

EDUCATION

PhD, Health Behavior, 2016

Gillings School of Global Public Health, University of North Carolina at Chapel Hill

Dissertation: From Media Advocacy to Health Behaviors: Examining the Relationships between Mass Media Messages, Public Opinion and Point-of-Sale Tobacco Control Policy Implementation in the US

Committee: Leslie Lytle, PhD (Chair), Mike Bowling, PhD, Sarah Moreland-Russell, PhD, Kurt M. Ribisl, PhD, Brian Southwell, PhD

MPH, Health Behavior and Health Education, 2005

Gillings School of Global Public Health, University of North Carolina at Chapel Hill

Master's Thesis: Moving Towards Culturally Relevant, Comprehensive Health Promotion for Rural, African American Adolescents

Advisor: Eugenia Eng, PhD

BS, Environmental Resource Management and Sociology/Demography (Minor), 1999

College of Agricultural Sciences, The Pennsylvania State University at University Park

SUMMARY OF RESEARCH SKILLS

Strategic leadership; entrepreneurship and innovation; grant and proposal writing; research methodology and design; quantitative and qualitative instrument development; data collection, management and statistical analysis (SAS, SPSS, AMOS); written, oral and web-based presentations

RESEARCH INTERESTS

Tobacco use prevention and control; tobacco regulatory science; media content analysis; policy, systems and environmental change; dissemination and implementation; health communication and social marketing; structural and social determinants of health; technology based health interventions

RESEARCH EXPERIENCE

Pre-doctoral Fellow, Center for Regulatory Research on Tobacco Communication

UNC Lineberger Comprehensive Cancer Center, Chapel Hill, NC May 2015 – May 2016

- Lead and contribute to preparation of manuscripts related to tobacco regulatory science under the direction of Dr. Adam Goldstein

Dissertation Research

Aug 2012 – May 2016

UNC Gillings School of Global Public Health, Chapel Hill, NC

- Developed 3 research studies bringing together theories of the policy change process, the agenda setting function of the mass media, and media advocacy to identify and recommend a promising communication blueprint to further the implementation of policy-level tobacco prevention and control interventions affecting the retail environment, also called the point of sale (POS)
- Conducting an analysis of 2007 to 2014 national- and state-level newspaper content related to retail-focused tobacco prevention and control activities; statistically examining relationships between characteristics of content
- Examining whether POS-tobacco-related newspaper content plays a role in POS tobacco control policy implementation over a two-year period (2012 to 2014) at the state level, and which discreet message factors are most associated with policy implementation
- Using a series of three 2 x 2 crossed factorial design experiments with random assignment, manipulate and identify the message factors within news articles (e.g. frame, evidence structure, localization) that are most associated with public support for POS policies

Graduate Research Assistant, Point of Sale Tobacco Marketing

UNC Gillings School of Global Public Health, Chapel Hill, NC Aug 2012 – Dec 2015

- Led preparation of manuscript testing policy strategies to reduce the number and density of tobacco retailers using North Carolina data

Graduate Research Assistant, Point of Sale Alcohol and Tobacco Marketing

UNC Gillings School of Global Public Health, Chapel Hill, NC Oct 2012 – Dec 2014

- Co-led grant proposal submission, research project design and implementation with aims to measure tobacco and alcohol availability, advertising, promotion, and policy compliance in retail stores in Raleigh, North Carolina and London, England, in partnership with the Institute of Public Health at University of Cambridge, United Kingdom
- Collected store assessment data in London, Scotland and Raleigh in Summer and Fall 2013
- Managed 2 data collectors to complete ~200 retail store assessments
- Contributed to data analysis and preparation of manuscripts for publication

Graduate Research Assistant, Point of Sale Resource: CounterTobacco.Org

UNC Center for Health Promotion and Disease Prevention, Chapel Hill, NC Jul 2011 – Sept 2015

- Co-led vision, writing of policy, research and news content, and launch of CounterTobacco.Org, a web-based resource for organizations working to counteract tobacco product sales and marketing in the retail environment, funded by the Centers for Disease Control Office of Smoking and Health

