nowak, Glen J., Kristine Sheedy, Kelli Bursey, Teresa Smith and Michelle Basket, "Promoting Influenza Vaccination: Insights from a Qualitative Meta-analysis of 14 years of influenza-related Communications Research by the U.S. Centers for Disease Control and Prevention," *Vaccine* (2015);33(24):2741-2756.

Vijaykumar, Santosh, Yan Jin and Glen Nowak, "Social Media and the Virality of Risk: The Risk Amplification through Media Spread (RAMS) Model," *Journal of Homeland Security and Emergency Management* (2015);12(3):653-677.

Contributing author/editor, "Assessing the State of Vaccine Confidence in the United States: Recommendations from the National Vaccine Advisory Committee," *Public Health Reports* (2015);130(Nov.-Dec.);573-595.

Kennedy, Allison, K. LaVail, Glen Nowak, Michelle Basket and Sarah Landry, "Confidence about Vaccines in the United States: Understanding Parents' Perceptions," *Health Affairs* (2011);30(6): 1151-1159.

Nowak, Glen J. and Dick Thompson, "Communicating News of an Outbreak," in *Nieman Reports* (2007);61(1:Spring):73-76.

Gust, Deborah, Allison Kennedy, Irene Shui, Phil Smith, Glen Nowak, and Larry Pickering, "Parent Attitudes toward Immunizations and Healthcare Providers: The Role of Information," *American Journal of Preventive Medicine*, 29(2), 2005, 105-112.

Gust, Deborah, C. Brown, Kristine Sheedy, Beth Hibbs, Donna Weaver, and Glen Nowak, "Vaccination Attitudes and Beliefs Among Parents: Beyond a Dichotomous Perspective," *American Journal of Health Behavior*, 29(January/February, 2005), 81-92.

Glik, Deborah, Glen J. Nowak, Thomas Valente, Karena Sapsis, and Chad Martin, "Youth Performing Arts Entertainment-Education for HIV/AIDS Prevention and Health Promotion: Theory and Practice," *Journal of Health Communications*, 7(Jan.-Feb. 2002), 39-57.

Phelps, Joseph, Giles D'Souza, and Glen J. Nowak, "Antecedents and Consequences of Consumer Privacy Concerns: An Empirical Investigation," *Journal of Interactive Marketing*, (Autumn, 2001), 2-17.

Nowak, Glen J., Alan Janssen, and Curtis Allen, "Rapid Application of an Integrated Social Marketing Framework: Lessons Learned from the 2000-2001 U.S. Influenza Vaccine Delay," *Social Marketing Quarterly*, (Fall 2001).

Phelps, Joseph, Glen J. Nowak, and Elizabeth Ferrell, "Privacy Concerns and Consumer Willingness to Provide Information," *Journal of Public Policy and Marketing*, 19(Spring), 27-41, 2000.

Davis, Doryn, Glen J. Nowak and Galen E. Cole, "Using Audience Research in Designing Public Health Initiatives at the Federal Level," *Social Marketing Quarterly*, 5(3):34-39, 1999.

Phelps, Joseph, Glen J. Nowak, and Elizabeth Ferrell, "Marketers' Information Practices and Privacy Concerns: How Willing Are Consumers to Provide Personal Information for Shopping Benefits," *Marketing Science Institute Working Paper Report No. 99-112*, Marketing Science Institute, Cambridge, MA, 1999.

Nowak, Glen J., Galen Cole, Susan Kirby, Vicki Freimuth and Clarke Caywood, "The Application of 'integrated marketing communications' to Social Marketing and Health Communication: Organizational Challenges and Implications," *Social Marketing Quarterly*, 4(4):12-16, 1998.

Cameron, G.T., B.H. Hollander, Glen J. Nowak, and S. Shamp, "Assessing the Potential of a Full-Featured Electronic Newspaper for the Young Adult Market," *Media Management Review*, 1997.

Nowak, Glen J., Glen Cameron, and Denise DeLorme, "Beyond the World of Packaged Goods: Assessing the Relevance of Integrated Marketing Communications for Retail and Consumer Service Marketing," *Journal of Marketing Communications*, Fall, 1996.

Cameron, G.T., B. Hollander, G. Nowak, and S. Shamp, "Electronic Newspapers: Toward a Research Agenda," *Journal of Mediated Communications*, 1996.

Glen Nowak and Kaizer Siraj, "Is 'Integrated Marketing Communications' Really Affecting Advertising and Promotion: An Exploratory Study of National Marketers' Promotion Practices," *Proceedings of the American Academy of Advertising*, 1996.

Nowak, Glen J. and Joseph Phelps, "Direct Marketing and the Use of Individual-Level Consumer Information: Does 'Privacy' Matter," *Journal of Direct Marketing*, Summer 1995.

Nowak, Glen J. and Joseph Phelps, "Conceptualizing the Integrated Marketing Communications' Phenomenon: An Examination of its Impact on Advertising Practice and its Implications for Advertising Research," *Journal of Current Issues and Research in Advertising*, Spring, 1994.

Nowak, Glen J., Glen T. Cameron, and Dean M. Krugman, "How Local Advertisers Choose and Use Advertising Media," *Journal of Advertising Research*, Nov/Dec., 1993.

Cameron, Glen T., Glen J. Nowak, and Dean M. Krugman, "The Competitive Position of Newspapers in the Local/Retail Market," *Newspaper Research Journal*, November, 1993.

Gentry, Eileen, Glen J. Nowak, and Charles T. Salmon, et al., "Addressing the Public's Concerns about HIV Transmission in Health-Care Settings," *Archives of Internal Medicine*, 153(20), 1993.

Nowak, Glen J., Cynthia Jorgensen, Charles T. Salmon, and Janine Jason, "Educating Young Adults about HIV and AIDS: The Impact of Direct Response Television Public Service Advertising," *Journal of Direct Marketing*, 7(Winter), 1993.

Nowak, Glen J. and Joseph Phelps, "Understanding Privacy Concerns: An Assessment of Consumers' Information-Related Knowledge and Beliefs," *Journal of Direct Marketing*, 6(Fall), 1992.

Nowak, Glen J. "TV Viewer Characteristics and 'Results Beyond Response'," *Journal of Direct Marketing*, 6(2), 1992.

Nowak, Glen J. "Getting Viewers to Respond: Assessing the Impact of Direct Response TV Commercials and their Executional Elements," *Journal of Direct Marketing*, 3(3), 1989.

## Books

Y. Jin, B. Reber, and G. Nowak (eds.) **Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice**, Routledge (2021). <https://doi.org/10.4324/9780429330650>.

## Chapters in Books:

Nowak, Glen J. and Michael Greenwell, "A Promising but Difficult Domain: Complex Health-related Crises and Academic-Professional Collaboration," in Y. Jin, B. Reber, and G. Nowak (eds.) **Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice**, Routledge (2021). <https://doi.org/10.4324/9780429330650>.

