

JOHANNA BIRCKMAYER

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EDUCATION: **PhD**, Harvard University, Health Policy Program, 1999
Master of Public Health, University of North Carolina at Chapel Hill, School of Public Health, Department of Health Behavior and Health Education, 1992
Bachelor of Arts, Cornell University, Department of Psychology, 1983

EXPERIENCE: Senior Scientist, Vital Strategies, NY, NY, 2015 - present

Seconded to Bloomberg Philanthropies to oversee the tobacco economics component of the Bloomberg Initiative to Reduce Tobacco Use (BI). BI supports efforts to implement tobacco control policies, including effective tobacco taxes, in low- and middle-income countries. Manage and coordinate BI funded tobacco tax grants, including WHO technical tax team, World Bank Health Tax Trust Fund, development banks, and UIC Tobacconomics. Facilitate joint planning and implementation of country work to promote and support tobacco tax reforms in selected priority countries. Develop and coordinate efforts to further build political support and capacity to implement effective tax policies at the country and global level. Secretariat for the Bloomberg Task Force on Fiscal Policy for Health.

Director, International Research Department

Campaign for Tobacco-Free Kids, Washington DC 2008-2015

Design and direct international research efforts to support tobacco control grantees, country consultants, and partners in low- and middle-income countries in efforts to advocate for strong tobacco control policies as part of the Bloomberg Initiative to Reduce Tobacco Use. Supervise development of resource materials, including fact sheets, reports, and technical papers, to support evidence-based country-specific and global policy campaigns, available through online multi-lingual Global Resource Center (<http://global.tobaccofreekids.org/en/>). Support policy relevant research projects by tobacco control grantees and partners, e.g., compliance studies, public opinion polling, air quality monitoring. Coordinate and provide technical support for tobacco tax advocacy campaigns. Coordinate with partner organizations (WHO, CDC, World Lung Foundations, Johns Hopkins SPH) on cross-cutting technical activities, e.g., tobacco use surveillance, evidence-to-policy activities, tobacco taxation. Supervise accountability efforts to counter and pre-empt tobacco industry efforts to prevent tobacco control policy adoption.

Division Director, State Support Systems Division

Pacific Institute for Research and Evaluation, Calverton, MD 2002-2007

Directed Institute efforts to promote the use of data and evidence by States to improve the effectiveness of state and local level alcohol, tobacco and illicit drug prevention systems. Managed multi-year federal contracts, including proposal writing, project development and contract and budget management. Projects included: 1) Designed and directed 4 year technical assistance project to train and support State Epidemiological Workgroups funded by the Substance Abuse and Mental Health Administration (SAMHSA) in all 50 States, 8 Jurisdictions and 6 Tribal entities. 2) Directed 3 year analytical support contract funded by SAMHSA to monitor State compliance with the Synar Program, a Federal performance system which requires all States to reduce youth access to tobacco; 3) Directed 2 year effort to develop alternative performance monitoring system for federal block grant to states

for substance abuse prevention; 4) Directed ongoing efforts to synthesize and translate knowledge-base in substance abuse prevention for application in the development of evidence-based state prevention systems.

Associate Director, Association for the Study and Development of Community, Gaithersburg, MD 2001

Provided technical assistance and on-site training to foundations, non-profit organizations, and government agencies on evaluation and community capacity building efforts. Projects included evaluation of a national organization's effort to assist 6 states 'embed' prevention of crime, violence and substance abuse into state policy and practice and provision of technical assistance in cross-site evaluation to 9 federally-funded demonstration communities working to change community response to children exposed to violence.

Evaluator/Community Planner

Poudre Health Services District, Fort Collins, CO 1998-2000

Designed and conducted evaluations of health services, mental health and health promotion programs, including both direct service and community-based public health initiatives. Planned, analyzed and interpreted biannual community health needs assessment and facilitated community-wide health planning efforts. Conducted assessment of county-wide tobacco policies and programs and co-wrote county tobacco control plan.

Research Associate, Harvard School of Public Health/Harvard Project on Schooling and Children, Boston, MA 1994-98

Conducted cross-sectional time series studies of the effects of alcohol and gun policies on youth violence. Assisted in development and implementation of new course in program evaluation for graduate-level public health students. Coordinated activities of faculty task force charged with developing innovative, interdisciplinary approaches to evaluation of cross-sector programs.

Consultant

Centers for Disease Control and Prevention, Atlanta, GA/ West Africa 1992-93

Carried out evaluation and technical assignments for multi-country child survival project in Africa. Projects included: evaluation of a national oral rehydration therapy training course for physicians and nurses in Cote D'Ivoire; analysis of monitoring and impact data for a two year intervention study to evaluate 'missed opportunity' strategy of using all health center contacts to vaccinate eligible women and children in Togo; cost-analysis of hospital treatment for malaria in Malawi; development of protocols for HIV/AIDS knowledge, attitudes, and practices (KAP) surveys; analysis of HIV/AIDS KAP study among refugees; training and materials development.

Technical Coordinator

Centers for Disease Control and Prevention, Togo, West Africa 1989-90

Implemented study to investigate feasibility, cost and impact of using all health center visits as opportunities to vaccinate eligible women and children. Designed materials to document implementation and cost of strategy; trained immunization staff in 45 health clinics; developed and implemented study monitoring and supervisory system; trained and managed host country supervisors.

Health Education Officer

Peace Corps/Togo Ministry of Health, Togo, West Africa 1986-89

Coordinated Community Health Education Project in National Health Education Office. Revised curriculum and facilitated 8 one-week trainings for health workers responsible for regional health education activities. Training included health practice surveys, focus groups, and village-based health education campaigns on vaccinations, malaria and diarrhea. Promoted to national office after 2 years conducting health education activities at local level.