- Guide strategic vision and outreach campaigns to grow awareness, use, and perceived usefulness of the resource among its target audience of global tobacco control advocates
- Represent Counter Tobacco to the public and partner public health agencies, offering invited talks and teaching on retail tobacco control issues

Graduate Research Assistant, Project SELF Improvement

UNC Gillings School of Global Public Health, Chapel Hill, NC

October 2003 - May 2004

- Managed quantitative and qualitative evaluation study of Project SELF (Smoking, Education, Lifestyle and Fitness) Improvement, funded by Kate B. Reynolds Foundation
- Collaborated with 3 community advisory committees to develop quantitative survey instruments and Photovoice qualitative evaluation
- Trained community members as survey administrators to facilitate data collection and sharing
- Analyzed data, prepared and delivered on-time reports and evaluation research summaries

TEACHING AND MENTORING EXPERIENCE

Practicum Preceptor

Summers 2012 - Present

HBEH 742, MPH Practicum

UNC Gillings School of Global Public Health, Chapel Hill, NC

- Serve as primary supervisor and mentor for individual MPH students during skill-building summer practicum experience; offer support, guidance and feedback towards learning objectives

Invited Guest Lecturer

Fall 2010 - Present

MBA894 Health Care Marketing; BUSI 505, Entrepreneurial Consulting; MBA 848B, Launching the Venture: Feasibility; Student Teams Achieving Results (STAR);

UNC Kenan-Flagler Business School, Chapel Hill, NC

- Teach qualitative and quantitative primary marketing research methods (e.g., interviews, focus groups, surveys) for product, service, and brand development
- Share story of launch and growth of CounterTobacco.org and Counter Tools from a marketing perspective

Teaching Assistant

Summer 2012

HBEH 600, Social and Behavioral Sciences in Public Health

UNC Gillings School of Global Public Health, Chapel Hill, NC

- Responsible for independent grading of discussion forum posts, assignments and papers for 15 multi-disciplinary undergraduate and graduate public health students
- Facilitated on-line discussion forums towards achievement of course learning objectives

Capstone Team Preceptor

Fall 2011 - Spring 2012

HBEH 746, MPH Capstone I; HBEH 992, MPH Capstone Project

UNC Gillings School of Global Public Health, Chapel Hill, NC

- Serve as primary supervisor and mentor for group of MPH students during Capstone project; offer support, guidance and feedback towards learning objectives

Teaching Assistant

Spring 2008

*MBA 744, Entrepreneurial Marketing**UNC Kenan-Flagler Business School, Chapel Hill, NC*

- Responsible for independent grading of weekly cases and final papers for 50 MBA students

Teaching Assistant

Fall 2004 – Spring 2005

*HBHE 240 & 241, Health Education Practice and Action Oriented Community Diagnosis**UNC Gillings School of Global Public Health, Chapel Hill, NC*

- Co-led development and implementation of training/lecture materials for more than 40 graduate students in core HBHE curriculum; topics included History of Public Health/Health Education, Community Assessment/Engagement, Research Ethics and Methods, Analysis of Qualitative Data, Cultural Competence
- Facilitated large and small group class sessions, emphasizing participatory, popular education methods
- Mentored three student teams and twelve community preceptors to conduct an Action-Oriented Community Diagnosis in three communities

Teaching Assistant

Fall 1998

*SOC 007, Introduction to Sociological Research Methods**Department of Sociology, Pennsylvania State University, University Park, PA*

- Assisted with preparation of lecture and other course materials
- Graded student assignments and exams; held office hours

PROFESSIONAL PRACTICE EXPERIENCE**Executive Director and Co-Founder**

January 2015 - Present

Deputy Director and Co-Founder

June 2012 - 2015

Counter Tools, Carrboro, NC (www.countertools.org)

