

Amy Kerr

Amy N. Kerr, PhD

Dedicated social and behavioral evaluator, researcher, and leader with over 15 years of experience working with organizations and partners to execute data-driven solutions to health problems in public health and healthcare settings, with specialties in tobacco control and behavioral health.

Skills: Research and Evaluation Methods and Design, Statistical Analysis, Data Management, SPSS, Data Visualization, Leadership, Problem Solving, Client Relationships, Collaboration

EDUCATION

Loyola University Chicago, Chicago, IL

Doctor of Philosophy in Social Psychology

2013

Dissertation: Stereotypes and Patient-Provider Communication: Effects of depression, socioeconomic status & race

Master of Arts in Social Psychology

2006

Hanover College, Hanover, IN

Bachelor of Arts in Psychology (with Honors)

2003

PROFESSIONAL EXPERIENCE

Director of Evaluation

2018 – present

Senior Evaluator

2014 – 2018

Professional Data Analysts, Minneapolis, MN

- Act as a principal investigator for public health research and evaluation projects across multiple states for government agencies and non-profits, including tobacco control departments and organizations (ClearWay Minnesota, Minnesota Department of Health, and Florida Department of Health), in a fast-paced, external consultant capacity
- Design and oversee data management and basic and advanced statistical analysis, including regression models and time series analysis, of large statewide projects
- Collect quantitative and qualitative data on topics such as tobacco cessation outcomes, tobacco control policy, health systems change, and criminal justice risk assessment
- Provide analytic solutions and data visualization focused presentations and reports for organizations and program leaders, including executives and boards, to improve health services and policy (tobacco, substance use, mental health)
- Author and co-author reports and presentations synthesizing research and evaluation results tailored to the need of the audience, which include external clients, legislators, board members, academic conferences and peer-reviewed journals
- Provide direction and oversight of the evaluation department in areas such as staffing workflow, strategic project decisions, and cross-department policies; Lead internal initiatives to develop an internship program, pro bono program, and equity initiative to adopt company wide practices
- Supervise and oversee evaluation team activities and productivity for a team of 14 with 3 direct reports

Evaluation Officer

2013 – 2014

Department of Research and Evaluation

The Colorado Health Foundation, Denver, CO

- Design, implement and manage quantitative and qualitative research and evaluation projects to assess the effectiveness and impact of policy and direct service grants for statewide public health improvement projects
- Develop request for proposals and scopes of work and vet and manage outside vendors
- Create and adapt data collection tools and protocol used to inform progress on targeted statewide health goals
- Write reports and presentations synthesizing existing literature and primary research results into recommendations to guide strategic planning and organizational decisions tailored to the need of the grantmaking team
- Run meetings and present project plans and research and evaluation results to inform internal and external stakeholders

Senior Research Associate
Institute on Aging
Mather LifeWays, Evanston, IL

2012 – 2013

- Acted as principal investigator and managed a research team for evaluation of consumer and workforce wellness in aging services and long-term support health care settings and art therapy for cognitively-impaired older adults in retirement communities conducting advanced statistics
- Manage dataset and lead analysis of annual survey of clients
- Developed proposals for research on community aging services in Naturally Occurring Retirement Communities
- Created educational curriculum and lead trainings on resilience in older adults and senior living staff
- Coordinated and lead recruitment for research internship program and mentored research interns
- Served as a member of the Internal Review Board (IRB) for internal and external research projects
- Served as managing editor of *Senior Housing & Care Journal*

Research Trainee - Without Compensation (WOC) Affiliate

2012 – 2015

Research Trainee

2010 – 2012

Department of Health Services Research and Development, Center for Management of Complex Chronic Care
Edward Hines, Jr. Veterans Affairs Hospital, Hines, IL

- Coordinated and participated in health services research projects including investigating patient outcomes for self-management behavior intervention, hospital infection control, and motivational interviewing in obesity management
- Lead and co-authored peer-reviewed manuscripts and presentations for studies on health and wellness for Veterans in community and hospital settings
- Wrote competitive proposals in response to call for research with team members that were funded
- Analyzed and interpreted quantitative & qualitative data using SPSS & NVivo

Research Project Coordinator

2007 – 2010

Jane Addams College of Social Work
University of Illinois Chicago, Chicago, IL

- Participated in grant implementation and proposal development for NIH funded projects investigating the intersection of the persons with mental illness and criminal justice system through Chicago's Crisis Intervention Team program
- Coordinated and conducted longitudinal citywide data collection with the Chicago Police Department and managed dataset
- Supervised and trained research assistants for data collection with Chicago Police Officers
- Analyzed primary data from Chicago Police Officers and large secondary data sources, including Census data and Chicago Office of Emergency Management incident reporting data, using a variety of methods including logistic regression
- Lead and coauthored peer-reviewed manuscript development, writing, and data analysis for academic and policy outlets and delivered presentations to academic and community audiences

University-Community Research Coordinator

2006 – 2007

Graduate Research Fellow

2004 – 2006

Center for Urban Research and Learning
Loyola University Chicago, Chicago, IL

- Coordinated community-based participatory research projects and program evaluations involving university and community stakeholders focused on issues including aging in homelessness, technology in under-served populations, prostitution intervention services, and early child care
- Lead and assisted in grant writing, research and measurement design, data collection and statistical analysis using SPSS and qualitative analysis using NVivo
- Disseminated findings via policy briefs and academic reports to academic audiences, community organizations and legislators
- Mentored and supervised junior research team members

Research Assistant

2004 – 2005

University of Chicago, Chicago, IL (Relocated to Evanston Northwestern Memorial Hospital)
Center for Psychiatric Rehabilitation

- Assisted in the design and implementation of the evaluation of the Chicago Alternative Police Strategy program & a mental illness court system in suburban Chicago

PROFESSIONAL MEMBERSHIPS

Minnesota Evaluation Association

American Evaluation Association

Society for Research on Nicotine and Tobacco

PROFESSIONAL SERVICE

Program Co-Chair Health Evaluation Topical Interest Group, American Evaluation Association	2019 to present
Abstract Reviewer, The National Conference on Tobacco or Health	2019
Manuscript Review, <i>Tobacco Prevention & Cessation</i>	2018
Manuscript Review, <i>Police Quarterly</i>	2018 to present
Manuscript Review, <i>Criminal Justice and Behavior</i>	2010 to present
Poster & Presentation Reviewer, American Evaluation Association Conference	2007, 2015, 2019
APSSC RISE Student Competition Reviewer, Association for Psychological Science Convention	2013
Associate Managing Editor/Manuscript Reviewer, <i>Seniors Housing and Care Journal</i>	2012 to 2013
Manuscript Reviewer, <i>Social Psychology</i>	2010

