

JULEA STEINER, MPH, CHES

Education:

- 07/08-05/10 Graduate Certificate in Technology and Communication, University of North Carolina School of Journalism and Mass Communication
- 07/04-05/06 Master of Public Health, Public Health Leadership Program, University of North Carolina School of Public Health
- 08/1993-05/98 Bachelor of Arts (concentration in Communications and Medical Anthropology), New York University Gallatin School of Individual Study

Certification/Licensure/Continuing Education:

- 2016 Certified Practitioner of the FIRO-B® and FIRO Business® Instruments, CPP, Inc.
- 2014 Certified Health Education Specialist, National Commission of Health Education Credentialing
- 2014 Lean Six Sigma Process Improvement Training, UNC Health Care, Certified Yellow Belt and Purple Belt
- 2014 Worksite Wellness Certification Workshop, National Wellness Institute, Minneapolis, MN
- 2013 Motivational Interviewing Workshop, Cathy Cole Training, Carrboro, NC
- 2009 Conducting Qualitative Interviews and Focus Groups, Research Talk, Cary, NC
- 2008 Media Spokesperson Training, Department of Health and Human Services, Raleigh, NC
- 2007 Qualitative Research Intensive, Courses in focus group facilitation, mixed methods research, ATLAS.ti, qualitative data collection and analysis, key informant interviews, autoethnography. Research Talk, Long Island, NY
- 2007 Freedom from Smoking Clinic Facilitator Training, American Lung Association
- 2006 Fundamentals of Focus Group Moderating, RIVA Training Institute
- 2005 American Nonsmokers' Rights Foundation Institute for Policy Advocacy, Lake Tahoe, CA
- 2004-10 UNC School of Journalism Graduate School: JOMC 560: Medical and Science Journalism; JOMC 561: Medical and Science Video Storytelling; JOMC 562: Science Documentary Television; JOMC 711: Writing for Digital Media; JOMC 712: Visual Communication and Web Design; JOMC 714: Web-Based Research
- 2004 Addiction Studies Workshop for Journalists, Wake Forest University, San Juan, Puerto Rico
- 2004 American Medical Association Medical Communications and Health Reporting Workshop, Las Vegas, NV
- 2002-05 Duke University, Center for Documentary Studies: Seminar in Documentary Studies; Fundamentals of Documentary Photography; Digital Photography and Digital Darkroom; Digital Video and Audio Editing
- 1996 Winter Semester, Baja Sea Kayaking, University of Utah/National Outdoor Leadership School, Mulege, BCS, Mexico, courses in wilderness leadership skills, ocean travel, expedition skills, and environmental conservation

Professional Experience:

Clinical Assistant Professor

Public Health Leadership Program, University of North Carolina Gillings School of Global Public Health
| Chapel Hill, NC
July 2015-present

Director of Health Programming

University of North Carolina Department of Family Medicine | Chapel Hill, NC
2009-2015

***Director of Technical Assistance and Training, Environmental Tobacco Smoke Training,
Education and Research Program***

University of North Carolina Department of Family Medicine | Chapel Hill, NC
October 2004 – 2009

Health Communications Consultant (freelance)

Impact Health Communications, LLC | Darien, CT
May 2006-March 2014

Information and Communications Specialist (Educational Outreach & Quality Improvement)

University of North Carolina, NC Center for Children's Healthcare Improvement | Chapel Hill, NC
June 2002 - October 2004

Manager of Media Relations and Community Outreach

Arcadia Publishing | Charleston, SC
April 1999 - September 2001

Memberships:

2015-present National Institutes of Health, National Sleep Disorders Research Advisory Board (4-year appointment)
2015-present National Sleep Foundation
2014-2015 National Wellness Institute
2014-2015 Society of Teachers of Family Medicine
2012-2015 Town of Chapel Hill Worksite Wellness Advisory Committee
2006-2008 American College Health Association
2006-2008 American Public Health Association
2004-2007 North Carolina Alliance for Health
2004-2007 Americans for Non-Smokers' Rights Foundation

Bibliography:

Peer-Reviewed Publications:

Cakir B, Kaltsounis S, D'Jernes, K, Kopf S, Steiner J. Hospital Readmissions from Patients' Perspectives. *Southern Medical Journal*, 2017; 110(5): 353-358.

Page C, Carlough M, Lam Y, Steiner J. Reinvigorating pediatrics in an academic family medicine center. *Family Medicine* 2014; 46(2):120-123.

Page C, Reid A, Steiner J. Evaluation of prenatal and pediatric group visits in a residency training program. *Family Medicine* 2013; 45(5):349-353.

Lee JGL, Goldstein AO, Kramer KD, Steiner J, Ezzell MM. Statewide diffusion of 100% tobacco-free college and university policies. *Tobacco Control* 2010; 19: 311-317.