Bryan H. Reber, C. Richard Yarbrough, Glen Nowak and Yan Jin, "Complex and Challenging Crises: A Call for Solutions," in Y. Jin, B. Reber, and G. Nowak (eds.) **Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice**, Routledge (2021). <https://doi.org/10.4324/9780429330650>.

Yan Jin, Matthew O'Connor, Bryan H. Reber and Glen Nowak, "The Future of Collaborative Research," in Y. Jin, B. Reber, and G. Nowak (eds.) **Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice**, Routledge (2021). <https://doi.org/10.4324/9780429330650>.

Nowak, Glen J. and Michael Cacciatore, "Media Science and Practice," in P. Bahri (ed.) **Communicating about Risks and Safe Use of Medicines: Real Life and Applied Research**. Springer Publishing 2020.

Nowak, Glen J., Emilie Karafillakis, and Heidi Larson, "Pandemic influenza vaccines – Communication of benefits, risks, and uncertainties," in P. Bahri (ed.) **Communicating about Risks and Safe Use of Medicines: Real Life and Applied Research**. Springer Publishing 2020.

Tumpey, Abigail, Glen J. Nowak, and David Daigle, "Communicating with the Media and Public," in S. Rasmussen and R. Goodman (eds.), **Field Epidemiology Manual**, 3<sup>rd</sup> Edition, Oxford Press, 2019.

Nowak, Glen J., Kate LaVail, Allison Kennedy and Kristine Sheedy, "Insights from Public Health: A Framework for Understanding and Fostering Vaccine Acceptance," in Archana Chatterjee (ed.) **Vaccinophobia and Vaccine Controversies of the 21st Century**, Springer Publishing, 2013.

Nowak, Glen J., "Pandemic Influenza: Communications Issues and Approaches," in **Pandemic Influenza: Assessing Capabilities for Prevention and Response**, Institute of Medicine, National Academy of Sciences: Washington, D.C., 2005.

Nowak, Glen J., Scott Shamp, Barry Hollander, and Glen Cameron, "Interactive Media: A Means for More Meaningful Advertising," in D. Schumann and E. Thorson (eds) **Interactive Advertising**, Erlbaum Pub., 1998.

Nowak, Glen J. and Michael Siska, "Using Research to Inform Campaign Development and Message Design: Examples from the 'America Responds to AIDS' Campaign," in Ed Maibach and Roxanne Parrott (eds.) **Designing Health Messages: Approaches from Communication Theory and Public Health Practice**, Sage Publications, 1995.



## Technical Report

World Health Organization. Vaccine Safety Communication in the Digital Age: Vaccine Safety Net June 2018 Technical Report Vaccine Safety Communication in the Digital Age: Vaccine Safety Net June 2018 Technical Report. 02 Nov 2018 <https://apps.who.int/iris/bitstream/handle/10665/311961/WHO-MVP-EMP-SAV-2019.02-eng.pdf?ua=1>

## Publications Related to Teaching:

Nowak, Glen J. and Herb Wright, *Instructor's Guide to Successful Direct Marketing Methods*, 5th Edition, January (1994).

## PROJECT and RESEARCH GRANTS and CONTRACTS (Awarded and Submitted Proposals)

Nowak, Glen (Principal Investigator), "Risk Communication Curriculum and Training Tool Development Project," Task Force for Global Health TEPHINET," June 1, 2020 – January 31, 2021; \$91,854.

Nowak, Glen (co-investigator), University of Georgia proposal for a Center for Influenza Disease and Emergence Research (CIDER). \$56 million contract proposal submitted to National Institutes of Health's National Institute for Allergy and Infectious Diseases, June 2020.

Nowak, Glen (participating UGA faculty member), University of Georgia's "Increasing the Effectiveness of Public Health Campaigns and Crisis Communication" content for the Mandela Washington Fellowship's virtual programming initiative for Young African Leaders, May-July 2020. Contract funded and awarded by the U.S. State Department.

Nowak, Glen (co-investigator), University of Georgia proposal to U.S. Department of Health and Human Services for a "UGA Center for Accelerated Patient and Stakeholder Engagement (CAPSE); \$5 million proposal submitted July, 2020.

Nowak, Glen (PI). "Establishing a Vaccination Acceptance Research Network," Sabin Vaccine Institute technical assistance agreement. July 1, 2018 – April 30, 2019; \$51,000. Project involved working with Sabin Vaccine Institute to establish an international collaboration between social and behavior scientists/researchers and immunization programs and advocates.

Nowak, Glen (PI). "National Survey of U.S. Adults related to Health and Flu Vaccination." Razorfish Communication co-sponsorship: \$15,500. July 1, 2018 – January 31, 2019. Project involved a national survey of 1,020 U.S. adults in October-November 2018 to collect data related to their health behaviors, decision making, and information source trust and use.

Nowak, Glen (principal investigator), Maria Len-Rios (investigator), Nathaniel Evans (investigator), Bartosz Wojdyski (investigator), Scott Hall (investigator), Karen Werner Carera (investigator), and Deborah McFalls (investigator), "Using Virtual/Augmented Reality and Eye Tracking Technologies to Improve and Inform Adult Vaccine Communication and Education," a \$75,000 proposal funded by Oak Ridge Associated Universities-directed (ORAU) competitive Research and Development Partnership Grant, April 2017.

Alexander, Clark (principal investigator), Shana Jones (investigator), Glen Nowak (investigator), Grace Ahn (investigator), Mark Risse (investigator), Brian Bledsoe (investigator), Jill Gambill (investigator), "Studying the UGA Marine Science Campus on Skidaway Island as a Model for Achieving Coastal Resiliency in the Face of Extreme Weather," \$136,085 grant from University of Georgia President's Office Interdisciplinary Seed Grant Program, April 2017.

Nowak, Glen (principal investigator), Maria Len-Rios (co-PI), Nathaniel Evans (investigator), and Bartosz Wojdyski (investigator), "Improving Vaccine Understanding and Decision-making in a Public Health Emergency: Using Communication Theories and an Evidence-based Approach to Develop New and Potentially Better Patient Education Messages and Materials," a \$49,000 proposal submitted to the University of Georgia Center for Translational Research Unit seed grant competition, November, 2016 (not funded).

Nowak, Glen (principal investigator), Maria Len-Rios (co-PI), Michael A. Cacciatore (investigator), Nathaniel Evans (investigator), Bartosz Wojdyski (investigator), and Henry Young (investigator), "Explaining uncertainty and fostering informed decision making about vaccinations recommended in a public health emergency: Comparing the effectiveness of currently required vaccine education materials to theory-based, evidence-informed vaccine education," \$1.9 million, three-year project proposal submitted to the Patient-Centered Outcomes Research Institute (PCORI) in February, 2016 (not funded).

Giraud, Silvia (project director) and co-investigators: Deborah Murray, Laura Jolly, Jennifer Gay, Jung Sun Lee, Glen Nowak, Karen King, Amanda Marable, Diane Hartzell, Charles Wurst, and Cheryl Varnadoe, "Youth Obesity Undergraduate Research & Extension Fellowships," \$273,287 for a three-year project; funded and awarded in December 2015 by U.S. Department of Agriculture-National Institute of Food and Agriculture.