PUBLICATIONS

- Kerr, A.N.**, Schillo, B.A., Keller, P.A., Lachter, R.B., Lien, R.K., & Zook, H.G. (2018). Impact and Effectiveness of a Stand-Alone NRT Starter Kit in a Statewide Tobacco Cessation Program. *American Journal of Health Promotion*, 1-8. <https://doi.org/10.1177/0890117118772493>.
- Keller, P.A., Schillo, B.A., **Kerr, A.N.**, Lien, R.K., Saul, J., Dreher, M., and Lachter, R.B. (2016). Increasing reach by offering choices: Results from an innovative model for statewide cessation services. *Preventive Medicine*, 91, 96-102.
- Locatelli, S.M., LaVela, S.L., Hogan, T.P., **Kerr, A.N.** & Weaver, F.M. (2012). Communication and information sharing at VA facilities during the 2009 novel H1N1 influenza pandemic. *American Journal of Infection Control*, 40(7), 622-626. DOI: 10.1016/j.ajic.2012.01.035
- Morabito, M., **Kerr, A.N.**, Watson, A.C., Draine, J., Ottati, V. & Angell, B. (2012). Crisis Intervention Teams and People with Mental Illness: Exploring the Factors that Influence the Use of Force. *Crime & Delinquency*, 58(1), 57-77. DOI: 10.1177/0011128710372456
- Kerr, A.N.**, Morabito, M. & Watson, A.C. (2010). Police Encounters, Mental Illness and Injury: An Exploratory Investigation. *Journal of Police Crisis Negotiations*, 10(1), 116-132. DOI: 10.1080/15332581003757198
- Watson, A., Ottati, V., Morabito, M.S., Draine, J., **Kerr, A.N.** & Angell, B. (2009). Outcomes of Police Contacts with Persons with Mental Illness: The impact of CIT. *Administration and Policy in Mental Health and Mental Health Services Research*, 37(4), 302-317. DOI: 10.1007/s10488-009-0236-9
- Corrigan, P., **Kerr, A.N.** & Knudsen, L. (2006). The Stigma of Mental Illness: Explanatory models and methods for change. *Applied and Preventive Psychology*, 11, 179-190. DOI: 10.1016/j.appsy.2005.07.001

SELECTED PRESENTATIONS

- Zook, H.G. & **Kerr, A.N.** (2019, November). *Challenges and solutions in collecting follow-up data from vulnerable populations*. Presentation to the American Evaluation Association Conference, Minneapolis, MN.
- Kerr, A.N.** & Zook, H.G. (2019, November). *Program Evaluation at Behavioral Health Treatment Sites: Unique Challenges and Solutions*. Presentation to the American Evaluation Association Conference, Minneapolis, MN.

- Kerr, A.N.**, Zook, H.G., Lien, B.L., & Luxenberg, H. (2019, August) *Implementation of a Tailored In-Person Tobacco Cessation Course at Behavioral Health Facilities*. Poster presented to the National Conference on Tobacco or Health, Minneapolis, MN.
- Kerr, A.N.**, Lien, B.L., & Luxenberg, H. (2019, August) *Token Cash Incentive versus Completion Incentive: Impact on surveys and costs*. Poster presented to the National Conference on Tobacco or Health, Minneapolis, MN.
- Kerr, A.N.**, Zook, H.G., Parker, J., Lien, R.K., Luxenberg, H., Burkes, L., & Miller, E. (2019, February). *Group Cessation Treatment at Behavioral Health Sites in Florida*. Poster presented to the Society for Research on Nicotine and Tobacco, San Francisco, CA.
- Kerr, A.N.**, Specktor, C., Zook, H., Ramsbottom, E., Greenesid, L., & Keller, P.A. (2017, March). *Linking Low SES Smokers to Cessation Services: Key strategies, successes, and lessons learned*. Poster presented to the National Conference on Tobacco or Health, Austin, TX.
- Schillo, B., Beebe, L., Lien, R., Keller, P., **Kerr, A.**, Klein, P., Gilaspy, S., & Lachter, R. (2017, March). *Expanding Quitline Reach: Experience with a new service model in Minnesota and Oklahoma*. Poster presented to the Society for Research on Nicotine and Tobacco Annual Meeting, Florence, Italy.
- Schillo, B., Keller, P., Lien, B., Lachter, R., **Kerr, A.**, & Subialka, E. (2016, March). Offering Consumers Choices: Patterns of service selection in a multi-service cessation program. Poster presented to the Society for Research on Nicotine and Tobacco Annual meeting, Chicago, IL.
- Kerr, A.N.**, Keller, P.A., Lien, R.K., Schillo, B., Lachter, R.B., & Kittelson, V. (2016, March). *NRT Starter Kits and Quit Rates: What influences quitting?* Poster presented to the Society for Research on Nicotine and Tobacco Annual Meeting, Chicago, IL.
- Kittleson, V., **Kerr, A.N.**, Keller, P.A., Dreher, M. and Greenesid, L. (2015, November). Evaluating a New Public Health Launch: The redesign of ClearWay Minnesota's QUITPLAN services. In **A.N. Kerr** (Chair), *Novel Public Health Program Evaluation: Adaptive tobacco cessation evaluation and dissemination models*. Session presented to the American Evaluation Association Conference, Chicago, IL.
- Kerr, A.N.**, Boeke, K., Chung, P., Lynn, J., Beer, T., & Price, K. (2014, October). *Health Foundations in Transition: Evaluation's role in strategy shifts*. Session presented to the American Evaluation Association Conference, Denver, CO.
- Larson, R. & **Kerr, A.N.** (2014, June). *Evaluation Basics: What you need to know to evaluate your strategies*. Workshop presented to the Southwest Colorado Rural Philanthropy Days Conference, Pagosa Springs, CO.
- Locatelli, S.M., LaVela, S.L., Hogan, T.P., **Kerr, A.N.**, Tully, S., Weaver, F.M., & Goldstein, B. (2011, October). *Information Sharing at VA Facilities During the 2009 Novel H1N1 Pandemic*. Session presented to the International Conference on Communication in Healthcare, Chicago, IL.
- Kerr, A.N.** & Watson, A.C. (2009, July). *CIT in Chicago: Testing a Systems Level Intervention*. Session presented to the International Association of Law and Mental Health Conference, New York City, NY.
- Kerr, A.N.**, Morabito, M., Watson, A.C., Angell, B., Ottati, V., & Draine, J. (2009, May). *Crisis Intervention Teams Impact on Police Encountering People with Mental Illness*. Poster presented to the Association for Psychological Science Convention, San Francisco, CA.
- Kerr, A.N.**, & Watson, A.C. (2009, April). *Outcomes of Police Contacts with Persons with Mental Illness: The impact of CIT*. Session presented to the Upper Midwest CIT Conference, Minneapolis, MN.
- Watson, A.C., & **Kerr, A.N.** (2008, November). *Testing a systems level intervention to improve police response to persons with mental illness: CIT in Chicago*. Session presented to the American Society for Criminology, St. Louis, MO.
- Kerr, A.N.** (2006, November). *Beyond Bridging the Digital Divide: Results and Implications of the Illinois Community Technology Fund Evaluation*. Poster presented to the American Evaluation Association Conference, Portland, OR.
- Hilvers, J., **Kerr, A.N.**, Scrimgeour, G., Sharma, A., & Stawiski, S. (2006, November). *"One Size Fits All?" Utilizing a Participatory Evaluation Model in Multiple and Diverse Contexts*. Session presented to the American Evaluation Association Conference, Portland, OR.

- Maranda, M., **Kerr, A.N.**, Kellam, T., & Gills, D. (2005, November). *ilCTC: Community Technology Centers Policy and Practice*. Session presented to the Illinois Community Technology Consortium Conference, Springfield, IL.
- Kerr, A.N.**, & Spievak, E. R. (2003, May). *The Influence of Group Values on Attitudes towards the Mentally Ill*. Poster presented to the American Psychological Society Conference, Atlanta, Georgia.

Julie Rainey

Julie Rainey

Vice President, Professional Data Analysts, Inc.
(612) 623-9110 | jrainey@pdastats.com

Experience

Professional Data Analysts, Inc.