Ripley-Moffitt C, Viera A, Goldstein A, Steiner J, Kramer K. Influence of a tobacco-free hospital campus policy on smoking status of hospital employees. *American Journal of Health Promotion* 2010; 25(1): e25-e28.

Mage C, Goldstein AO, Colgan S, Skinner B, Kramer KD, Steiner J, Staples AH. Secondhand smoke policies at state and county fairs. *North Carolina Medical Journal* 2010; 71(5):409-12.

Proescholdbell S, Steiner J, Goldstein A, Malek S. Using indoor air quality monitoring in 6 counties to change policy in North Carolina. *Preventing Chronic Disease* 2009; 6(3).

Colgan S, Skinner B, Mage C, Goldstein A, Kramer K, Steiner J. Business policies affecting secondhand smoke exposure. *North Carolina Medical Journal* 2008; 69(5): 355-361.

Other un-refereed works:

Co-Inventor and Project Director. *Mobile Medical Milestones App (M3App)*, Mobile application for point-of-observation evaluation in residency education, 2014.

Executive Producer, *YOUR HEALTH Radio*, WCHL, 2008-2012.

Contributing writer/project manager. *Celebrating 20 Years of Connecting Practitioners with Communities*. North Carolina Medical Society Foundation commemorative brochure, 2009.

Developer. *Measuring Your Success: An Introduction to Evaluation*, Online training module developed for the Louisiana Center for Community Preparedness, 2009.

Director. *Partners in Health: How Public Health and Primary Care Can Work Together in Prevention*, 20 minute DVD. Carrboro, NC, Figure 8 Films, 2009.

Contributing writer. *Partners in Health: How Public Health and Primary Care Can Work Together in Prevention*, Guidebook to accompany DVD, Carrboro, NC, Splinter Group, 2009.

Writer/editor. *Reporter's Guide: Covering Pain and its Management*. American Pain Foundation, 2008.

Producer/editor. *Environmental Heroes*, 30 minute science documentary film, aired on UNC-TV, 2008.

Producer/writer. *Carolina Week*, Medical and science television news segments, 2004-2005.

Presentations:

National/Regional:

Cakir B, Kaltsounis S, D’Jernes K, Kopf S, Steiner J. Hospital Readmissions from Patients’ Perspectives. [Poster Presentation] Society of Hospital Medicine Annual Meeting. May 2017.

Page C, Steiner J. Piloting Mobile Medical Milestones in Eight North Carolina Residency Programs. [Oral Presentation.] 47th STFM Annual Spring Conference, Orlando, FL, April 2015.

Neutze D, Koonce T, Gwynne M, Steiner J. Training Medical Assistants to Participate in the Patient :Centered Medical Home. [Oral Presentation.] 47th STFM Annual Spring Conference, Orlando, FL, April 2015.

Fedoriw K, Page C, Steiner J. Using a Mobile Interface to Capture Point-of-Observation Feedback for Family Medicine Clerkship Students, [Oral Presentation.] 41st Annual STFM Conference on Medical Student Education, Atlanta, GA, February 2015.

Page C., Steiner J. There’s an App for That: A Strategy for Evaluating Milestones at Point of Observation [Oral Presentation] 47th STFM Annual Spring Conference, San Antonio, TX, May 2014.

Goldstein A, Page C, Steiner J. Your Health: A Radio, Newspaper, and Multimedia Communication Platform to Improve Patient Health, Empowerment, and Advocacy. [Oral Presentation.] CDC National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 2012.

Steiner J, McCullough A, Goldstein A. Adoption of 100% Smoke-Free Hospital Campus (SFHC) Policies in the U.S. [Poster Presentation] National Conference on Tobacco or Health. Phoenix, AZ, June 2009.

Mathew M, Steiner J, Goldstein A, Kramer K. NC Tobacco-Free Colleges: Results of a Two Year Statewide Initiative to Address Tobacco Use among 18-24 Year Olds. [Oral Presentation.] American Public Health Association Annual Meeting & Exposition. San Diego, CA, October 2008.

Goldstein A, Steiner J, Kramer K. Diffusion of 100% Tobacco-Free Hospital Campus Policies in North Carolina. [Oral Presentation.] American Public Health Association Annual Meeting & Exposition. San Diego, CA, October 2008.

Mathew M, Steiner J. North Carolina Tobacco-Free Colleges: Development of a Statewide Program to Prevent Tobacco Use among Young Adults. [Poster Presentation.] American Public Health Association Annual Meeting & Exposition, Boston, MA, November 2006.

Steiner J, Wild E. Grassroots Advocacy: Building Support for a Tobacco-Free College Campus. [Oral Presentation.] Statewide Tobacco Use Prevention Conference. Research Triangle Park, NC, October 2006.