Nowak, Glen (principal investigator), Karen Hilyard (co-PI), Henry Young (co-PI) and Michael Cacciatore (Investigator), "Using Community Pharmacies to Compare the Effectiveness of Evidence-based Communication Tools and Techniques in Fostering Influenza Vaccination in Higher-risk Populations," \$1.65 million three-year proposal submitted to the Patient-Centered Outcomes Research Institute (PCORI) in November, 2014 (made it to competitive review, not funded).

Phelps, Joseph, Glen J. Nowak, and Elizabeth Ferrell, "Direct Marketing and Privacy: Understanding Consumer Willingness to Trade Information for Benefits," \$8,600 grant from the Marketing Science Institute Research Grant Competition. Proposal also received a \$2,000 semifinalist prize, 1995.

Nowak, Glen J., Paige Price, and Peter Lewis, "Message Personalization and Direct Response Magazine Advertising: How Much and to What Effect(s)?" \$3,884 grant from the Direct Marketing Policy Center, University of Cincinnati, 1995.

Cameron, Glen T. and Glen J. Nowak, "How Regional Advertisers and Media Planners Choose and Use Advertising Media," \$19,532 grant from the James Cox Jr. Institute for Newspaper Management Studies, 1993

Nowak, Glen J. and Glen T. Cameron, "Understanding Local Advertising Decision Making," \$11,500 grant from the James M. Cox Jr. Institute for Newspaper Management Studies, 1991.

Phelps, Joseph and Glen J. Nowak, "Consumers, Database Marketing, and Privacy," \$500 University of Alabama Research Grant, 1991.

Nowak, Glen J. and Esther Thorson, "The Role of Executional Elements and Viewer Characteristics in Generating Responses to Direct Response TV Commercials," \$2,500 grant from the Direct Marketing Policy Center, University of Cincinnati, 1989.

### **TEACHING GRANT**

University of Georgia Lilly Teaching Fellowship, 1991-1992. Selected as one of nine young faculty members to receive \$2,000 fellowship and year of mentoring workshops.

## CONFERENCE AND CONVENTION PAPERS (Refereed)

Liu, Jiaying, Phua, J., Krugman, D., Xu, L., Nowak, Glen, Popova, L. “Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach,” virtual 71st Annual ICA Conference, May 2021.

Kwon, J., Feliciano, J.T., Grady, C., and Nowak, Glen. “The Use of Twitter to Communicate Covid-19: A Content analysis of tweets from CDC, WHO, and Major News Media,” paper presented at the 2020 Conference on Health Communication, Marketing, and Media,” October 2020, Atlanta (virtual).

Cacciatore, M. A., Nowak, G. J., & Ko, Y. “Understanding flu vaccination attitudes and behaviors: Exploring a measure of health decision-making preferences.” Paper accepted for presentation at the annual convention of the International Communication Association (ICA), May 2020, Gold Coast, Australia.

Nowak, Glen J., Michael Greenwell, and Brooke Fisher Liu, “Effectively Addressing Opioid Drug Use and Misuse - Identifying the Crisis and Risk Communications Challenges and Opportunities,” presentation at the 2019 International Conference on Risk and Crisis Communication, March 11-13, Orlando, Florida.

Hudgens, L.G., Spain A.P., Glen Nowak, and Cacciatore, M.A. “Public Attitudes Concerning Zika: Results from a Nationally-representative U.S. Survey,” presentation at the 2019 International Conference on Risk and Crisis Communication, March 11-13, Orlando, Florida.

Nowak, Glen J. and Michael Cacciatore, “Advancing Understanding of Adult Vaccination Acceptance: The Importance of Vaccine Confidence and Health Decision Making Preferences,” paper presented at the 2018 National Immunization Conference, Atlanta, May 2018.

Mendel, Judith, Anne Aikin, and Glen Nowak, “Examining Adult Immunization Knowledge, Perceptions, and Intentions with an Emphasis on Race and Ethnicity: Insights from a 2017 National Survey,” poster presented at the 2018 National Immunization Conference, Atlanta, May 2018.

Li, W., Nowak, G.J., Jin, Y, and Cacciatore, M. Media Portrayal of China’s First HPV Vaccine: A Content Analysis.” International Communication Association, Prague, Czech Republic, May 2018.

Len-Rios Maria, Glen Nowak, and Michael Cacciatore, Do the news media and information sources influence vaccine confidence? A national probability survey of U.S. adults, poster presented at the biennial Kentucky Conference on Health Communication, Lexington, KY, April 12-14, 2018.

Nowak, Glen J. and Michael A. Cacciatore, “Parents’ Acceptance of Recommended Childhood Vaccinations: Confidence, Concerns, Hesitancy, and Provider Trust Matter,” paper presented at the American Public Health Association Annual Conference, Atlanta, Nov. 7, 2017.

Flanigan, Lillian, Walter A. Orenstein, Robert A. Bednarczyk, Glen J. Nowak, et al. “Personal Values as Mediators of Receipt of Non-influenza Childhood Vaccines,” poster presented at Infectious Diseases Society of America Annual Conference, San Diego, October 4-8, 2017.

Frew Paula M, Raphiel Murden, Christina Mehta, Allison Chamberlain, Alan Hinman, Glen Nowak, et al., “Development of a Vaccine Confidence Index for Monitoring and Assessing Parental Confidence in Childhood Vaccination,” poster at Infectious Diseases Society of America Annual Conference, San Diego, Oct. 4-8, 2017.

Vijaykumar, Santosh, Glen Nowak, Itai Himelboim and Yan Jin. “Virtual Zika Transmission after the first US Case: Who said What and How It Spread on Twitter,” poster presented at 7<sup>th</sup> International Digital Health Conference, London, England, July 3-5, 2017.

Nowak, Glen J. "Health Communication Challenges and Opportunities," American Academy of Advertising annual conference, Boston, March 18, 2017.

Wenbo Li (Grady MA Student), Yan Jin, and Glen Nowak, "News Media Portrayal of HPV Vaccine Before Its First Implementation in China: A Content Analysis," paper presented at the Annual International Crisis and Risk Communication Conference, Orlando, FL, March 13-15, 2017.

Nowak, Glen and David Daigle, "Infectious Disease Risk Communication: Lessons from Ebola, Dengue and Zika," workshop presentation at the 2016 Public Relations Society of America International Conference, Indianapolis, IN, October 23-25, 2016.

Nowak, Glen, "Vaccination Hesitancy and Confidence: Five Notable Findings from Recent Research," paper presented at the National Immunization Conference, Atlanta, Sept. 13, 2016.

Nowak, Glen and Michael A. Cacciatore, "Confidence in Context: Parents' Confidence in Vaccines and other Health-related Products for Young Children," paper presented at the National Conference on Health Communication, Health Marketing, and Media, Atlanta, August 23-25, 2016.

Himmelboim, I., Glen Nowak, S. Vijaykumar, and Y. Jin, "The Spread of Zika Twitter Conversation: The Role of Content Amplifiers," National Conference on Health Communication, Marketing, and Media, Atlanta, August 23-25, 2016.