- **Vice President** August 2006 - present
- **Evaluation Specialist** June 1997
- **Technical Assistant** November 1992

Representative Projects

Bureau of Tobacco Free Florida, 2012-Present, Principal Investigator, 2008-2011, Project Manager. Evaluation of Florida Quitline, Web Coach, and Text2Quit interventions. Responsible for integrated evaluation of the Florida Quitline, Web Coach, and Text 2 Quit interventions. Developed innovative tri-mode survey for Florida Web Coach cessation outcomes evaluation. Managed budget, staff, and project design.

Ohio Department of Health: 2014-2018, Supporting Evaluator; Evaluation Services for State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health (CDC 1305)

Hawaii Department of Health, 2016-present, Consulting Evaluator; 2005-2008, Lead Evaluator; Hawai'i Tobacco Prevention & Control Trust Fund Cessation Programs

Bureau of Tobacco Free Florida: 2009-present, Consulting Evaluator. Florida Area Health Education Centers tobacco cessation programs

Connecticut Department of Public Health, 2009-2013, Senior Evaluator; Evaluation of Tobacco Quitline, Evaluation of Cessation Media, and Quitline Call Volume Study

Hennepin County Children's Mental Health: 2008-2012, Principal Investigator; process and outcome evaluation of Juvenile Court Fetal Alcohol Spectrum Disorder Screening and Intervention Program

Blue Cross Blue Shield Minnesota: 2006-2009, Evaluator; Feasibility Study and Process and Outcome Evaluation of North Point Health and Wellness Center's cardiovascular health promotion program

ClearWay Minnesota: 2003-2008, Evaluator; QUITPLAN at Work, QUITPLAN Centers, QUITPLAN Helpline, and quitplan.com program evaluations

Education

St. Mary's University, Winona, Minnesota

Bachelor of Arts in Sociology and Philosophy, June 1982

Honors: SMU Honors Program Graduate (cum laude), Dean's List

Publications

**indicates publications with a focus on tobacco control*

Rodis, J. L., Capesius, T. R., **Rainey, J.**, Awad, M. H., & Fox, C. H. (2019). Pharmacists in Federally Qualified Health Centers: Models of care to improve chronic disease. *Preventing Chronic Disease*, 16(E153).

* Betzner, A., Lien, B., **Rainey, J.**, et. al. NAQC. Quality Improvement Initiative. Measuring quit rates. (2009) Phoenix: AZ.

* Betzner, A.E., Boyle, R.G., Luxenberg, M.G., Schillo, B.A., Keller, P.A., **Rainey, J.**, Capesius, T., & Saul, J.E. (2012). Experience of smokers and recent quitters with smokefree regulations and quitting. *American Journal of Preventive Medicine*, 43(5S3), S163-S170.

* An, L., Betzner, A., Luxenberg, M.G., **Rainey, J.**, Capesius, T., & Subialka, E. NAQC. Quality Improvement Initiative. Measuring quit rates. (2009) Phoenix: AZ.

Xiong, Z., Tuicomepee, A., LaBlanc, L., & **Rainey, J.** (2006). Hmong immigrants' perceptions of family secrets and recipients of disclosure. *Families in Society*, 87(2), 231-239.

Selected Presentations

**indicates publications with a focus on tobacco control*

* **Rainey, J.**, Luxenberg, H., McDonough, C., Parker, J. (2017). *A collaborative effort to implement a statewide bi-directional dReferral system: practical experience from Tobacco Free Florida*. Panel presentation for National Conference on Tobacco or Health.

* Luxenberg, H., **Rainey, J.**, Leeds, M., Parker, J., (2017). *Building a web-based application for managing, monitoring, and evaluating a multi-site tobacco cessation program in Florida*. Poster presentation for National Conference on Tobacco or Health.

* Rehorst, K., Norton, E., Betzner, A., **Rainey, J.** et. al. (2017). *Meeting tobacco users where they are: how Florida build a statewide referral system within employment centers to connect the unemployed with cessation services*. Poster presentation National Conference on Tobacco or Health.

*Betzner, A., Parker, J., **Rainey, J.**, (2016). *Using employment infrastructure to recruit for statewide cessation programs: Referrals, enrollments and outcomes*. Presentation at Society for Nicotine and Tobacco Research annual meeting.

*Kittelson, V., **Rainey, J.**, & Lien, B., (2013, November). *Does it help? One internet based tobacco cessation program's quit outcomes*. Poster presented at the American Public Health Association Annual Meeting.

* Luxenberg, Harlan, **Rainey, J.** *Demonstration of an Integrated Respondent Management and Data Collection Tool* (2013, May). Demonstration session at American Association of Public Opinion Researchers Annual Conference.

* **Rainey, J.** & Kittelson, V. (2013, January). *Quitline Cost Sharing Models: New research to inform our practice*. North American Quitline Consortium Webinar.

Greenseid, L.O. & **Rainey, J.** (2012, October). *We didn't mean for THAT to happen: Making useful recommendations in dynamic environments*. American Evaluation Association Annual Conference.

* **Rainey, J.**, Lien, R., & Porter, L. (2012, August). *Smokers' expectations for and use of a web-based cessation program*. National Conference on Tobacco or Health.

Greenseid, L. & **Rainey, J.** (2011, March). *Advances in survey design and administration*. Minnesota Evaluation Studies Institute.

* Betzner, A.B., Boyle, R., Luxenberg, M.L., Saul, J., Schillo, B., **Rainey, J.**, & Capesius, T. (2011, February). *Temptation, shame, and addiction: tobacco users' and recent quitters' experiences with smoke-free regulations*. Society for Research on Nicotine and Tobacco Conference.

* Betzner, A.B., Depue, J., **Rainey, J.**, Porter, L., & Luxenberg, M.L. (2011, February). *Do Hispanic smokers prefer Hispanic cessation media? Comparing English and Spanish language media campaigns in Florida*. Society for Research on Nicotine and Tobacco Conference.

*Schillo, B. A., Betzner, A., **Rainey, J.**, Greenseid, L. O., Luxenberg, M. G., Subialka, E., Capesius, T., & Christenson, M. (2010, February). *Tobacco use relapse patterns in a statewide cessation program*. Society for Research on Nicotine and Tobacco Annual Meeting.

* Betzner, A., Greenseid, L., & **Rainey, J.** (2009, November). *Apples, oranges, and bananas: A case study of the relationship between context and use in three statewide smoking cessation program evaluations*. American Evaluation Association Annual Conference.

Rainey, J. & Greenseid, L. (2009, November). *Mixing modes to maximize results: Combining telephone, web, and mail surveys*. American Evaluation Association Annual Conference.