- Lead and oversee all operations, strategic planning, new business and resource development, finance, accounting, communications and client service in an emerging non-profit organization (Certified under IRS code 501(c)(3)) with a mission to equip and empower public health professionals to counter chronic disease in retail environments and neighborhoods by offering technology, training and technical assistance to advance health-promoting policy, systems and environmental change
- Ensure ongoing programmatic excellence and consistent quality in all areas; engage 14 employees to serve client partners across 15 US states and 2 cities
- Assist with development and maintenance of a strong Board of Directors: seek and build board involvement with strategic direction for the organization
- Represent Counter Tools externally to build relationships and new research and practice partnership opportunities, publish scientific papers, and give high profile presentations in place-based public health
- Expand annual revenue from <50K in year 1 to >1.2M in year 4; expand fundraising and resource development opportunities to include grants and foundation support

Director of Health and Consumer Behavior

Aug 2005 – July 2011

Innovation Management, Chapel Hill, NC (www.innovationmanagement.com)

- Directed health silo and served business silo of marketing research and strategy consultancy; won, maintained and grew contracts with Fortune 500 businesses and regional and national health and health care operators including UNC Health Care, Syngenta Crop Protection, Fisher Nuts, Cisco WebEx, First Alert, NC Health and Wellness Trust Fund, NC Department of Health and Human Services, North Carolina Medical Society, and the Coca-Cola Company
- Conducted primary and secondary, qualitative and quantitative market research (e.g., voice of customer data, industry and product research, packaging and target market research) from protocol development to data analysis and translation
- Translated research results to actionable product, service, brand, or communication strategies and tactics/programs; presented research and strategy to clients and stakeholders
- Wrote new business proposals, technical reports, research memos, training curricula, campaigns/messages, informed consent/IRB protocols, web and advertising copy, strategy documents, white papers
- Selected, trained, and managed dozens of vendors, project-based staff, interns

Health and Environmental Educator and Organizer

Apr 2000 – Mar 2002

US Peace Corps, Gabon

- Organized an adult community coalition with a mission towards sustainable natural resource use and facilitated weekly, traveling education seminars in 16 villages
- Organized and led sexual health and infant development sessions for male and female teenage parents
- Created and led environmental club of 30 students at Lycee D'Etat, Franceville
- Developed and published all print collateral and training materials in French

PEER-REVIEWED PUBLICATIONS AND PRESENTATIONS

Publications

Myers AE, Southwell B, Ribisl KM, Moreland-Russell S, Lytle LA. Setting the agenda for a healthy retail environment: Content analysis of US newspaper coverage of tobacco control policies affecting the point of sale, 2007-2014. *Tobacco Control* Published Online First: 13 July 2016 doi:10.1136/tobaccocontrol-2016-052998

Ribisl KM, D'Angelo H, Rose SW, **Myers AE**, Fleischhacker SE, & Evenson K. Integrating Tobacco Control and Obesity Prevention Initiatives at Retail Outlets. *Preventing Chronic Disease* 2016;13: 150426.

D'Angelo H, Evenson KR, Rose SW, Fleischhacker S, **Myers AE**, Ribisl KM. Examination of community and consumer nutrition, tobacco and physical activity environments at food and tobacco retail stores in three diverse North Carolina communities. *Preventive Medicine Reports* 2015; 2: 730-736.

Myers AE, Hall MG, Isgett LF, Ribisl KM. A Comparison of Three Policy Approaches for Tobacco Retailer Reduction. *Preventive Medicine* 2015, 74: 67-73.

Leeman JL, Jilcott-Pitts S, **Myers AE**. Speeding the dissemination and implementation of evidence-based interventions for cancer control and prevention. *North Carolina Medical Journal* 2014, 75(4): 261-264.

Leeman JL, **Myers AE**, Ribisl KM, Ammerman A. Disseminating policy and environmental change interventions: Insights from obesity prevention and tobacco control. *International Journal of Behavioral Medicine* July 19, 2014 [Online First].