Lee, Yen-I (Grady grad student), Yan Jin and Glen Nowak, "Inseparable Duos: The Effects of Message Framing and Presentation on College Students' Responses to Flu Vaccine Public Service Advertisements," presented at the 2016 Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis.

Cacciatore, Michael A. and Glen J. Nowak, "Disease outbreak and public opinion: How the 2014-15 measles outbreak impacted public perception of childhood vaccinations," presented at the 2016 International Crisis and Risk Communication Conference in Orlando, Florida, March 7-9, 2016.

Coffin, Nicole and Glen Nowak, "Creating a Tipping Point for Action: Promoting Smart Use of Antibiotics," 2015 Public Relations Society of America Health Academy Conference, May 14-15, 2015, Cleveland, Ohio.

Nowak, Glen and Yan Jin, "When the Trouble is Double: An Assessment of the Centers for Disease Control and Prevention's Ebola Communications and Reputational Crisis Management," presented at the 2015 International Crisis and Risk Communication Conference, March 3-4, Orlando, FL.

Nowak, Glen and Abigail Tumpey, "When Contagion Strikes: The Public Relations Playbook for Managing an Infectious Disease Outbreak," workshop presentation at the 2014 Public Relations Society of America Health Academy Conference, May 8, 2014, Washington, D.C.

Nowak, Glen and David Daigle, "Crisis Management: Communication Insights from Public Health Responses," workshop at the 2013 Public Relations Society of America International Conference, Oct. 27-29, Philadelphia.

Schindelar, Jessica and Glen Nowak, "Evaluating the Effectiveness of Social Media in Communicating Flu Prevention Messages," abstract presented at the 2012 National Conference on Health Marketing, Health Communication and the Media, August 7-9, 2012, Atlanta.

Kennedy, Allison, Katherine LaVail, Michelle Basket and Glen Nowak, "Assessing the current state of immunization attitudes in the U.S.: Results from the 2011 ConsumerStyles survey," abstract presented at the National Conference on Health Marketing, Health Communication and the Media, August 7-9, 2012, Atlanta.

Nowak, Glen, "Strategies and Tactics for an Effective News Media Response: 2009 H1N1 Influenza," National Conference on Health Marketing, Health Communications and the Media, Atlanta, GA, August 18, 2010.

Nowak, Glen, "Effective Media Practices: Insights and Perspectives of Journalists," National Conference on Health Marketing, Health Communication and the Media, Atlanta, GA, August 12, 2009.

Janssen, Alan, Glen Nowak, R. Blizzard, and K. Wooten, "The Immunization Encounter Survey Practices of the National Primary Care Immunization Survey: Physician and Parent Perceptions," paper presented to the 2004 National Immunization Conference, Nashville, May, 2004.

Nowak, Glen, "Implementing and Managing Smallpox Vaccination Communications: The Perspective from the Centers for Disease Control and Prevention," paper presented at the American Public Health Association Annual Meeting and Conference, San Francisco, November 2003.

Heaps, W., Glen Nowak, K. Sheedy, and Karen Wooten, "Health Communication Approaches to Promote Vaccine Safety," National Immunization Conference, Denver, April 29-May 2, 2002.

Pickett, Jeri, Glen Nowak, and Karena Sapsis, "Using Focus Group Results to Develop Infant Immunization Promotion Materials for Hispanic Mothers," National Immunization Conference, Denver, April 29-May 2, 2002.

Singleton, J., Glen Nowak, C. Washington, L. Erhart, and K. Sapsis, "Impact of 2000-01 Influenza Vaccine Supply Delays on Vaccine Utilization," National Immunization Conference, April 29-May 2, 2002.

Woodruff, Rachel, Kristine Sheedy, Debbie Gust, Glen Nowak, Karena Sapsis, and Beth Hibbs, "Parental Attitudes, Concerns, and Beliefs about Vaccine Safety and Immunization Information: Results from the 2001 Healthstyles Survey," National Immunization Conference, Denver, April 29-May 2, 2002.

D. DeLorme and Glen Nowak, "Developing Integrated Marketing Communications Message Delivery Strategies: Challenges and Opportunities Associated with the Brand Contact Concept," Association for Education in Journalism and Mass Communication Annual Conference, Chicago, August 1997.

G. Nowak, "Evaluating Participatory Approaches to Social Marketing in HIV Prevention," American Evaluation Association Annual Conference, Atlanta, November, 1996.

D. Rugg, G. Nowak, B. Westover, and Monterroso, "Evaluating the Contributions of Social Marketing to HIV Prevention in Five U.S. Communities," XIth International Conference on AIDS, Vancouver, July, 1996.

B. Westover, G. Nowak, D. Rugg, D. Kasprcyk, and K. Mitchell, "Designing Evaluations of Community-level HIV Prevention Plans," XIth International Conference on AIDS, Vancouver, July, 1996.

G. Nowak, J. Phelps, and E. Ferrell, "Retailing Activities and Privacy Concerns: Consumers' Willingness to Provide Personal Information for Shopping Benefits," 3rd International Conference on Recent Advances in Retailing and Service Science, Telfs/Buchen, Austria, June, 1996.

G. Nowak, S. Shamp, B. Hollander, and G. Cameron, "Interactive Advertising: A Means for More Meaningful Advertising," 15<sup>th</sup> Advertising and Consumer Psychology Conference, Bloomfield Hills, MI, May, 1996.

Nowak, Glen J., Phelps J. and Ferrell E., "Consumers' Willingness to Trade Personal Information for In-Home Shopping Benefits," Direct Marketing Educator's Conference, San Francisco, Oct. 1995.

Nowak, Glen J.; and Paige Price and Peter Lewis, "Let's Get Personal: The Cognitive and Attitudinal Effects of 'Personalized' Advertising," American Academy of Advertising, Norfolk, VA, March, 1995.

Nowak, Glen J.; and Glen Cameron and Denise DeLorme, "Looking Beyond Consumer Goods Marketing: The Relevance of Integrated Marketing Communications to Retail and Service Marketers," American Academy of Advertising Conference on Integrated Marketing Communications, Norfolk, VA, March 1995.

Nowak, Glen J. and Michael Siska, "An Evaluation of Four HIV-AIDS TV Public Service Ads," paper presented at the 1994 American Academy of Advertising Conference, Tucson, AZ.

Nowak, Glen J. and Joseph Phelps, "Direct Marketer's Gathering and Use of Individual-level Information: Does 'Privacy' Matter?" presented to the 5th Annual Direct Marketing Educators' Conference, Toronto, Oct. 1993.  
Alley, Alyson Burner and Glen J. Nowak, "Magazine Advertorial Advertising: Documenting its Growth and Identifying Characteristics," paper presented at the Association for Education in Journalism and Mass Communication annual conference, Kansas City, August 1993.

Nowak, Glen J. and Joseph Phelps, "Direct Marketing and Consumer Privacy," paper presented at the 3rd Annual Direct Marketing Educators' Conference, Boston, November 1991.