Professional Memberships

American Evaluation Association, Minnesota Evaluation Association, North American Quitline Consortium, Society for Research on Nicotine and Tobacco

Becky Lien

BECKY LIEN, MPH

blien@pdastats.com | 612.623.9110 | 655 19th Ave NE, Suite100, Minneapolis, MN 55418

EDUCATION

Master of Public Health, Epidemiology University of Minnesota School of Public Health, Minneapolis, MN	2007
Bachelor of Arts, Physics (<i>cum laude</i>) Carleton College, Northfield, MN	1994

PROFESSIONAL EXPERIENCE

Director of Statistics and Research, Professional Data Analysts Leads statistics division, responsible for staffing projects and motivating analysts and statisticians to provide high quality statistical services. Involved in company-wide and division-wide initiatives to improve best practices. Plans, conducts, and consults on quantitative analysis for evaluation and research projects with a focus on survey methodology.	2018 -- present
Senior Analyst, Professional Data Analysts, Inc. Planned and conducted data analysis for evaluation and statistical clients. Developed sampling plans, conducted sampling and weighting of survey data. Interpreted analysis findings and presented results to clients. Authored research papers for peer reviewed journals and presented research at conferences.	2015 – 2018
Data Manager, Professional Data Analysts, Inc. Conducted data analysis and provided data support for evaluation and statistical clients. Sampled, monitored, and weighted survey data for evaluation clients. Improved data processes for archiving, cleaning, and quality assurance across PDA.	2008 – 2015
Principle Planning Analyst, Hennepin County Research, Planning, and Development Conducted outcome evaluation for a truancy prevention program. Authored reports and fact sheets interpreting demographic trends for the county. Served on a task force to assess how technology services were delivered and resourced at the county with an aim towards reduced cost and better efficiency.	2007 – 2008
Research Analyst and Information Systems Admin, The Center for Victims of Torture Installed Microsoft SQL Server and consolidated databases from multiple departments into one system. Conducted research internally and for international partners on client program utilization. Provided training internally and to other torture treatment centers in the US and Sierra Leone as part of a capacity building grant.	2002 – 2005
Senior Consultant, Computer Sciences Corporation Developed software and managed projects for many clients; planned and executed data migrations.	1996 – 2002
Consultant, Andersen Consulting (now Accenture) Developed and maintained software for airlines; included programming and testing enhancements.	1994 – 1996

TECHNICAL SKILLS

Statistical Analyses

Survey sampling and weighting, regression, factor analysis, latent class analysis, propensity score matching, and Bayesian methods.

Statistical Software

Expert user of SAS and SPSS; proficient and current user of ArcGIS, R, and WinBUGS.

Databases

Microsoft SQL Server, MySQL, Oracle, Sybase, Access, and Paradox. Experienced SQL programmer.

SELECTED PROJECTS

Evaluation of Florida's Tobacco Cessation Programs

Florida Department of Health - Bureau of Tobacco Free Florida, 2009 – Present

Analysis, data management, and supervision to support the evaluation of BTFF's suite of cessation services. Roles and responsibilities include: primary analyst for AHEC annual reports (FY10 – FY20); creating sampling plans and weighting protocols for outcome studies of all three programs; monitoring and conducting quality assurance of vendor data, and supervise statistics staff that work on these projects providing consulting when needed.

Survey and statistical consulting

Science Education Resource Center, 2016 – 2019

Responsible for designing and overseeing survey administration for national survey of geoscience educators. Combined and de-duped sample of over 10,000 educators from multiple sources. Processed and cleaned survey responder data and prepared documentation for publicly available dataset. Supported research teams using the dataset with statistical consulting on study designs, analysis methods, and writing/reviewing manuscripts.

Statistical support for Minnesota Adult Tobacco Survey studies

ClearWay Minnesota, 2018 – 2020

Member of research team that included ClearWay, Minnesota Department of Health, and consultants. Provided analysis and manuscript support to research teams for studies including: e-cigarette trends from 2004 – 2018, menthol risk perceptions and association with quitting, disparities in tobacco use, and patterns of tobacco use in young adults.

SELECTED PEER-REVIEWED PUBLICATIONS

Keller P, D'Silva J, **Lien R**, Boyle R, Kingsbury J, O'Gara E. (2020). *Perceived harm of menthol cigarettes and quitting behaviors among menthol smokers in Minnesota*. Preventive Medicine Reports, 20.

Lachter R, Keller P, **Lien R**, St. Claire A. (2021). *More e-cigarette users are reaching out to quitlines for support in quitting: Minnesota's experience*. American Journal of Preventive Medicine, 60(1): 139:141.

- D'Silva J, Moze J, Kingsbury J, **Lien R**, Matter C, Brock B, Akom A. (2020). *Local Sales Restrictions Significantly Reduce the Availability of Menthol Tobacco: Findings from Four Minnesota Cities*. Tobacco Control Epub ahead of print: 23 July 2020. Doi: 10.1136/tobaccocontrol-2019-055577.
- D'Silva J, **Lien R**, Lachter R, Keller P. (2020). *Utilizing Reach Ratios to Assess Menthol Cigarette Smoker Enrollment in Quitline Services*. American Journal of Preventive Medicine (accepted for publication April 2020, scheduled for Mar 2021 print issue)
- Keller P, **Lien R**, Beebe L, Parker J, Klein P, Lachter R, Gillaspay S. (2020). *Online Versus Telephone Registration: Differences in Quitline Participant Characteristics*. American Journal of Preventive Medicine (accepted for publication April 2020, scheduled for Mar 2021 print issue)
- Keller P, Lachter R, **Lien R**, Klein J. (2020). *Replicating State Quitline Innovations to Increase Reach: Findings from Three States*. BMC Public Health, 20:7. <https://doi.org/10.1186/s12889-019-8104-3>
- St. Claire A, Schillo B, **Lien R**, Keller P, O'Gara E, D'Silva J, Kingsbury J, Helgertz S, Kinney A, Sharma E. (2019). *Changing patterns in E-cigarette use among Minnesota adults between 2014 and 2018*. Preventive Medicine Reports, 16.
- Kerr A, Schillo B, Keller P, Lachter R, **Lien R**, Zook H. (2019). *Impact of a stand-alone NRT starter kit in a statewide tobacco cessation program*. American Journal of Health Promotion, 33 (2): 183 – 190.
- Keller P, Boyle R, **Lien R**, Christiansen B, Kobinsky K. (2018). *Engaging smokeless tobacco users in population-based cessation services: Findings from an observational study*. Journal of Public Health Management and Practice. <https://doi.org/10.1097/phh.0000000000000794>
- Subialka Nowariak E, **Lien R**, Boyle R, Amato M, Beebe L. (2018). *E-cigarette use among treatment-seeking smokers: Moderation of abstinence by use frequency*. Addictive Behaviors, 77:137-142.
- Keller P, Schillo B, Kerr A, **Lien R**, Saul J, Dreher M, Lachter R. (2016). *Increasing reach by offering choices: Results from an innovative model for statewide services for smoking cessation*. Preventive Medicine, 91:96-102.
- Lien R**, Schillo B, Mast J, Lukowski A, Greenesid L, Keith J, Keller P. (2016) *Tobacco user characteristics and outcomes related to intensity of quitline program use: results from Minnesota and Pennsylvania*. Journal of Public Health Management and Practice, 22(5): E36-E46.
- Lien R**, Schillo B, Goto C, Porter L. (2016). *The effect of survey nonresponse on quitline abstinence rates: Implications for practice*. Nicotine & Tobacco Research, 18(1): 98-101.
- D'Silva J, Boyle R, **Lien R**, Okuyemi K, Rode P. (2012). *Cessation Outcomes Among Treatment Seeking Menthol and Non-Menthol Smokers*. American Journal of Preventative Medicine, 43(5S3): S242-S248.
- Saul J, **Lien R**, Schillo B, Kavanaugh A, Wendling A, Luxenberg M, Greenesid L, and An L. (2011). *Outcomes and cost effectiveness of two NRT delivery models for a tobacco quitline*. International Journal of Environmental Research and Public Health, Special issue: Tobacco Smoking: Public Health, Science, and Policy, 8(5), 1547-1559.
- Gulden A, Westermeyer J, **Lien R**, Spring M, Johnson DR, Butcher J, and Jaranson JM. (2010). *HADStress Screen for Posttraumatic Stress: Replication in Ethiopian Refugees*. Journal of Nervous and Mental Disease, 198 (10) 762-767.

