Department of Health Education and Behavior

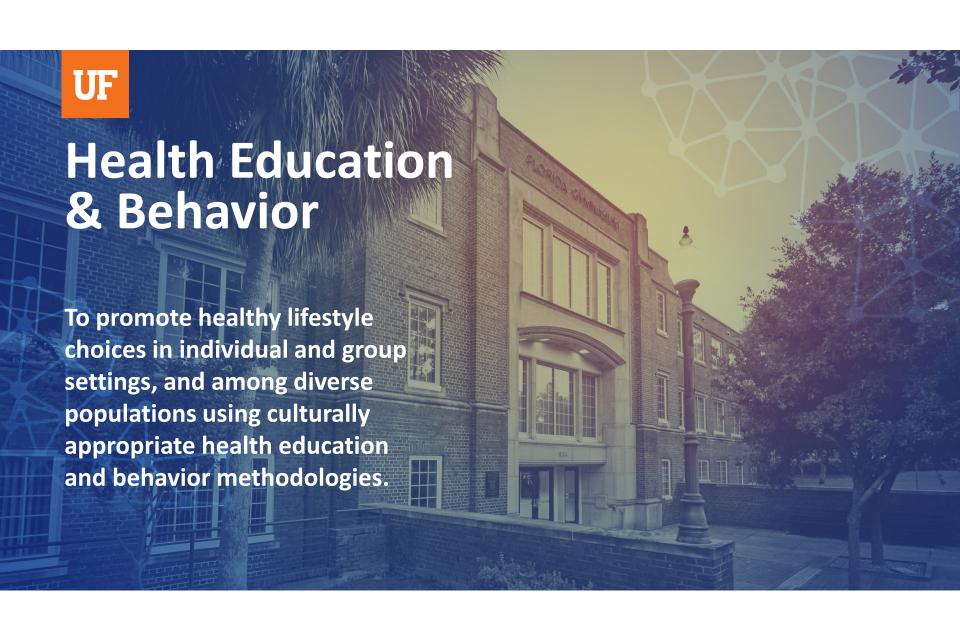
Virtual Open House October 28, 2021



Open House Overview

- HEB Department Introduction
- PhD Program Introduction
- Research Areas
- Faculty, Current Students, Alumni Introductions
- Breakout Rooms
- Closing







COLLEGE of HEALTH & HUMAN PERFORMANCE

Department of Health Education & Behavior

by the numbers



Department Ranking

against U.S. benchmarks

Rank	Health Behavior & Promotion
1	Michigan
2	Penn State
3	South Carolina
4	Illinois
5	UF HEB
6	Ohio State
7	Indiana
8	Texas A&M
9	Alabama

\$1,100,000+ in sponsored awards put toward groundbreaking research in HEB last year.



HEB has seen a 53% increase in degrees awarded over the past 10 years

number of merit-based scholarships HEB students received

because of

donors

our generous

(2021 program comparison data)





COLLEGE of HEALTH & HUMAN PERFORMANCE

Department of Health Education & Behavior

by the numbers



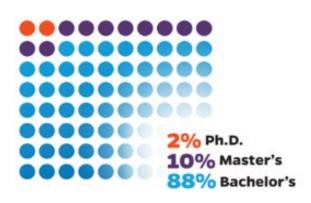


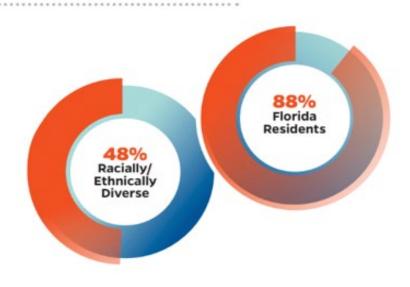
are enrolled in online degree programs 6,000
ALUMNI
WORLDWIDE

of HEB graduates pass the Certified Health Education Specialist (CHES®) Exam

24 % higher than the national average

Our 597 students are...







Health Education and Behavior



WELCOME!