Nowak, Glen J. and Joseph Phelps, "Quenching the Thirst for Personal Information: Advertising Practices vs. Consumer Privacy," presented at the AEJMC annual conference, Boston, August 1991.

Nowak, Glen J., "Assessing the Impact of Direct Response TV Commercials and Their Executional Elements," presented at the 1st Annual Direct Marketing Educators' Conference, Washington, D.C., September 1989.

## **HONORS and RECOGNITIONS**

April 2020: Selected as an honor inductee for membership to the University of Georgia's Beta Chi Chapter of the Delta Omega Honor Society in recognition of merit, excellence in, and devotion to public health work.

March 2014: "Outstanding Reviewer 2013" award, Journal of Current Issues and Research in Advertising.

July 2012: CDC National Center for Immunization and Respiratory Disease Director's award for outstanding management and implementation of a public engagement project involving meningococcal vaccines for infants.

September 2010: CDC "Honor Award" for "Communication Leadership" related to the 2009 H1N1 influenza pandemic and the CDC/public health media and communication response.

June 2009: Public Relations News Non-Profit PR Awards Winner, "Crisis Management" for CDC's Media Relations Response to 2009 H1N1 Influenza Public Health Crisis. This nationally competitive award was given in recognition of CDC's "Outstanding media relations response to H1N1 influenza."

May 2007: CDC "Group Honor Award" to the Division of Media Relations (DMR) for being the top performing agency unit in "Excellence in Customer Service." This award was given in recognition of DMR's ability to consistently meet the needs of the news media in a timely and effective manner.

August 2005: National Center for Infectious Diseases "Honor Award" certificate in appreciation for my contributions related to CDC's Asian avian influenza response team.

July 2005: “Certificate of Appreciation” award from the Centers for Disease Control and Prevention for “outstanding teamwork, rapid response, and scientific excellence in the public health response to an outbreak of Marburg in Angola.”

October 2003: “Excellence in Health Communications” award from the Centers for Disease Control and Prevention Communicators’ Roundtable; this award was given in recognition of “Significant Lifetime Achievements in Health Communication.”

October 2003: One of four CDC employees selected for the National Public Health Leadership Institute; a year-long Institute run by the University of North Carolina’s School of Public Health, the University of North Carolina Kenan-Flagler Business School, and the Center for Creative Leadership.

June 2003: “U.S. Health and Human Services Secretary’s Group Award for Distinguished Service” recipient for significant contributions to the CDC’s Emergency Communication Leadership and Implementation Team.

Fall, 2002: “CDC National Immunization Program Special Act Award” for contributions to CDC and NIP’s smallpox communication activities and efforts.

June 2002: “CDC Group Honor Award” recipient for “extraordinary contributions and commitment to developing the course curriculum, training materials, and exercises for the CDC’s Smallpox Response Team Training.”

June 2002: recipient of the “2002 Distinguished Alumni Award,” from St. Francis High School.

August 2001: CDC National Immunization Program “Certificate of Appreciation” for “superior performance and achievement in response to the delay in Year 2000 influenza vaccine production and distribution,” 7<sup>th</sup> Annual Honor Awards Ceremony.

### **INVITED PRESENTATIONS**

Invited Speaker: “Outbreak Risk Communication: The Role of the Media.” Invited presentation to the International Society for Influenza and other Respiratory Virus Diseases-World Health Organization virtual conference on “COVID-19, Influenza, and Respiratory Syncytial Virus: Surveillance-informed Prevention and Treatment,” October 21, 2021.

Invited Panelist: “Countering Vaccine Misinformation, Disinformation, and Mal-Information,” Virginia Department of Health webinar, July 8, 2021.

Invited Panelist: “American Communication Strategy for the COVID-19 Pandemic,” Romanian Healthcare Communication Forum, Bucharest and online. June 25, 2021.

Workshop Designer and Presenter: “Science, Communication, and Community Engagement: Insights and Approaches,” Odum School of Ecology National Science Foundation IDEAS workshop, June 4, 2021.

Invited Panelist: “Communication in a Pandemic Influenza Response,” National Academy of Sciences Public Workshop on COVID-19 Lessons to Inform Pandemic Influenza Response, May 25, 2021.

Invited Panelist: “The Global Campaign for the Collective Good How can governments, organizations, and the law maximize vaccine acceptance?,” Virtual conference on The Future of Global Health Governance sponsored by the Georgia Journal of International and Comparative Law and the University of Georgia’s Dean Rusk International Law Center, January 25, 2021.

Invited Speaker: “COVID-19 Vaccinations and Vaccine Hesitancy,” 2021 State of Georgia Public Health annual conference, January 12, 2021.

Invited Webinar Speaker: “Building Trust and Navigating Vaccine-related Misinformation,” Virginia Department of Health, December 17, 2020.

Invited Webinar Panelist: “Vaccine misinformation challenges for reporting in 2021,” First Draft News.org webinar, December 16, 2020.

Invited Presenter: “Improving Confidence in the COVID-19 Vaccines and the Nation’s Immunization System,” Immunize D.C. Virtual Summit 2020 in partnership with the Government of the District of Columbia, Nov. 19, 2020.

Invited Panelist: “Comparison of Press Reports on Coronavirus in Korea, U.S., and Japan,” workshop sponsored by the Korean Broadcasting Journalist Association, October 21, 2020.

Invited Presentation: “Improving Confidence in COVID-19 Vaccines and the Nation’s Immunization System,” U.S. National Vaccine Advisory Committee, October 15, 2020.

Invited Panelist: “COVID-19 Workshop: By the Numbers – Who to Trust and How to Visualize Information,” Georgia Association of Broadcasters webinar, Sept. 23, 2020.

Invited Panelist and Presenter: “How to build trust in the face of vaccine hesitancy,” ICF vaccination webinar series, Sept. 22, 2020.

Invited Panelist and Presentation: “Fostering Confidence and Acceptance in COVID-19 Vaccines,” presentation to the Vaccine Confidence Meeting, Sept. 17, 2020.

Invited Panelist and Presentation: “Best practices for communicating behavioral health topics for at risk populations,” The 2020 Sexually-transmitted Disease (STD) Prevention Conference, Sept. 15, 2020.

Invited Panelist and Presentation: “COVID-19 Vaccine and Vaccination Acceptance: Insights from Influenza Vaccination Research and Experiences,” U.S. Advisory Committee on Immunization Practices COVID-19 Vax Safety Tech Sub-Group meeting, Sept. 14, 2020.

Invited Podcast Participant: “Communicating Complex Health Messages in a Complex World (HLOL episode #202),” Health Literacy Out Loud podcast series, Sept. 1, 2020.

Invited Faculty member and presenter: “Communicating with the Public During a Public Health Emergency,” Society for Birth Defects Research and Prevention, 60<sup>th</sup> Annual Meeting live webinar, June 25, 2020.

Invited Panelist: “COVID-19 Communications: Navigating the Response,” Society for Health Communications webinar, May 13, 2020.