Westermeyer J, Campbell R, **Lien R**, Spring M, Johnson DR, Butcher J, Hyland J, Thuras P, Jaranson JM. (2010). *HADStress: A Somatic Symptom Screen for Posttraumatic Stress Among Somali Refugees*. *Psychiatric Services*, 61 (11), 1132-1137.

SELECTED PRESENTATIONS

Lien R, Lachter R, Subialka Nowariak E. (2017). Real-World Application of Reach Ratios: A Tool to Monitor Quitline Reach Among Priority Populations. Presentation at the North American Quitline Consortium Conference in Austin, TX.

Schillo B, Dreher M, Mowery A, **Lien R**. (2017). Predictors for a Statewide Cessation Program: Strategic use of media modalities to maximize service volumes. Poster presentation at the Society for Research on Nicotine and Tobacco Annual Meeting in Florence, Italy.

Lien R, Luxenberg H, Rainey J, Beebe L. (2015). Adding a web mode to phone surveys: effectiveness and cost implications. Presentation at the American Association of Public Opinion Researchers Annual Conference in Hollywood, FL.

Lien R, Rainey J, Betzner A, Luxenberg H. (2015). Proven strategies for higher survey response and better data quality. Presentation at the North American Quitline Consortium Conference in Atlanta, GA.

Betzner A, Rainey J, **Lien R**. (2015). Measuring quit rates in a rapidly changing landscape: Sneak peek of the updated NAQC issue paper. Presentation at the North American Quitline Consortium 2015 Conference in Atlanta, GA.

Lien R, Greenseid L, Shillo B, Lukowski A, Keller P, Luxenberg M. (2013). Beyond calls and minutes: Quitline utilization patterns and outcomes in a five-call program. Poster presentation at the Society for Research on Nicotine and Tobacco Annual Meeting in Boston, MA.

Lien R, Greenseid L, Luxenberg M, Subialka Nowariak E, Rainey J. (2013). Simulating the effect of follow-up survey response rates on program outcomes. Presentation at the American Association of Public Opinion Researchers Annual Conference in Boston, MA.

Lien R, Greenseid L, Luxenberg M, Subialka E. (2012). Quitline follow-up survey response rates: Why they matter and how to increase them. Presentation at the North American Quitline Consortium Meeting in Kansas City, MO.

Keller P, Greenseid L, **Lien R**. (2012). Cessation Evaluation in Rapidly Changing Times: Challenges and Opportunities. Presentation at the North American Quitline Consortium Meeting in Kansas City, MO.

Lien R, Greenseid L, Schillo B, Boyle R, Leonard T, Luxenberg M. (2010). Evaluating Response Rate and Response Bias Changes After Implementing a Multi-Mode Survey and an Electronic Survey Record System. Poster at the American Association for Public Opinion Research Annual Conference in Chicago, IL.

PROFESSIONAL AND VOLUNTEER ASSOCIATIONS

American Statistical Association

2017 – present

American Statistical Association (and Minnesota chapter)	2017 – present
American Association of Public Opinion Researchers	2010 – present
North American Quitline Consortium	2008 – present
<i>Member of annual survey workgroup 2016 and public housing workgroup 2018</i>	
Open Arms Minnesota	2016 – present
<i>Kitchen and meal delivery volunteer</i>	
Roseville Area Youth Baseball	2017 – present
<i>Board Member and Umpire Coordinator</i>	

Emily Subialka Nowariak

EMILY SUBIALKA NOWARIAK

esubialka@pdastats.com | 612.623.9110 | 655 19th Avenue NE, Suite 100, Minneapolis, MN 55418

EDUCATION

Master of Arts, Organizational Leadership, Policy & Development (Evaluation Studies)	2014
Minor in Educational Psychology – Quantitative Methods in Education	
University of Minnesota, Minneapolis, MN	
Bachelor of Arts, Psychology	2007
University of Minnesota, Minneapolis, MN	

PROFESSIONAL EXPERIENCE

Senior Evaluator II, Professional Data Analysts, Inc.	Sep 2017 – present
Act as principal investigator and evaluator for public health evaluation projects for government, foundation and non-profit clients in multiple states. Design and implement quantitative and qualitative evaluation plans, data collection tools and protocols. Write reports and presentations synthesizing research and evaluation results into recommendations tailored to the need of the clients. Supervise employees and oversee evaluation team activities and productivity.	
Evaluation Specialist, Professional Data Analysts, Inc.	2015 – 2017
Program Evaluator, Professional Data Analysts, Inc.	2012 – 2014
Associate Evaluator, Professional Data Analysts, Inc.	2009 – 2011
Evaluation Assistant, Professional Data Analysts, Inc.	2007 – 2008

SELECTED PROJECTS

Evaluation of the Hawai'i Tobacco Quitline Promotion and Youth E-cigarette Prevention Media Campaigns | *Hawaii Department of Health, 2020 – present*

Serve as Principal Investigator, leading an evaluation of two statewide media campaigns focused on promotion of a statewide tobacco cessation helpline for adult tobacco users and a prevention campaign targeted to teens susceptible to e-cigarette use. Plan and conduct formative, process and outcome evaluation studies in collaboration with the Hawai'i Department of Health, including a cross-sectional online survey of teens recruited via digital recruitment.

Coordinated evaluation of the Hawaii Tobacco Quitline and Hawaii Cessation Grants Program | *Hawaii Department of Health / Hawaii Community Foundation, 2008 – present*

Serve as Principal Investigator (since 2016), leading design and implementation of a coordinated evaluation of two statewide tobacco cessation programs. Previously served as Project Manager (2012 - 2015) and Supporting Evaluator (2008 – 2011). Select highlights include conducting process and outcome evaluations of several Quitline service changes, implementing coordinated benchmarks and measurement systems for the two programs, and designing an evaluation to facilitate learning on how to reach and serve priority populations.

Oklahoma Helpline Evaluation | OK Health Sciences Center, 2016 – Present

As Principal Investigator on this evaluation, I oversee PDA's rolling follow-up survey data collection efforts. I also lead planning and implementation of evaluation studies. Select highlights include recently evaluating the rollout of the OK Helpline's Individual Services program option and conducting a research study to assess use of insurance benefits among privately insured Helpline participants.

QUITPLAN Services Evaluation | ClearWay Minnesota, 2014 – 2015, 2017 – 2018

Oversaw two outcomes studies assessing the performance of the QUITPLAN tobacco cessation services. Served as project manager and, most recently, as interim principle investigator. Designed analysis plans, authored key technical reports, provided technical support and assistance to client, and oversaw staff of evaluators and analysts.

SELECTED PRESENTATIONS

Ficek, A., **Subialka Nowariak, E.** (2019). *None of us is as smart as all of us; Strategies for facilitating learning in a multi-site evaluation to help build a culture of sharing and collaboration.* Poster at the American Evaluation Association Annual Conference, Minneapolis, MN.

Subialka Nowariak, E., Beebe, L., Richter, S., Gillasp, S. (2019). *Awareness and use of insurance benefits for tobacco cessation among enrollees to a statewide quitline program.* Presentation at the National Conference on Tobacco or Health, Minneapolis, MN.