Teaching Activities:

Spring 2017

Master's Paper Adviser and 1st Reader; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3- credit hour graduate course, PUBH 992; Samantha Whiteside. "Social Media and Disasters: Integrating Social Media into Local Disaster Response"

Master's Paper Adviser and 1st Reader; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3- credit hour graduate course, PUBH 992; Dominique Primus. "A Telephonic Nutrition Program Plan and Evaluation Plan for the Reduction of Cardiovascular Disease Risk Factors in African American Mothers"

Faculty Instructor, Quality Improvement & Leadership; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3-credit hour graduate course, PUBH 730

Faculty Practicum Coordinator, Field Practicum in Public Health; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3-credit hour graduate course, PUBH 886

Faculty Director, Professional Development Webinar Series; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC. Topics: Social Marketing, Citation Management Tools, Grant Writing.

Fall 2016

Faculty Practicum Coordinator, Field Practicum in Public Health; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3-credit hour graduate course, PUBH 886

Faculty Instructor Field Practicum in Public Health; Public Health Leadership Program; Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3- credit hour graduate course, PUBH 886; student: Samantha Whiteside, Implementation of Nutrition Education and Feeding Project to Battle Malnutrition and Food Insecurity in Tacloban, Philippines.

Faculty Director, Professional Development Webinar Series; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC. Topics: Public Health Messaging, Data Visualization, Community Engagement.

Summer 2016

Master's Paper Adviser and 1st Reader; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3- credit hour graduate course, PUBH 992; Beril Cakir: "Hospital Readmissions as Seen from Patients' Perspectives"

Spring 2016

Faculty Practicum Coordinator, Field Practicum in Public Health; Public Health Leadership Program, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, NC; 3-credit hour graduate course, PUBH 886

2004-2009

Trainings and workshops developed and conducted in my role as Director of Technical Assistance and Training, Environmental Tobacco Smoke Training, Education and Research Program. Trainings were conducted on a weekly basis throughout North Carolina from 2004-2009 in high schools, college campuses, health departments and other community organizations. Learners included teens, college students, teachers, professors, administrators, healthcare providers, parents, community advocates, and security officers. Trainings were tailored based on consultation and pre-work with each group and ranged from one hour to three days, with a typical group size of 15-30 individuals.

- Understanding Secondhand Smoke Science
- Media Literacy for Youth & Adults
- Media Advocacy
- Policy Advocacy
- Grassroots Marketing
- Community Assessment
- Coalition Development
- Tobacco Policy Implementation & Enforcement
- Program Evaluation & Survey Development
- Using Air Quality Monitoring to Influence Secondhand Smoke Policy

Faculty Engagement—Committees & Service:

Leadership Track, Residential Admissions Committee, Public Health Leadership Program, University of North Carolina at Chapel Hill, Gillings School of Global Public Health, September 2016 to **present**

Leadership Track, Distance Admissions Committee, Public Health Leadership Program, University of North Carolina at Chapel Hill, Gillings School of Global Public Health, September 2016 to **present**

Web Site Management Committee, University of North Carolina at Chapel Hill, Gillings School of Global Public Health, May 2016 to **present**

Public Health Leadership Program Faculty and Staff Handbook Committee, University of North Carolina at Chapel Hill, Gillings School of Global Public Health, June 2015 to **present**

Practice Leads Committee, University of North Carolina at Chapel Hill, Gillings School of Global Public Health, July 2015 to **present**

Grants:

Primary Care Training and Enhancement
Academic Administrative Units in Primary Care Program

U.S. Department of Health and Human Services, Health Resources and Services Administration, Bureau of Health Professions Division of Medicine and Dentistry
Warren Newton, Principal Investigator. Julea Steiner, Major contributor to grant development and writing.
Total Award Amount: \$750,000 – 09/2011 to 09/2016

Evaluation of the State of Louisiana's Emergency Preparedness Programs
Louisiana Center for Community Preparedness, Centers for Disease Control and Prevention
Kramer KD, Principal Investigator. Steiner J, Major contributor to grant development and writing.
Total Award Amount \$144,000- 2/2008-6/2009

College Tobacco Use Prevention and Cessation Initiative-Technical Assistance and Training
Health and Wellness Trust Fund
Goldstein AO, Principal Investigator. Steiner J, Major contributor to grant development and writing.
Total Award Amount \$370,283- 7/2007-6/2009

Environmental Tobacco Smoke Training, Education and Research Program
NC-DHHS, Tobacco Prevention and Control Branch via a CDC grant
Goldstein AO, Principal Investigator. Steiner J, major contributor to grant development and writing.
Total Award Amount \$60,000- 7/1/2006-6/30/2007