- PUBLICATIONS:** Summan A, Stacey N, Birckmayer J, et al. The potential global gains in health and revenue from increased taxation of tobacco, alcohol and sugar-sweetened beverages: a modelling analysis. *BMJ Global Health* 2020;5:e002143. doi:10.1136/bmjgh-2019-002143
- Blecher E, Liber A, Ross A, Birckmayer J (2013). Euromonitor data on the illicit trade in cigarettes. *Tobacco Control*: doi:10.1136/tobaccocontrol-2013-051034.
- Birckmayer J, Yacoubian G, Fisher, D, Holder H. (2008). Prevention of Methamphetamine Abuse: How Can Existing Evidence Inform Community Prevention? *Journal of Drug Education*, 38:2; 147-165.
- Weiss CH, Birckmayer J. (2006). Social Experimentation for Public Policy. In MM, Rein M (Eds). *Oxford Handbook of Public Policy*. Oxford University Press.
- Miller T, Snowden S, Birckmayer J, Hendrie D. (2006). Retail Alcohol Monopolies, Underage Drinking, and Youth Impaired Driving Deaths, *Accident Analysis & Prevention*, 38:6, 1162-1167.
- Birckmayer J, Holder H, Yacoubian G, Friend K. (2004). A General Causal Model to Guide Alcohol, Tobacco, and Illicit Drug Prevention: Assessing the Research Evidence. *Journal of Drug Education*.
- Birckmayer J, Hemenway D. (2001). Suicide and gun prevalence: are youth disproportionately affected? *Suicide Prevention & Life Threatening Behaviors*. 31(3):303-310
- Birckmayer J, Weiss CH. (2000). Theory-based evaluation in practice: what do we learn? *Evaluation Review*. 24(4): 407-431.
- Birckmayer J, Weiss CH. (2000). Theory-based evaluation: investigating the how and why of health promotion programs. In Jamner MS, Stokols D (Eds.). *Promoting Human Wellness*. University of California Press.
- Birckmayer J, Hemenway D. (1999). Minimum age drinking laws and youth suicide, 1970-1990. *American Journal of Public Health*. 89(9):1365-1368.
- Howland J, Birckmayer J, Hemenway D, Cote J. (1998). Did changes in minimum age drinking laws affect adolescent drowning (1970-1990). *Injury Prevention*. 4:288-291.
- Grant E, Fuller C, Birckmayer J, Marshall S, Peterson H. (1998). State study of pyrotechnics-related injuries and property damage. *Journal of Burn Care and Rehabilitation*. May/June;265-7.
- Popkin CL, Stewart JR, Birckmayer, J, Martell C (1993). An evaluation of the effectiveness of ignition interlock systems in preventing DWI recidivism among second-time DWI offenders. In Utzelmann, HD (ed). Proceedings of the 12th International Conference on Alcohol, Drugs and Traffic Safety, Koln, Germany.
- Birckmayer J, Newman C. (1992). Glossary of Training Evaluation Terms. INTRAH, Chapel Hill, NC.

SELECTED PRESENTATIONS:

- Birckmayer J (2019). Financing of NCD Response, Fiscal Policy for Health. Prince Prince Mahidol Award Conference, Thailand
- Birckmayer J, Blecher E (2015). Symposium: Towards implementing effective tobacco tax strategies: success stories and best practices. World Conference on Tobacco or Health. Dubai.
- Birckmayer J (2013). Sub-national Tobacco Taxes: Country Examples and Issues. Latin American Tobacco Tax Conference. Argentina.
- Birckmayer J (2012). Global Tax Advocacy: Making the Most of the Framework Convention on Tobacco Control Article 6 Tax Guidelines. World Conference on Tobacco or Health. Singapore.
- Birckmayer J (2011). Best Practices in Tobacco Control Policy: Advances and Challenges. Johns Hopkins online “Global Tobacco Control: Learning from the Experts.” <http://Globaltobaccocontrol.org>
- Birckmayer, J (2010). Using Research to Influence Tobacco Tax Policy. National Tobacco Economics Conference. China.
- Birckmayer J (2009). Using Global Adult Tobacco (GATS) Data to Promote and Inform Policy Change. Global Tobacco Surveillance Conference. Ireland.
- Birckmayer J, Boothroyd R (2007). Translating Science to Practice: Developing Research Based Community Systems Logic Models and Applying Them in Practice. American Public Health Association Conference. Washington, DC.
- Birckmayer J (2007). Developing Core Indicators to Monitor Substance Use and Substance Related Consequences. Council of State & Territorial Epidemiologists Annual Conference. Atlantic City, NJ.
- Birckmayer J, Boothroyd R (2006). Building an exchange between politics and science: Moving from barriers to synergy in using data to enhance substance abuse prevention. American Public Health Association Conference. Boston, MA.
- Birckmayer J, Boothroyd R, Spencer J (2005). State Epidemiological Workgroups: Understanding and Applying Outcome Data to Enhance Substance Abuse Prevention Decision-Making. American Public Health Association Conference. Philadelphia, PA.
- Birckmayer J, Boothroyd R (2005). Assessing the Burden of Substance Use to Prioritize State Prevention Activities. Council of State & Territorial Epidemiologists Annual Conference. Albuquerque, NM.
- Birckmayer J (2003). Evaluation in Complex Settings. Evidence Panel to Review the Evaluation/Research Data on the Effectiveness of NSF Mathematics Curricula. National Research Council. Washington DC.

Member: Framework Convention Alliance for Tobacco Control, Board of Directors (2013-16)
American Public Health Association, Society for Research on Nicotine and Tobacco.

Recipient: Agency for Health Care Policy and Research Pre-Doctoral Fellowship (1994-96)
Association of Schools of Public Health Internship (1992)

Languages: French FSI 3+