445 Undergraduate Students



100+ Graduate Students

Center for Behavioral Economics Health
Research

Eta Sigma Gamma Professional Honor Society



PhD Program





COLLEGE OF HEALTH & HUMAN PERFORMANCE

Doctor of Philosophy (PhD)

Health and Human Performance with concentration in Health Education and Behavior

- 90 credits beyond the bachelor's degree
 - Up to 30 credits can be transferred from prior Master's degree
 - Not all credits earned through traditional "classroom" courses
- Earn MS in HEB after completing 30 required credits as part of the PhD program
 - Earn Certified Health Education Specialist (CHES®) designation upon completion of the MS degree during your PhD program





Funding and Award Opportunities

- Research Assistantship
- Teaching Assistantship
- Predoctoral grant funding:
 - CTSI TL1 Predoctoral Training Program
 - T32
 - F31
 - R36
- Scholarships & Awards College and Department
- Travel: http://graduateschool.ufl.edu/prospective-students/funding/travel/



Deadlines & Application Info

Deadline:

- December 1st priority deadline
- April 15th latest rolling deadline

Application:

- Graduate School Application
 - admissions.ufl.edu/apply/graduate
- College/Departmental
 - hhp.ufl.edu/admissions



Application Information

- Application components:
 - University of Florida online application
 - Cover letter / statement of intent describing interest in Health Education & Behavior, experience, and reasons for pursuing a Ph.D.
 - Resume / Curriculum Vitae
 - Three letters of recommendation
 - Writing Sample
 - Transcripts from all previous college coursework
 - Test scores:
 - GRE scores are waived through Fall 2022
 - International Students proficiency in spoken and written English
- PhD applicants should review profiles of faculty prior to applying and preferably, reach out to potential mentors



Application Questions?



Amy R. Mobley, Ph.D., R.D.
Grad Program
Coordinator
amy.mobley@ufl.edu



Jennifer Neelands, MPH, MS
Grad Program
Academic Advisor
jennifer4@ufl.edu

HEB Research Areas



UF

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HEB Strategic Areas





Substance Misuse & Addiction



Obesity, Physical Activity & Nutrition



HIV/AIDS, STIs, & Reproductive Health

Innovative Scholarship | Improving Health Equity | Excellence in Research

HEB Research Laboratories

Addictive Behavior & Health Studies

ASHOR: Applied Statistics and Health Outcomes Research

AVID: Addiction, Violence, Injuries & Drugs

BEACH: Behavioral Economic Approaches to Changing Health

Behavioral Pharmacology & Decision-Making

EDGE: Ethanol, Drug, & Gambling Experimental

Nutrition Education & Behavioral Science

EXHALE: EXercise and HeALthy Eating

RIISC: Reducing Intoxicant Involved Sexual Consequences)

SAPR: Sexual Assault Prevention Research

Weight Management Research





Southern HIV and Alcohol Research Consortium

SHARC

The Southern HIV and Alcohol Research
Consortium (SHARC) is a group of
researchers and trainees focused on
improving health outcomes and reducing HIV
transmission among the communities
affected by HIV and alcohol in Florida.



FURTHERING ADDICTION SCIENCE

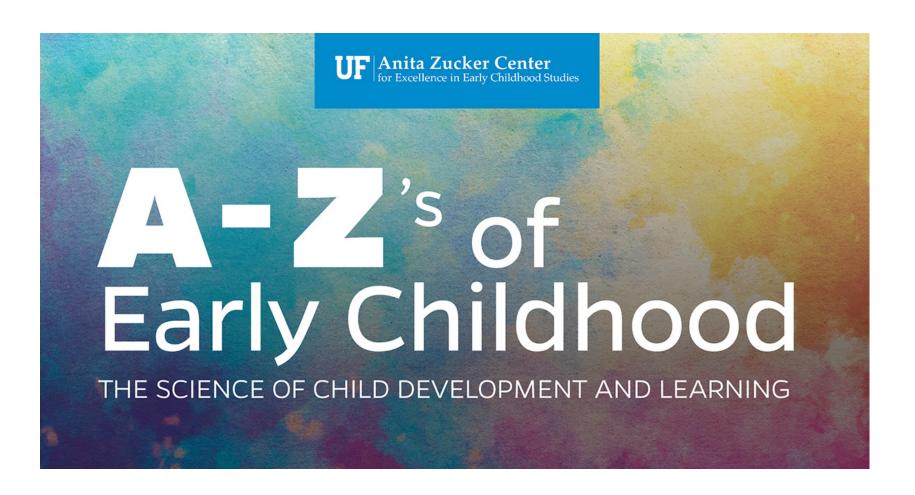
Addiction and related disorders represent a significant threat to individuals, families and their communities. CARE facilitates collaborative research across programs to define more effective prevention, intervention, and recovery programs.



Our Mission

is to prevent, detect, treat and ultimately cure cancer while addressing the unique challenges of the cancer burden faced by the population we serve.