Kick, L., Matsuda, T., Ficek, A., **Subialka Nowariak, E.** (2019). *Integrating health equity from start to finish: Experiences from a grantor, grantees, and evaluator implementing an innovation cessation grants program.* Presentation at the National Conference on Tobacco or Health, Minneapolis, MN.

Subialka Nowariak, E., Lien, B., Amato, M., O'Gara, E. (2016). *Do treatment seeking smokers use ENDS differently than the general population?* Poster at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.

Schillo, B., Keller, P., Lien, B., Lachter, R., Kerr, A., **Subialka Nowariak, E.** (2016). *Offering consumers choices: Patterns of service selection in a multi-service cessation program.* Poster at the Society for Research on Nicotine and Tobacco Annual Conference, Chicago, IL.

Kerr, A., Kittelson, V., **Subialka Nowariak, E.** (2015). *Novel public health program evaluation: Adaptive tobacco cessation evaluation and dissemination models.* Presentation at the American Evaluation Association Annual Conference, Chicago, IL.

Betzner, A., Goto, C., Kokstis, M., & **Subialka, E.** (2009). *Hawaii's cost sharing model: Outcomes and reflections on administration.* Poster session at the National Conference on Tobacco or Health Conference, Phoenix, AZ.

Betzner, A., Goto, C., Kokstis, M., & **Subialka, E.** (2009). *Using a local call center to address cultural competency: The Hawaii model.* Poster session at the National Conference on Tobacco or Health Conference, Phoenix, AZ.

SELECTED PEER-REVIEWED PUBLICATIONS

Subialka Nowariak, E., Lien, B., Boyle, R., Amato, M., Beebe, L. (2018). E-cigarette use among treatment seeking smokers: Moderation of abstinence by use frequency. *Addictive Behaviors*, 77, 137-142.

An, L., Betzner, A., Luxenberg, M.G., Rainey, J., Capesius, T., & **Subialka, E.** (2009) *Measuring quit rates*. NAQC. Quality Improvement Initiative. Phoenix: AZ.

SELECT TECHNICAL REPORTS

Subialka Nowariak, E., Richter, S., Ficek, A., Rainey, J. (2018). *Hawaii Tobacco Quitline: Assessment of the new data system*. Professional Data Analysts, Inc.: Minneapolis, MN.

Subialka Nowariak, E., Lien, B., Kerr, A., Zook, H. Rubinyi, L. (2018). *QUITPLAN Services Evaluation: Outcomes Study Report*. Professional Data Analysts, Inc.: Minneapolis, MN.

Subialka Nowariak, E., Pellowski Wager, N. (2017). *Oklahoma Helpline Qualitative Interview Study: Understanding Use of Insurance Benefits*. Professional Data Analysts, Inc.: Minneapolis, MN.

Subialka Nowariak E, Ficek A, Rainey J. Lien B. (2016). *Hawaii Tobacco Cessation 2016 Synthesis Report: Assessing the combined impact of Hawaii's statewide tobacco cessation programming*. Professional Data Analysts, Inc.: Minneapolis, MN.

PROFESSIONAL ASSOCIATIONS

American Evaluation Association (AEA), Minnesota Evaluation Association (MNEA), North American Quitline Consortium (NAQC)

Sam Friedrichsen

SAM (CARLSON) FRIEDRICHSEN, MPH

sfriedrichsen@pdastats.com | 612.623.9110 | 655 19th Avenue NE, Suite 100, Minneapolis, MN 55418

EDUCATION

Master of Public Health, Epidemiology (minor in Biostatistics) University of Minnesota School of Public Health, Minneapolis, MN	2016
Bachelor of Arts, Spanish (minor in Community Health Education) University of St. Thomas, Saint Paul, MN	2014

PROFESSIONAL EXPERIENCE

Statistician II, Professional Data Analysts Plan and conduct data cleaning, data management, and statistical analysis for evaluation and research projects for PDA's clients. Collaborate on reports, manuscripts, and presentations. Lead statistician for the program evaluations of North Dakota Department of Health's Tobacco Quitline and Hawaii Department of Health's Tobacco Quitline. Lead statistician for research studies with University of Minnesota - Duluth Family Medicine & Biobehavioral Health and University of Arizona Family & Community Medicine.	Jan 2021 – Present
Statistician I, Professional Data Analysts Planned and conducted data cleaning, data management, and statistical analysis for evaluation and research projects for PDA's clients. Collaborated on reports, manuscripts, and presentations.	Dec 2018 – Dec 2020
Associate Analyst, Professional Data Analysts Supported the evaluation and research projects for PDA's clients through study design, data cleaning, data management, sampling, and statistical analysis. Collaborated on reports, manuscripts, and presentations.	Nov 2017 – Nov 2018
Data & Statistical Analyst, University of Minnesota Medical School - Family Medicine & Community Health Collaborated with the faculty, physicians, residents, staff, and students in the department of Family Medicine & Community health on research and quality improvement projects from inception through publication. Developed data collection forms, survey instruments, statistical analysis plans, and formal data reports. Conducted statistical analysis to support grant applications, conference presentations, and manuscripts.	Jun 2016 – Nov 2017

SELECT PROJECTS

North Dakota Tobacco Prevention and Control Evaluation | *North Dakota Department of Health, Nov 2017-Present*
Lead statistician for the program evaluation for North Dakota's comprehensive Tobacco Prevention and Control Programs. This includes a prevention and cessation media evaluation, data management and analysis for the ND Local Public Health Units' quarterly reports, completing monthly sampling of NDQuits program participants for follow-up surveys, data management and analysis of the NDQuits follow-up survey data for annual and ad hoc reports, and collaborating with evaluators on the analysis planning, report writing, and quality assurance of the program data.

Hawaii Tobacco Quitline and Cessation Grants Evaluations | *Hawaii Department of Health, Nov 2017-Present*

Lead statistician for the program evaluations for the Hawaii Tobacco Quitline and the Cessation Grants. This includes prevention and cessation media evaluations, completing monthly sampling for HI Web Coach, Quitline, and Cessation Grants participants for follow-up surveys, data management and analysis of the follow-up survey data for annual and ad hoc reports, and collaborating with evaluators on the analysis planning, report writing, and quality assurance of the program data.

Statistical support for Minnesota Adult Tobacco Survey studies | *ClearWay Minnesota, 2018 – 2020*

Member of research team that included ClearWay, Minnesota Department of Health, and consultants. Provided analysis and manuscript support to research teams on topics including secondhand smoke exposure.

Vermonters' COVID-19 vaccine perceptions statewide survey | *Vermont Department of Health, Oct 2020-Present*

Lead statistician on the PDA team currently planning and executing an online statewide survey to collect information from Vermonters on their perceptions and behaviors surrounding COVID-19 and the COVID-19 vaccines in order to inform media campaigns in the state. Conducting the sample planning, weighting, analysis, and reporting for this project.

Hawaii youth vaping study | *Hawaii Department of Health, Dec 2020-Present*

In order to evaluate and inform a statewide youth vaping prevention campaign, PDA is currently planning and executing an online statewide survey of youth living in Hawaii, recruited via social media platforms. As the lead statistician on the project, I am assisting with study design as well as conducting the sample planning, weighting, analysis, and reporting for this project.

SELECT PEER-REVIEWED PUBLICATIONS

Carlson, S., Widome, R., Fabian, L., Luo, X., & Forster, J. (2017). *Barriers to Quitting Smoking Among Young Adults: The Role of Socioeconomic Status*. *American Journal of Health Promotion*, 89011711769635. <https://doi.org/10.1177/0890117117696350>.