Invited Panelist: “Reporting on the Coronavirus Pandemic in Your Community,” University of Southern California Annenberg Center for Health Journalism, March 18, 2020.

Invited Webinar Speaker: “Insights into Communicating Science and Research to the Public,” Canadian Society of Clinical Chemists Webinar, February 20, 2020.

Invited Working Group Presentation: “Communication Challenges During Influenza Pandemics,” International Pandemic Influenza Working Group, Ministry of Health, Rome, Italy, November 21, 2019.



Invited Keynote Presentation: “Navigating the Newborn Screening Communication and Genetic Testing Landscape: Thoughts from an Outside Perspective Looking In,” Association of Public Health Laboratories Newborn Screening & Genetic Testing Symposium, Chicago, April 7, 2019.

Invited Conference Presentation, “Communicating about High Consequence Pathogens: Lessons from Pandemic Influenza, Ebola, and Zika,” Hawaii Department of Health Conference on Ensuring Infection Control in the Pacific, March 1, 2019.

Invited Webinar Speaker, “Achieving Success in the Challenging World of Adult Immunization - A Communication's Perspective,” Louisiana Department of Health Adult Immunization Webinar Series,” February 20, 2019.

Grand Rounds Presentation, “You are the Key to HPV Cancer Prevention,” presentation to pediatric physicians, nurses, and residents at Navicent Health Center, Macon, GA, December 6, 2018

Invited Presentation, “Communicating in a Public Health Crisis Response,” presentation to Emory University Student Outbreak Response Team, Atlanta, November 28, 2018.

Grand Rounds Presentation, “You are the Key to HPV Cancer Prevention,” presentation to pediatric physicians, nurses, and residents at Children’s Hospital of Augusta, Augusta, GA, November 2, 2018.

Invited Plenary Presentation, “Fostering Vaccine and Immunization Acceptance: Insights from Communication Practice and Research,” 2018 International Society for Vaccines Annual Congress, Atlanta, October 30, 2018.

Invited Seminar Presentation: “Hidden in Plain Sight: Insights into Increasing the Impact of Public Health Communication,” Health Promotion, Education, and Behavior Seminar, Arnold School of Public Health, University of South Carolina, October 24, 2018.

Invited Plenary Presentation: “History of Health Communication in Public Health,” presentation at the National Conference on Health Communication, Marketing, and Media. Atlanta, September 13, 2018.

Invited Presentation, “Hidden in Plain Sight: Considerations for Improving Vaccine Communication,” Emory University Vaccine Dinner club, Atlanta, GA, Feb. 7, 2018.

Invited Presentation, “Vaccine Hesitancy and Confidence: Insights from Recent Communication Research,” 24<sup>th</sup> Annual Immunization Georgia conference, Columbus, GA, Sept. 15, 2017.

Invited Presentation, “It’s Challenging - Communicating with the Public, Media, and Patients about Infectious Diseases and Vaccines,” University of Georgia Infectious Diseases Annual Department Retreat, April 14, 2017.

Invited Presentation, “Zika and Communicating with Public, Media, and Patients,” Piedmont Athens Regional Hospital Grand Rounds, February 24, 2017.

Invited Presentation, “Advancing Vaccination Confidence - Developing a Shared Understanding of Five Core Terms,” meeting to establish an International Collaboration on Vaccination Acceptance, Bellagio, Italy, Feb. 14, 2017.

Invited Presentation, “Health Communication Today: Challenges, Possibilities, and Opportunities,” University of Georgia College of Public Health Dept. of Health Promotion research seminar, Dec. 2, 2016.

Keynote speaker, “Vaccine Communication and Acceptance,” first annual University of Georgia Center for Vaccines and Immunology laboratory retreat. Athens, November 11, 2016.

Invited Presentation, “Fostering Acceptance of New Vaccines and Public Health Recommendations,” Presidential Advisory Council on Combating Antibiotic-resistant Bacteria Working Group on Vaccines, Washington, D.C., November 8, 2016.

Invited Panelist, Childhood Immunization: George Washington University and ICF International Research & Evaluation Forum, Washington, D.C., October 17, 2016.

Invited Presentation, “Insights into Vaccine Confidence,” Fondation Merieux conference on Strategies to Increase Vaccine Acceptance and Uptake, Annecy, France, Sept. 26-28, 2016.

Invited Presentation, “Vaccine Hesitancy and Confidence: Insights from Recent Communication Research,” 23<sup>rd</sup> Annual Immunize Georgia Conference, Peachtree City, GA, Sept. 9, 2016.

Invited Panelist, “Providers have the best practices for addressing HPV Vaccine Hesitancy,” National Conference on Best and Promising Practices for Increasing HPV Vaccination,” Atlanta, August 29, 2016.

Invited Presentation, “Interventions to Improve Influenza Vaccine Uptake,” Global Influenza Initiative 2016 Global Roundtable meeting, Chicago, August 23-24, 2016.

Keynote speaker, “Communicating about Infectious Diseases: Lessons Learned from Public Health,” annual conference of the Minnesota Health Strategy and Communications Network, Minneapolis, April 26, 2016.

Lecturer, “Childhood Vaccinations: Insights into Parents’ Beliefs, Confidence, and Behaviors,” Grand Rounds presentation, St. Mary’s Hospital, Athens, GA, March 11, 2016.

Keynote speaker, “Crisis Communication in Public Health: Difficulties, Realities, Possibilities,” invited university lecture for annual Communications Social Media/Crisis Communication Symposium, Southern Indiana University, February 29, 2016.

Panelist and moderator, “Community Conversations: Vaccines and Vaccinations,” an Athens/Clarke County public forum sponsored by the University of Georgia College of Public Health and Athens Regional Health System, Dec. 2, 2015.

Invited Presentation, “The State of Vaccine Confidence and Acceptance,” to the Global Health Security Initiative Communicators’ Network meeting, November 3, 2015, Washington, D.C.

Invited Presentation, “Health Communication and Preventive Services,” to internal medicine residents as part of St. Mary’s (Athens) Hospital’s “Public Health and Health Disparities in a Medical Context,” workshops, Sept. 23, 2015.

Invited Presentation, “National Vaccine Program Office’s Vaccine Confidence-related Work,” at the National Vaccine Advisory Committee meeting, Washington, D.C., Sept. 9, 2015.

Invited Presentation, “Communicating about Infectious Diseases,” at the International Conference on Emerging Infectious Diseases (ICEID), Atlanta, August 24, 2015. Invited Workshop, “Understanding and Preparing for News Media Engagement,” for the National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention, August 17, 2015.

Invited Presentation, “Fostering Vaccine Acceptance: An Overview of Vaccine Confidence and Hesitancy,” to National Association of County & City Health Officials Immunization Working Group meeting, Atlanta, June 25, 2015.

Invited Presentation, “Vaccine Hesitancy and Confidence,” to the Atlanta, GA, chapter of the Association of Healthcare Journalists, Atlanta, June 17, 2015.

Invited Workshop, “Effective News Media Engagement and Interviews,” for the Division of Cancer Prevention and Control, Atlanta, June 5, 2015.