Salloum RG, Nakkash RT, **Myers AE**, Eberth JM, Wood KA. Surveillance of tobacco retail density in Beirut, Lebanon using electronic tablet technology. *Tobacco Induced Diseases* 2014, 12:3.

Hsu R, **Myers AE**, Ribisl KM, Marteau TM. An observational study of retail availability and in-store marketing of e-cigarettes in London: Potential to undermine recent tobacco control gains? *BMJ Open* 2013, 3(12): e004085.

Salloum RG, Nakkash RT, **Myers AE**, Wood KA, Ribisl KM. Point-of-sale tobacco advertising in Beirut, Lebanon following a national advertising ban. *BMC Public Health*. 2013 Jun 3;13(1):534.

Rose SW, **Myers AE**, D'Angelo H, Ribisl KM Retailer adherence to Family Smoking Prevention and Tobacco Control Act, North Carolina, 2011. *Preventing Chronic Disease*. 2013 Apr 4;10:E47.

Lee JG, Henriksen L, **Myers AE**, Dauphinee AL, & Ribisl KM. A systematic review of store audit methods for assessing tobacco marketing and products at the point of sale. *Tobacco Control*. 2013 Jan 15.

Manuscripts Under Review

Myers AE, Southwell B, Ribisl KM, Moreland-Russell S, Lytle LA. The association of state-level point-of-sale tobacco news coverage and policy progression over a two-year period. *Health Promotion Practice* (Under review).

Leeman J, **Myers AE**, Grant JC, Langden M. Testing the effects of policy implementation support on community engaged efforts to counter tobacco marketing at the point of sale. *Translational Behavioral Medicine* (Invited manuscript under review).

Manuscripts in Preparation

Myers AE, Southwell B, Ribisl KM, Moreland-Russell S, Lytle LA. The persistence of individual perspectives on health promotion policy v. the influence of news stories: Experimental evidence on public support for 22 point-of-sale tobacco control policies. *Milbank Quarterly* (In Preparation).

Myers AE, Lytle LA. From Media Agenda to Policy Agenda: A Narrative Review of Content Analyses of Tobacco-Related Newspaper Coverage, 1989 – 2014. *Health Education & Behavior* (In Preparation).

Myers AE, Goldstein AO. Adolescents' support for Tobacco 21 policies: What they think and why it matters for tobacco regulation and public health. (In preparation).

Schmidt A, **Myers AE**, Kowitt S, Goldstein AO. Factors that influence policy support for tobacco control measures included in FDA potential deeming regulations. (In preparation).

Seidenberg AB, **Myers AE**, Marteau TM, Ribisl KM. Marketing alcohol and tobacco products at the point-of-sale: A comparison between USA and England. *Substance Use and Misuse* (In Preparation).

Oral Presentations

Myers, AE, Smokeless Tobacco Marketing at the Point of Sale. Plenary session at the 8th National Summit on Spit and Smokeless Tobacco, Albuquerque, New Mexico, April 2016.

Myers, AE, Setting the agenda for a healthy retail environment: A review of POS-related media content from 2007-2014, the relationship to policy implementation, and media advocacy as a tool to achieve POS policy goals. Oral presentation at the 8th National Summit on Spit and Smokeless Tobacco, Albuquerque, New Mexico, April 2016.

Myers AE, Hall MG, Isgett LF, Ribisl KM. A Comparison of Three Policy Approaches for Tobacco Retailer Reduction. Oral presentation at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA, February 2015.

Myers AE, Ribisl KM, Anderson A. CounterTobacco.org: Tools and policy solutions for point of sale advocates. Oral presentation at the National Conference on Tobacco or Health, Kansas City, KS. August 2012.

Myers AE, Isgett LF, Ribisl KM. Counter Tobacco Store Mapper: Visualizing tobacco retailer compliance, density and marketing. Oral presentation at Evaluation Ancillary Meeting, National Conference on Tobacco or Health, Kansas City, KS. August 2012.