Carlson, S. C., Allen, A. M., Allen, S. S., & al'Absi, M. (2017). *Differences in mood and cortisol by menstrual phase during acute smoking abstinence: A within-subject comparison*. *Experimental and Clinical Psychopharmacology*, 25(5), 338-345. <http://dx.doi.org/10.1037/pha0000142>.

Allen, A., Tosun, N., **Carlson, S.**, Allen, S. (2017). *Postpartum Changes in Mood and Smoking-Related Symptomatology: An Ecological Momentary Assessment Investigation*. *Nicotine & Tobacco Research*. 20(6):681-689.

Allen, A. M., **Carlson, S. C.**, Bosch, T. A., Eberly, L. E., Okuyemi, K., Nair, U., Gordon, J. S. (2018) High Intensity Interval Training and Continuous Aerobic Exercise Interventions to Promote Self-Initiated Quit Attempts in Young Adults Who Smoke: Feasibility, Acceptability, and Lessons Learned from a Randomized Pilot Trial. *Journal of Addiction Medicine*;12(5):373-380. DOI: 10.1097/ADM.0000000000000414.

Brock, B., **Carlson, S.C.**, Leizinger, A., D'Silva, J., Matter, C.M., Schillo, B.A. (2019) *A tale of two cities: Exploring the retail impact of flavored tobacco restrictions in the twin cities of Minneapolis and Saint Paul, Minnesota*. *Tobacco Control*; 28:176-180.

Harrison, K., Noyes, N., **Friedrichsen, S.**, Tosun, N., Oyenuga, A., Allen, S. (2019). Self-reported leisure-time exercise change during smoking cessation in men and women. *Addictive Behaviors*; 99: 106025. doi:10.1016/j.addbeh.2019.06.014.

St. Claire, A., **Friedrichsen, S.**, Boyle, R., Kingsbury, J., Parks, M., & Helgertz, S. (2020). Location and duration of secondhand smoke exposure among Minnesota nonsmokers, 2018. *Preventive Medicine Reports*, 19. <https://doi.org/10.1016/j.pmedr.2020.101130>.

SELECT PRESENTATIONS

Carlson, S., Allen, A., Allen, S. (2015) *Coping mechanisms and smoking-related symptomatology in women*. Presentation at the Society for Research on Nicotine & Tobacco 21st Annual Meeting in Philadelphia, PA.

Werner, K., Brock, B., Moilanen, M., **Carlson, S.C.**, Boyle, R.G., Schillo, B.A. (2018) *Countering Tobacco Industry Claims of The Economic Costs of Restricting Menthol: An Analysis in Minneapolis*. Poster Presentation at the Society for Research on Nicotine & Tobacco 24th Annual Meeting in Baltimore, MD.

Kerr, A., **Friedrichsen, S.**, Rainey, J. (2019) *Mapping county level tobacco users and cessation program reach rates*. Poster at the Behavioral Risk Factor Surveillance System Annual Meeting in Atlanta, GA.

Friedrichsen, S., Richter, S. (2019) *A comparison of logistic regression variable selection methods in tobacco quit rate modeling: Stepwise vs enter*. Poster at the Society for Epidemiologic Research 52nd Annual Meeting in Minneapolis, MN.

TECHNICAL SKILLS

SAS, R, SQL, SPSS, Stata, ArcGIS, REDCap, LimeSurvey

PROFESSIONAL ASSOCIATIONS

Society for Epidemiologic Research, Member	2015 – 2016, 2019
Minnesota Public Health Association, Member	2015 – 2016
Society for Research on Nicotine & Tobacco, Member	2015, 2018
American Public Health Association, Member	2016 – 2018

Heather Zook

HEATHER ZOOK, MA

hzook@pdastats.com | 612.623.9110 | 655 19th Ave NE, Suite 100, Minneapolis, MN 55418

EDUCATION

Master of Arts, Evaluation Studies University of Minnesota, College of Education and Human Development, Minneapolis, MN	2015
Bachelor of Arts, Psychology (minor in Spanish) Taylor University, Upland, IN	2010

PROFESSIONAL EXPERIENCE

Evaluator II, Professional Data Analysts	January 2020 – present
Evaluator I, Professional Data Analysts	September 2017 – December 2019
Associate Evaluator, Professional Data Analysts	February 2015 – September 2017
Evaluate statewide tobacco control and chronic disease prevention and management initiatives. Manage evaluations, create evaluation reports and presentations, design and manage surveys, conduct interviews and focus groups, analyze quantitative and qualitative data, and present results to clients and at conferences.	
Clinical Research Associate I, Children's Minnesota	April 2014 – July 2016
Research Assistant, Children's Minnesota	March 2013 – April 2014
Studied racial disparities in pediatric emergency health care through a grant funded by the National Institute on Minority Health and Health Disparities. Wrote publications, administered surveys, coordinated focus groups, analyzed data, and presented at conferences.	

SELECTED PROJECTS

Florida Area Health Education Center (AHEC) Evaluation | *Bureau of Tobacco Free Florida, Florida Department of Health, 2015 – present*
Evaluate a statewide in-person and virtual tobacco cessation program. Conduct annual and ad hoc evaluations. Examples of projects include a multi-year study of a behavioral health initiative, analyzing re-enrollment patterns, supporting implementation of health system eReferrals, and assessing a transition to virtual programs. Evaluation activities include managing projects, writing evaluation plans, designing and managing surveys, conducting interviews, analyzing data, site visits, writing reports, and presenting to clients.

QUITPLAN Services Evaluation | *ClearWay Minnesota, 2016 – 2018*
Evaluated a statewide tobacco control program. Projects included a cessation program outcome study, a multi-year health system change grant initiative, a community engagement grant initiative, and evaluating a cessation program reengagement protocol. Evaluation activities included designing and managing surveys, conducting interviews, analyzing data, and writing reports, case studies, and publications.

Improving the Health of Americans through Prevention and Management of Diabetes and Heart Disease and Stroke (CDC 1815) | *Ohio Department of Health, 2018 – present*
Evaluate a state level initiative to prevent and manage diabetes and hypertension through health system quality improvement projects and community programs. Evaluation activities include writing evaluation plans,

designing and managing surveys, conducting interviews and focus groups, site visits, analyzing data, presenting to clients, and writing reports and other dissemination products.

SELECTED PEER-REVIEWED PUBLICATIONS

- Whittet, M. N., Capesius, T. R., **Zook, H.**, & Keller, P. A. (2019). The role of health systems in reducing tobacco dependence. *The American Journal of Accountable Care*, 7, 4-11.
- Zook, H.**, Payne, N. R., Puumala, S. E., Ziegler, K. M., & Kharbanda, A. B. (2019). Racial/ethnic variation in emergency department care for children with asthma. *Pediatric Emergency Care*, 35, 209-215.
- Kerr, A. N., Schillo, B. A., Keller, P. A., Lachter, R. B., Lien, R. K., & **Zook, H.** (2019). Impact and effectiveness of a stand-alone NRT starter kit in a statewide tobacco cessation program. *American Journal of Health Promotion*, 33, 183-190.
- Zook, H.**, Kharbanda, A. B., Puumala, S. E., Ziegler, K. M., Pickner, W., & Payne, N. R. (2018). Emergency department utilization by Native American children. *Pediatric Emergency Care*, 34, 802-809.
- Zook, H.**, Kharbanda, A. B., Flood, A., Harmon, B., Puumala, S. E., & Payne, N. R. (2016). Racial differences in pediatric emergency department triage scores. *Journal of Emergency Medicine*, 50, 720-727.