“Communicating When Chaos and Confusion Reign: Insights from Ebola and Recent Infectious Disease Outbreaks,” with David Daigle, invited presentation to the Public Relations Society of America Southeast Region annual conference, Greenville, South Carolina, June 3, 2015.

“Communicating about Health and Science: Challenges and Possibilities,” invited presentation for the Agency for Healthcare Quality and Research’s U.S. Preventive Services Task Force Program, Rockville, MD, May 6, 2015.

“The Case of Vaccines: The science and issues behind shaping and changing public opinion,” invited presentation for the American Academy for the Advancement of Science Forum on Science and Technology, Washington, D.C., April 30, 2015.

“Communication as a Public Health Tool: Difficulties, Realities, Possibilities,” invited lecture for Global Diseases: Voices from the Vanguard series, University of Georgia, February 17, 2015.

Moderator and Panelist, “Modeling for Policy,” at workshop on “Modeling the Spread and Control of Ebola in West Africa,” at the Georgia Institute of Technology, January 23, 2015.

“A Peek Behind the Curtain: The News Media as Seen from the Other Side,” presentation to Society of American Business Editors and Writers’ on “The Business of Healthcare,” Atlanta, November 13, 2014.

“Immunize This: The Challenges of Vaccine Communications,” presentation to the Athens, GA, Science Café, University of Georgia Office of Academic Programs, September 16, 2014.

“Media Relations and Effective Messaging: How to have a Shot at Success,” media training workshop, 11<sup>th</sup> National Conference on Immunization and Health Coalitions, May 21, 2014, Seattle, Washington.

Invited speaker and panelist, “Improving the Translation and Dissemination of Health Services Research: Lessons from Inside and Outside of the Health Sector,” Academy Health workshop, April 28-29, Kaiser Family Foundation, Washington, D.C.

“Vaccine Confidence: Challenges, Progress and Possibilities,” Symposium on Public confidence in Vaccines: Building trust, Managing risk,” London School of Hygiene and Tropical Medicine, April 25, 2014, London.

“Communication and ‘Healthy Weight’,” presentation at the University of Georgia Obesity Initiative’s Food Industry & Academic Consortium, March 27, 2014, Athens, GA.

“Communication, NOT confusion: Clearly and creatively communicating about health with the media and public,” presentation to the Atlanta Public Relations Society of America Healthcare Special Interest Group, March 26, 2014, Atlanta, GA.

“Communicating about Health and Science: How hard can that be,” 2014 Ellis N. Brandt Lecture on Public Relations in the Public Interest, College of Communication Arts and Science, Michigan State University, February 11, 2014, East Lansing, MI.

"Communicating about Benefits and Risks: Challenges and Approaches," presentation at the Centers for Disease Control and Prevention Division of HIV/AIDS Prevention "Turning Research into Prevention" monthly seminar, May 29, 2013, Atlanta.

"Vaccine Hesitancy and Acceptance: Insights from Communication Research and Practice," presentation at the "Building Bridges: Current Topics in Immunization" conference sponsored by the Georgia Academy of Pediatrics, May 21, 2013, at the Creekside Conference Center, Albany, Georgia.

"Risk Communication for Scientists," presentation at the annual meeting of the National Center of Excellence for Emerging Zoonotic Animal Diseases, Nebraska City, Nebraska, April 23, 2013.

“Communicating Your Research Findings with Impact,” webinar for Abt Research Associates and grantees of Agency for Healthcare Research and Quality, January 31, 2013.

“Health: It shouldn’t be that hard communicating about such a great idea, should it,” keynote presentation at the 2012 Missouri Health Policy Summit, Columbia, MO, October 26, 2012.

## UNIVERSITY and OTHER SERVICE

### Subject matter expert/advisor to:

- August 2020 - present Member, COVID-19 Vaccine Analysis Team (COVAT), a nonpartisan group of vaccine experts established to provide a source of vaccine and vaccination expertise to news media and journalists.
- Sept. 2019 - Present Member, National Vaccine Advisory Committee Sub-group on Vaccine Confidence; this group, appointed by the U.S. Assistant Secretary for Health and Human Services (HHS) in Washington, D.C., is charged with writing a report that describes the determinants of vaccination confidence across the lifespan, suggestions as to what HHS can do to improve confidence in all recommended vaccines, and guidance on the utilization of evidence-informed best practice from a variety of research on how to successfully foster vaccine confidence through public, provider, and policy interventions.
- Sept. 2020 Expert consultant and presenter on “Vaccination Hesitancy and Acceptance,” for Janssen Infectious Diseases and Vaccines COVID-19 Vaccine Advisory Board meeting.
- April-May 2020 Invited external reviewer, Evaluation Committee for a Special Call on Coronavirus-related Research, Swiss National Science Foundation, Bern, Switzerland.
- April-Oct. 2020 National Association for State and Territorial Health Officers and Crisis Communication.net on *Top Questions on COVID-19: Simple Answers*, published May 2020, updated Oct. 2020
- April-May 2018 Risk Communication Research Center, New York; provided research design and writing advice for a project designed to improve mosquito control communication in Florida.
- May-July 2018 World Health Organization’s Vaccine Safety Net management team; provided assistance in designing their June 2018 international meeting in Annecy, France, served as a keynote speaker at the meeting and contributed to writing the technical report associated with the meeting.
- Feb. 2017- Dec. 2018 Member, Steering Committee, International Collaboration on Vaccination Acceptance and Communication Response Working Group
- 2016-2017 Conference coordinator, member of Conference Planning Committee, International Collaboration On Vaccine Acceptance, Rockefeller Conference Center, Bellagio, Italy, Feb. 13-17, 2017.

- 2016 Member, Advisory Group to review the Canadian National Immunization Coverage Survey, Public Health Agency of Canada, Ottawa, Canada.
- 2016 National Association for State and Territorial Health Officers and Crisis Communication.net on *Top Questions on Zika: Simple Answers*, published June 2016, updated October 2016.
- 2014-15 National Vaccine Advisory Committee Working Group on Vaccine Confidence, National Vaccine Program Office, Dept. of Health and Human Services, Washington, D.C.
- Fall 2014 National Association for State and Territorial Health Officers and Crisis Communication.net on *Top Questions on Ebola: Simple Answers*, published December 2014.
- 2013-14 Tangled Bank Studios, Howard Hughes Medical Institute and Genepool Productions for PBS NOVA episode “Vaccines: Calling the Shots,” which aired on September 10, 2014