Rose SW, Ribisl KM, **Myers AE**. Assessing tobacco retailer compliance with point of sale policies. Oral presentation at the National Conference on Tobacco or Health, Kansas City, KS. August 2012.

Poster Presentations

Myers AE, Ribisl KM, Moreland-Russell S, Southwell B, Lytle LA. Analysis of news coverage of tobacco control interventions affecting the retail environment, 2007 to 2014. Poster presentation at Society for Research on Nicotine and Tobacco 2016 Annual Meeting, Chicago, IL. March 2016.

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Kong AY, Isgett LF, **Myers AE**, Ribisl KM. Disparities in residential proximity to the nearest one, five and ten tobacco retailers: A spatial measurement approach. Poster presentation at 2016 UNC Minority Health Conference. February 26, 2016.

Myers AE, Lytle LA. From Media Agenda to Policy Agenda: A Narrative Review of Content Analyses of Tobacco-Related Newspaper Coverage, 1989 – 2014. Poster presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA. February 2015.

Seidenberg AB, **Myers AE**, Marteau TM, Ribisl KM. Marketing alcohol and tobacco products at the point-of-sale: A comparison between USA and England. Poster presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA. February 2015.

Lee JG, **Myers AE**, Dauphinee A, Henriksen L, Ribisl KM. How to measure retail tobacco environments: A systematic review. Poster presented at the National Conference on Tobacco or Health, Kansas City, KS. August 2012.

Myers AE, Willoughby JF, Myrick JG, Brown J, McGill T, Mehen L, Cates JR, Brown JD. Upstream: Promoting Interactive, Interdisciplinary Health Communication Scholarship via Internet Blog. Poster presented at DC Health Communication Conference. May 2011.

Presentations Under Review

Leeman J, **Myers AE**, Grant JC. Tools, training, and technical assistance to support community-level changes to tobacco retail policy: Evaluating impact. Abstract submitted to the American Public Health Association 2016 Annual Meeting & Expo, Denver, CO. October 29-November 2, 2016.

Myers AE, Southwell B, Ribisl KM, Moreland-Russell S, Lytle LA. News media and policy change: Association of state-level point-of-sale tobacco news coverage and policy progression over a two-year period. Abstract submitted to the American Public Health Association 2016 Annual Meeting & Expo, Denver, CO. October 29-November 2, 2016.

MAJOR REPORTS, INVITED PRESENTATIONS, AND OTHER PUBLICATIONS

Major Reports

Myers AE, Bailey JT, Isgett LF, Rose SW, D'Angelo HD, Lee JGL, Leighton AE, Ribisl KM. Counter Tobacco advocacy project and statewide tobacco retailer mapping. Report presented to North Carolina Department of Health and Human Services and Alcohol Law Enforcement. 2012.

Ribisl KM, Leibel K, **Myers AE**, Sutton SF, Williams RS, & Sarris N. Market research on teenagers and young adults for promoting a tobacco cessation Quitline. Report presented to the North Carolina Health and Wellness Trust Fund Commission. 2007.

Other Invited Oral Presentations

Myers AE. Delegate representing UNC-Chapel Hill, Introducing Counter Tools. *2016 UNC Social Entrepreneurship Conference*, North Carolina A & T University, February 2016.

Myers AE. Invited Panelist (“The Doctoral Dissertation Process”), *HBEH 813: Professional Development II*, 14 doctoral students. University of North Carolina at Chapel Hill. February 2016.

Myers AE. Why the retail environment and point-of-sale tobacco control matters for health. Tobacco-Free Alliance of Pierce County (TAP) Summit, Tacoma, Washington. December 2013.

Myers AE. Technology for advocacy in retail tobacco control. Solving Public Health Problems Through Innovation, Global Entrepreneurship Week, UNC-Chapel Hill. November 2013.

Myers AE. Ribisl, KM., Bailey, JT. Counter Tools: Launching a social venture to advance place-based public health. Colloquium, Department of Health Behavior, Gillings School of Global Public Health, UNC-Chapel Hill. October 2013.