Faculty Introductions



UF

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Meredith Berry, PhD



Communications Director:

 CBEHR (Center for Behavioral Economic Health Research)

Research Interests:

- Substance use and misuse, particularly in areas of opioid and nicotine use
- Behavioral economic demand for drugs of abuse, manipulating delay discounting, arranging contingencies to promote health behaviors, choice, and basic processes of learning, memory, and extinction
- Behavioral and cognitive effects of various drugs
- Intersections of human and environmental health
- HIV/AIDS and sexual risk behaviors

More Info:

http://hhp.ufl.edu/about/faculty-staff/berry meredith/

JeeWon Cheong, PhD



Research Interests:

- Statistical methods applied to health research
- Mediation and moderation analysis
- Substance use and misuse among youths and adults
- Adolescent risk taking behaviors
- Risk factors of HIV/AIDS

More Info:

http://hhp.ufl.edu/about/faculty-staff/cheong_jeewon/

Liana Hone, MS, MPH, PhD



Director:

 RIISC (Reducing Intoxicant Involved Sexual Concequences) Laboratory

Research Interests:

- Targets (drinking venues) for sexual aggression prevention
- Sex/gender differences (e.g., regretted sex, binge drinking, cognitive deficits)
- Improving alcohol administration methods
- Application of evolutionary theory to health behavior
- mHealth interventions for college students

- hhp.ufl.edu/about/faculty-staff/liana hone
- lianasehone.com
- addictionresearch.health.ufl.edu/faculty/liana-honemph-phd

Danielle Jake-Schoffman, PhD



Director:

EXHALE (EXercise and HeALthy Eating) Laboratory

Research Interests:

- Innovative approaches to the promotion of physical activity and healthy eating
- Behavioral weight management
- Family-based health behavior interventions
- Development, implementation, and evaluation of digital health tools
- Physical activity as an adjunct treatment for substance abuse

- https://hhp.ufl.edu/about/faculty-staff/jakeschoffman_danielle/
- https://exhalelab.weebly.com/

Robert Leeman, PhD



Director:

EDGE (Ethanol, Drug, & Gambling Experimental) Laboratory

Research Interests:

- Etiology of addictive behaviors, particularly issues with self-control (e.g., impulsivity) and subjective response to substance use
- Novel interventions to reduce substance use, enhance safe sexual behavior and prevent HIV, particularly technology- and motivational interviewing-based interventions
- Adolescent and young adult populations
- Human laboratory alcohol administration, randomized controlled trial, EMA, cognitive task and survey methods

- https://hhp.ufl.edu/about/faculty-staff/leeman robert/
- hhp.ufl.edu/faculty-research/labs/edge-lab
- · linktr.ee/edgelabuf

Megan McVay, PhD



Director:

McVay Weight Management Lab

Research Interests:

- Behavioral weight management
- Initiation and engagement in weight loss interventions
- Digital health interventions for weight management

- http://hhp.ufl.edu/about/faculty-staff/mcvay_megan/
- https://mcvayweightmanagementlab.weebly.com

Amy R. Mobley, PhD, RD, FAND



Director:

NEBS (Nutrition Education and Behavioral Science)
 Laboratory

Research Interests:

- Ecological and behavioral approaches to preventing and treating obesity throughout the lifespan
- Parental influences on early childhood feeding and obesity risk
- Nutrition education and behavior
- mHealth and eHealth methods to improve dietary and physical activity behaviors
- Food security
- Underserved populations

- https://hhp.ufl.edu/about/faculty-staff/mobley_amy/
- https://nutrition.hhp.ufl.edu/

Nichole Scaglione, PhD, CHES



Research Interests:

- Risk and protective behaviors associated with sexual assault outcomes (victimization, revictimization, perpetration, bystander behavior)
- Decision-making processes that impact substance use and sexual risk
- Novel interventions for preventing violence and/or substance abuse
- Adolescent, college, and military populations
- Event-level data collection and intervention methods

More Info:

http://hhp.ufl.edu/about/faculty-staff/scaglione_nichole/

Jalie Tucker, PhD, MPH



Director:

 CBEHR (Center for Behavioral Economic Health Research)

Research Interests:

- Substance misuse, recovery processes, and mechanisms of change
- HIV/AIDS risk reduction
- Community-based research methodologies including telehealth applications
- Behavioral economics, choice biases, and architecture of choice change strategies

More Info:

http://hhp.ufl.edu/about/faculty-staff/tucker_jalie/



BASICS OF BEHAVIORAL ECONOMICS (BE)