### **College and University Service:**

- 2021-present Member, University of Georgia Research Advisory Team
- 2020-present Member, University of Georgia COVID-19 Preventive Measures Advisory Board (PMAB)
- 2017-present Member, Grady College Global Committee, University of Georgia
- 2013-present Member, Advertising/PR Department Executive Leadership Council, University of Georgia
- 2018-2021 Member, University Tenure and Promotion Appeals Committee, University of Georgia
- 2019-2020 Member, Provost’s Task Force on Academic Excellence
- 2019-2020 Chair, Program Review and Assessment Committee (PRAC) that reviewed the Department of Epidemiology and Biostatistics in the College of Public Health at the University of Georgia
- 2017-2019 Member, Inter-Professional Education Leadership Committee, University of Georgia
- 2015, 2016 Member, Grady College Promotion and Tenure Review Committee, University of Georgia
- 2016 Member, Carolyn Tieger Chair in Public Affairs Search Committee, University of Georgia
- 2013-2019 Co-Team Leader, Persuasive and Marketing Communications team, University of Georgia Obesity Initiative
- 2015, 2016 Member, Ad/PR Department post-tenure review committee, University of Georgia
- 2013-2015 Member, Graduate Program Admissions Committee, College of Journalism, UGA
- 1993- 1998 Member, Undergraduate Admissions Committee, College of Journalism, UGA
- 1994-1996 Chair, Advertising Department Curriculum Review Committee, College of Journalism, University of Georgia
- 1994-1996 Member, Academic Honesty Review Panel, University of Georgia

### **Dissertation Committees**

- Youngjee Ko, Grady College of Journalism, May 2020-present
- Marlit Hayslett, Grady College of Journalism, 2015-May 2020 [Chaired]
- Hadley Nobles, School of Public and International Affairs, 2017-July 2018. [Chaired]
- Vic Veguilla, “What Affects Influenza Vaccination Recommendations to Adult Hispanic and Latino Patients? An Assessment of Hispanic and Latino Physician Perceptions.” Department of Health Promotion, College of Public Health, University of Georgia, 2014-Fall, 2016
- Rian Marie Extavour, “Potentially Inappropriate Prescribing of Psychotropic Medications for Community-dwelling Older Adults,” Department of Clinical and Administrative Pharmacy, College of Pharmacy, University of Georgia, 2013-15.

### **Master’s Thesis or Degree Committees**

- Alexandra Frank, Grady College of Journalism, Fall 2020-present
- Margaret Orr, Department of Geography, Franklin College of Arts and Science, January 2019-May 2020
- Wenbo Li, Grady College of Journalism, Fall, 2016 – May 2017
- Ruobing Han, Grady College of Journalism, 2015-December 2016
- Castle Williams, Department of Geography, Franklin College of Arts and Sciences, 2014-May 2016

Andrew Faust, Department of Communication Studies, Franklin College of Arts and Sciences, 2013-2014

### Professional and Academic Service

Member, Society for Health Communication Steering Committee, January 2022-Present

Member, Editorial Review Board, *Social Marketing Quarterly*, April 2013-Present

Member, Editorial Review Board, *Journal of Current Issues and Research in Advertising*, January 2019 - Present

Member, Editorial Review Board, *Journal of International Crisis and Risk Communication Research*, April 2018-present

Member, Conference Advisory Board, National Conference on Health Marketing, Health Communication and the Media, 2010-present

Special Issue co-editor, special issue of *Vaccine* and *American Journal of Preventive Medicine*, 2015

Member, Conference Planning Committee, Public Relations Society of America Health Academy, 2015

Member, Editorial Review Board, *Journal of Current Issues and Research in Advertising*, March 2013-2015

Vice president (elected by membership), American Academy of Advertising, 2008

Secretary (elected by membership), American Academy of Advertising, 2004

Chair, Publications Committee, American Academy of Advertising, 2001-2002

Reviewer, *Vaccine*, 2010-present

Reviewer, *Journal of Advertising Research*, 2015-present

Reviewer, *Social Marketing Quarterly*, 2014-present

Ad hoc Reviewer, *Health Communication*, 2013-present

Ad hoc Reviewer, *American Journal of Preventive Medicine*, 2015-present

Ad hoc Reviewer, *American Journal of Public Health*, 2004-present

Ad hoc Reviewer, *Journal of Advertising*, 1994-present

Ad hoc Reviewer, *Journal of Health Communication*, 2009-present

Ad hoc Reviewer, *Human Vaccines & Immunotherapeutics*, 2014-present

Ad hoc Reviewer, *Risk Analysis*, 2018-present

Ad hoc Reviewer, *Journal of Clinical Medicine*, December 2019

Ad hoc Reviewer, *Patient Preference and Adherence*, 2018

Ad hoc Reviewer, *Health Security Journal*, 2018

Ad hoc Reviewer, *Journal of Homeland Security and Emergency Management*, 2014-present

Ad hoc Reviewer, *Public Library of Science ONE (PLOS)*, 2016-present

Ad hoc Reviewer, *Journal of Current Issues and Research in Advertising*, 2015-present

Ad hoc Reviewer, *International Journal of Environmental Research and Public Health*, 2017-present

Ad hoc Reviewer, *Infections, Disease, and Health*, 2018

Ad hoc Reviewer, *Clinical Microbiology and Infection*, 2018

Ad hoc Reviewer, *Nature Human Behavior*, 2017

Ad hoc Reviewer, *BMC Pediatrics*, 2016

*Oxford Research Encyclopedia of Communication*, Oxford University Press, 2016

Ad hoc Reviewer, *Pediatrics*, 2015, 2016, 2020

Ad hoc Reviewer, *Pediatric Infectious Disease Journal*, 2015

Ad hoc Reviewer, *Annali deli Istituto Superove di Sanita* (an Italian health-related journal), 2015

Ad hoc Reviewer, *International Journal of Research in Public Health*, 2015

Ad hoc Reviewer, Springer Publishing, 2015 (social marketing-related book proposals)

Ad hoc Reviewer, *Journal of Social Work in Disability & Rehabilitation*, 2014

Ad hoc Reviewer, *Journal of Public Policy and Marketing*, 1994-2006

Special Issue Reviewer (“Advertising Theory”), *Journal of Marketing Theory*, 2003

Member, Editorial Review Board, *Journal of Interactive Advertising*, 1999-2011

Member, Editorial Review Board, *Journal of Direct Marketing*, 1996-1998  
 Member, Abstracts Editorial Board, *Journal of Direct Marketing*, 1995-2000  
 Ad hoc Grant Reviewer, Direct Marketing Policy Center, University of Cincinnati, 1993-1995  
 Ad hoc Review, Marketing Science Institute, 2002

Conference Paper Reviewer, American Academy of Advertising, 1992-present  
 Conference Paper Reviewer, Communicating Science, Health, Environment and Risk Division, 2016  
 Conference Paper Reviewer, Advertising Division, Association for Education in Journalism and Mass Communication, 1992-2000  
 Conference Paper Reviewer, Public Policy and Marketing Conference, 1994-2002  
 Conference Paper Reviewer, American Marketing Association Educators' Conference, 1994-2000  
 Member, American Academy of Advertising Publications Committee, 1999-2002  
 Member, American Academy of Advertising Research Committee, 1990-1994

**Professional Memberships:**

Public Relations Society of America (PRSA)  
 PRSA Health Academy  
 American Academy of Advertising  
 Association for Education in Journalism and Mass Communication, including Advertising and Communicating Science, Health, Environment, and Risk divisions  
 National Public Health Information Coalition (NPHIC)  
 Society for Health Communication