Myers AE. Technology for retail tobacco control. PARADOXOS The Next, Durham Chamber of Commerce. June 2013.

Myers AE, Bailey JT. Counter Tools: Survey and mapping software for healthier retail stores and neighborhoods. Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Emerging Company Showcase. May 2013.

Myers AE, Ribisl, KM. Introducing CounterTobacco.Org: A resource for point of sale tobacco control. Oral presentation at CDC Office of Smoking and Health, National Partners Meeting, Atlanta, GA. December 2012.

Myers AE, Ribisl KM, Leighton AE. War in the Store: Changing tobacco control policies at the point of sale. Oral presentation at Kentucky Department of Health Tobacco Control Conference: States and the Tobacco Control Act: Compliance Checks and Vendor Education, Louisville, KY. May 2012.

Myers AE. Social Marketing for Obesity Prevention. The Down East Partnership for Children, Rocky Mount, NC. February 2010.

Other Publications

Myers AE, Leibel KM, Mehen L. Final report: North Carolina Medical Society strategy research 2010: Towards a thriving, powerful NCMS. Results of qualitative research with physicians and consumers, report submitted to the North Carolina Medical Society. 2010.

Myers AE, Leibel KM. Cancer center marketing competitive investigation: Analysis to inform a strategic position for UNC. Report submitted to UNC Health Care. 2010.

Myers AE, Leibel KM. Focus groups to inform a comprehensive social marketing campaign from the Healthy Kids Collaborative. Research report submitted to the Down East Partnership for Children, Rocky Mount, NC. 2009.

Myers AE, Leibel KM. Physician opinion baseline survey regarding heart and vascular services at UNC health care. Research report submitted to UNC Health Care. 2008.

Leibel KM, **Myers AE.** North Carolina Medical Society: Building a strong brand and an effective communications platform. Report submitted to the North Carolina Medical Society. 2007.

Leibel KM, **Myers AE**. PractEssentials: Brand, program, and communications strategy. Summary report submitted to PractEssentials, a physician practice management program of the North Carolina Medical Society. 2007.

Myers AE, Leibel KM. Testing young adult smokers' reactions to concepts to promote a nicotine replacement therapy giveaway. Research report submitted to Capstrat, Inc., Raleigh, NC and the North Carolina Health and Wellness Trust Fund, Raleigh, NC. 2007.

AWARDS AND SPECIAL HONORS

Pre-doctoral Fellowship, Center for Regulatory Research on Tobacco Communication (CRRTC), University of North Carolina at Chapel Hill, 2015-2016

Participant, [The Agenda Session with Seth Godin](#), Hastings-on-Hudson, NY, 2014

Lucy S. Morgan Fellowship for Leadership and Outstanding Performance in Health Education, Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, 2004

Dean's List, Pennsylvania State University, 1999

SERVICE AND CONSULTING

Adjunct Assistant Professor, Health Behavior, Gillings School of Global Public Health, University of North Carolina – Chapel Hill, August 2016 – present.

Consultant, FHI360, Development of user guide and training materials for food environment measures as part of the National Collaborative on Childhood Obesity Research Measures Registry; 2016- present.

Consultant, Epidemico, Inc., Developing of taxonomies for classifying social media related to tobacco products; provide input into software interface development and manuscript preparation; 2014 – present.

Grant Reviewer, Achieving Tobacco-Related Health Equity Among California's Diverse Populations, California Tobacco Control Program; 2015

Grant Reviewer, 2013 – 2017 Local Lead Agency Comprehensive Tobacco Control Plans, California Tobacco Control Program; 2014

Chancellor's Graduate Student Innovation Team, University of North Carolina at Chapel Hill; 2013-2014.

Peer Reviewer, *Tobacco Control*, *Journal of Primary Prevention*, *Public Health AIMS*

PROFESSIONAL AFFILIATIONS

Member, Society for Research on Nicotine and Tobacco

Member, National Peace Corps Association; Friends of Gabon; North Carolina Peace Corps Association