- All behavior involves a choice between engaging in one behavior or other behaviors with varying consequences over time
- BE merges consumer demand theory in micro-economics with methods and concepts from operant psychology to explain <u>behavior allocation patterns in</u> context over time
- Well suited to studying health risk behaviors that involve choices between sooner smaller rewards with long-term negative consequences (e.g., substance misuse, risky sex, over-eating, physical inactivity) vs. delayed larger rewards of higher long-term value (e.g., benefits of a healthy/sober/active lifestyle, safer sex practices)
- Common behavior change goal: Shift behavior patterns from choosing lower value risky behavioral <u>acts</u> to choosing higher value behavior <u>patterns</u> that yield long-term benefits

CBEHR ACTIVITIES

- Monthly seminars during the academic year ~ Fall 2021 topics:
 - Behavioral Economics to Promote Healthy Food Choices and Prevent Cardiometabolic Disease
 - Irrational Exuberance, Incautious Stoppage, Ethical Failure: Lessons from Our Prescription Opioid Story
 - Beyond the Lab: A Computational Framework to Understand How Daily Behaviors Arise from Cognitive, Affective, and Environmental Dynamics
- Monthly newsletters during the academic year
- Annual workshops on special topics
- Dissertation awards on CBEHR-relevant research topics
 - 2-3 awards/year (\$1500-\$2000 depending on available funds and budget requests)
 - Reviewed on a rolling basis; dissertation committee proposal approval required
 - We welcome student members!

STARS STUDY

(Stepping To Adulthood, Reaching your Stars)

Grant Title: Digital Motivational Behavioral Economic Intervention to Reduce Risky Drinking Among Community-Dwelling Emerging Adults

Major Goals: Guided by behavioral economics, this randomized controlled trial will evaluate a brief behavioral intervention aimed at increasing future orientation and engagement in pro-social alternatives to drinking among emerging adult risky drinkers recruited from disadvantaged communities and will be delivered using a peer-driven sampling method and digital platform well suited for accessing their social networks.

\$2.1 million 5-year research grant (2021-2026) funded by the National Institute on Alcohol Abuse and Alcoholism/National Institutes of Health

STARS STUDY: KEY RESEARCH FEATURES

- Targets emerging adult risky drinkers in disadvantaged communities for intervention:
 - Underserved and under-studied risk group compared to college student drinkers
 - Recruits them during a critical developmental period when risky drinking either resolves or consolidates into a chronic alcohol use disorder
- This is not only a randomized controlled trial evaluation of a promising web-based brief alcohol intervention focused on BE principles—we are also creating and evaluating a digital intervention dissemination method using natural social networks with potential to reach under-served community risk groups who do not use conventional treatment services
- Collaborative interdisciplinary "team science" project involving behavioral economics, psychology, public health, and social network analysis to contribute to the next generation of prevention-oriented alcohol interventions

STARS STUDY: THE TEAM

PI: Jalie A. Tucker, Ph.D., M.P.H., Professor, Department of Health Education & Behavior (HEB) and Director, Center for Behavioral Economic Health Research (CBEHR)

Co-Investigators:

JeeWon Cheong, Ph.D., Associate Professor, HEB

Robert F. Leeman, Ph.D., Associate Professor & Mary F. Lane Endowed Professor, HEB

Ali M. Yurasek, Ph.D., Assistant Professor and CBEHR Scientific Co-Director, HEB

Christopher McCarty, Ph.D., Director, UF Bureau of Economic and Business Research, and Associate Dean, College of Liberal Arts and Sciences

François Modave, Ph.D., Associate Professor and Director of Artificial Intelligence and

Decision Making, Dept. of Health Outcomes and Biomedical Informatics, College of Medicine

Consultants:

James Murphy, Ph.D., Professor, Dept. of Psychology, University of Memphis

Nancy Barnett, Ph.D., Professor, Department of Behavioral and Social Sciences, Brown University

Other HEB Faculty Research Mentors



Delores James, Ph.D., R.D.N. Obesity, Physical Activity & Nutrition



Mildred M. Maldonado-Molina, Ph.D. Substance Use & Addiction



Ali Yurasek, Ph.D. Substance Use & Addiction

Student Introductions



Current PhD student bios:

http://hhp.ufl.edu/about/departments/heb/heb-students/



COLLEGE OF HEALTH & HUMAN PERFORMANCE

Kellie Cooper



3rd year PhD student in HEB

EDUCATION:

BS in Exercise Science, Winthrop University, 2019

RESEARCH INTERESTS:

- Obesity and weight management
- Physical activity promotion
- Digital health
- Sociocultural health influences

Kellie is currently working on a project seeking to understand how social undermining affects weight management behaviors and is planning a subsequent project focusing specifically on African American women.

Neo Gebru



5th year, PhD candidate in HEB

EDUCATION:

- AA in Psychology, Montgomery College
- BA in Psychology, University of Maryland, College Park
- MPS in Clinical Psychology, University of Maryland, College Park
- MS in Health Education & Behavior, University of Florida

RESEARCH INTERESTS:

- Exploring key risk factors that underlie health-related decision-making and risky behaviors, specifically unhealthy alcohol use and sexual risk-taking
- Applying behavioral economic concepts to better understand risky health behaviors and substance use among adolescents and young adults in different contexts.

Neo is a doctoral candidate in HEB, where he works primarily with Dr. Rob Leeman. He is currently working on his dissertation, which looks at relations between alcohol and condom use in young adult men.

Danielle Guess



1st year PhD student in HEB

Education:

BS in Psychology at the University of Florida, 2019

Research Interests:

- Digital health interventions
- Physical and mental health promotion
- Nutrition
- Community health
- Health psychology
- Evaluation of health education/promotion programs

Danielle recently joined the EXHALE lab as a graduate research assistant and doctoral student. She is currently the coordinator of a research project aimed at increasing physical activity in parent-child dyads using a mobile app.

Elena Kalina



1st year PhD student in HEB

Education:

 BS Barrett, the honors college at Arizona State University, 2019

Research interests:

- · Alcohol abuse
- Impaired control over alcohol use
- Addictive behaviors
- Alcohol administration paradigms

Elena recently joined the EDGE research lab as a PhD student. She is currently the coordinator for an in-person drinking session featuring a wrist biosensor to measure estimated BAC and testing a cell-phone application to record ecological momentary assessments.

Ricarda Pritschmann



5th year PhD candidate in HEB

Education:

- BS, Cognitive Science
- MS, Health Education and Behavior, CHES

Research interests:

- Behavioral economics
- Physical activity and sedentary behavior
- Enjoyment of PA
- Substance use and addiction

Ricarda is the research coordinator of Dr. Yurasek's BEACH lab where she is involved in a variety of research projects applying behavioral economics to alcohol and cannabis use among young adults and truant adolescents, as well as physical activity. Her dissertation was a pilot trial of a behavioral economic coaching program for adults to increase physical activity and decrease TV watching.

Alumni Introductions



Current PhD student bios:

http://hhp.ufl.edu/about/departments/heb/heb-students/



COLLEGE OF HEALTH & HUMAN PERFORMANCE

Ben Berey, PhD



Postdoctoral Fellow, Brown University, Center for Alcohol and Addiction Studies

Dr. Ben Berey received his Ph.D. in Health and Human Performance from the University of Florida in 2020. Ben's research focuses on etiologic risk factors for substance use disorders, particularly AUD, using human laboratory alcohol administration paradigms to examine how individual differences in facets of impulsivity and subjective responses are related to heavy drinking and AUD risk.

Links:

https://www.brown.edu/public-health/caas/postdoctoral-training/people/fellows

Tessa Frohe, PhD



NIAAA T32 Postdoctoral Fellow, University of Washington,

HaRRT (Harm Reduction and Research Treatment)
Center

Dr. Tessa Frohe received her Ph.D. in Health and Human Performance from the University of Florida in 2020. She is currently working as a Co-I on two studies working with people who inject drugs to create a workshop program for first responders to help reduce stigmas around distributing and administering Narcan. She is also working on a "Life Enhancing Alcohol Management Program" within Housing First facilities where she conducts online assessments with people who have experienced homelessness and alcohol-related problems to develop and inform ways to enrich the Housing First environments with meaningful activities for residents. She hopes to move this work forward with a recently submitted grant proposal (K01 Career Development award) to develop and adapt effective online, harm reduction treatment interventions within a Housing First framework.

John Lee, PhD



Postdoctoral associate in the Department of Psychiatry at Yale University School of Medicine.

Dr. John Lee received his PhD in Health Behavior at the University of Florida in 2021 May.

His research interests are statistical methodologies in longitudinal research in youth substance use. His current research focuses on (1) epidemiology studies of youth substance use using the longitudinal US national datasets and (2) a machine learning approach in big data (e.g., social media data) related to youth vaping behaviors.

He has been serving as an advisory board member of adolescent network and trainee network at Society of Research on Nicotine and Tobacco (SRNT).

Links:

https://medicine.yale.edu/profile/juhan_lee/

Breakout Rooms

Obesity, Physical Activity, Nutrition

Substance Misuse, Sexual Behaviors

Current Students & Alumni





Closing Remarks





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