SELECTED TECHNICAL REPORTS

- Zook, H.**, Boyle-Steed, K., Lien, B., & Luxenberg, H. (2020). *Florida AHEC Virtual Course Evaluation Report*. Professional Data Analysts: Minneapolis, MN.
- Kerr, A. N., **Zook, H.**, Boyle-Steed, K., Hanson, A., & Lien, B. (2020). *Florida Area Health Education Centers Cessation Services: FY20 Evaluation Annual Report*. Professional Data Analysts: Minneapolis, MN.
- Kerr, A. N., **Zook, H.**, Lien, B., Boyle-Steed, K., & Hanson, A. (2020). *Analysis of AHEC Repeaters, 2016-2019*. Professional Data Analysts: Minneapolis, MN.
- Zook, H.** (2019). *Florida Tobacco Cessation eReferral Implementation Guide for Health Systems*. Professional Data Analysts: Minneapolis, MN.
- Zook, H.**, Kerr, A. N., & Lien, B. (2018). *Florida AHEC Behavioral Health Baseline Study*. Professional Data Analysts: Minneapolis, MN.
- Zook, H.** & Capesius, T. (2017). *Creating Systemic Changes to Support Tobacco Treatment*. Professional Data Analysts: Minneapolis, MN.
- Zook, H.**, Ramsbottom, E., & Kerr, A. N. (2017). *Culturally Competent Connections to Cessation Services*. Professional Data Analysts: Minneapolis, MN.

SELECTED PRESENTATIONS

Richter, S. Haynes, M. C., Kerr, A. N., Ficek, A., **Zook, H.**, & Friedrichsen, S. (2020). *Communicating evidence and opportunity*. Webinar presentation for CDC Office on Smoking and Health's Leadership and Sustainability School.

Zook, H., & Kerr, A. N. (2019). *Challenges and solutions in collecting follow-up data from vulnerable populations*. Presentation at American Evaluation Association Annual Conference, Minneapolis, MN.

Kerr, A. N., **Zook, H.**, Lien, R., & Luxenberg, H. (2019). *Implementation of a tailored in-person tobacco cessation course at behavioral health facilities*. Poster at National Conference on Tobacco or Health, Minneapolis, MN.

Lachter, R., Keller, P., Schillo, B., Lien, R., & **Zook, H.** (2018). *Multi-year reenrollment patterns in a statewide cessation program*. Poster at Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, MD.

Whittet, M., Capesius, T., **Zook, H.**, & Keller, P. (2017). *Treating tobacco dependence through systems change: A process evaluation of three Minnesota health systems*. Poster at National Conference on Tobacco or Health, Austin, TX.

Zook, H., Kerr, A. N., & Graalum, E. (2016). *Mental health and tobacco cessation program design: Concept mapping for program planning*. Presentation at American Evaluation Association Annual Conference, Atlanta, GA.

TECHNICAL SKILLS

SPSS, Stata, LimeSurvey, NVivo, Spanish (conversational), Data Visualization

PROFESSIONAL ASSOCIATIONS

Pediatric Emergency Care, Reviewer	2020 – present
Journal of Public Health Management and Practice, Reviewer	2019 – present
Journal of Health Care for the Poor and Underserved, Reviewer	2016 – present
Minnesota Evaluation Association, Member	2013 – present

Ellen Squires

ELLEN SQUIRES

655 19th Ave NE Suite 100, Minneapolis, MN 55418 · esquires@pdastats.com · 612.623.9110

EDUCATION

Master of Public Health, Health Metrics and Evaluation, University of Washington

Seattle, WA

- Cumulative GPA: 3.80

Graduated June 2017

Bachelor of Arts, Biology and Environmental Studies, Saint Olaf College

Northfield, MN

- Cumulative GPA: 3.99

Graduated May 2014

Scholarships and Academic Honors: *Summa cum laude*, Global Health Student of the Year, Phi Beta Kappa, Buntrock Presidential Scholarship, St. Olaf Service and Leadership Scholarship, National Merit Scholar

KEY SKILLS AND EXPERIENCE

- **Mixed methods program evaluation:** Experience designing and leading evaluations of health-related programs.
- **Project management:** Expertise in planning, organizing, and implementing complex projects with diverse staff.
- **Technical communication:** Experience translating research and evaluation findings into reports and presentations.
- **Stakeholder engagement:** Skills in relationship building and collaborator engagement in complex multi-site projects.

PROFESSIONAL DATA ANALYSTS

Minneapolis, MN

Evaluator II

November 2020-Present

- Evaluate large-scale statewide public health initiatives, with a focus on tobacco control and chronic disease programs.
- Utilize quantitative and qualitative methods and produce high-quality deliverables for diverse clients.

CONCORDIA UNIVERSITY

St. Paul, MN

Lecturer

January 2020-Present

- Teach Public Health Leadership and Advocacy and Introduction to Public Health for undergraduate students.

THE IMPROVE GROUP

St. Paul, MN

Senior Evaluation Consultant

May 2019-November 2020

- Evaluated the impact of public health and other programs using quantitative and qualitative methods.
- Worked with clients including state agencies, foundations and small nonprofits to obtain quality evaluation results.

HENNEPIN HEALTHCARE

Minneapolis, MN

Senior Population Health Analyst

May 2018-May 2019

- Led quantitative and qualitative evaluations to determine the impact and efficacy of multiple health interventions.
- Analyzed data to improve services for a Medicaid population, and synthesize information in presentations.

THE HENRY J. KAISER FAMILY FOUNDATION

Washington, DC

Policy Analyst, Medicaid and the Uninsured

September 2017-May 2018

- Evaluate the impact of federal legislative changes and proposals on public insurance and on disadvantaged groups.
- Analyze disparities in health insurance coverage along several dimensions, including gender and race/ethnicity.
- Execute statistical analyses using primary survey data and large claims data in a variety of programming languages.

INSTITUTE FOR HEALTH METRICS AND EVALUATION

Seattle, WA

Post-Bachelor Fellow

August 2014-August 2017

- Conducted team-based research as part of a quantitative and qualitative health research fellowship.
- Managed work streams from multiple projects simultaneously and delivered required products on established deadlines.
- Formulated results into papers and oral presentations to deliver to the research team and stakeholders.

Gavi Impact Evaluation Researcher

- Evaluated the impact of immunization funding and characterized the barriers to successful immunization programs using quantitative and qualitative methods, including surveys, statistical modeling, and process evaluations.
- Conducted surveys at households and health facilities, and leveraged this primary data to analyze health outcomes.
- Coordinated with collaborators in Uganda and Zambia to ensure successful implementation of scheduled activities.
- Developed slide decks, periodic and annual reports, and academic papers to disseminate results to a wide variety of audiences, including external project funders and in-country teams.

Disease Expenditure Researcher

- Performed statistical analysis in Stata and R to analyze trends in domestic healthcare spending, resulting in the synthesis of several data sources into health spending estimates for 158 health conditions.
- Developed an economic decomposition method to analyze the drivers of health spending increases.

Previous projects

- Conducted a mixed-methods evaluation of Health Systems Strengthening financial support in Cameroon and Chad, including a financial analysis of budget data, developing survey instruments for data collection, and root cause analysis.
- Performed data management and analysis for the Access, Bottlenecks, Costs, and Equity project, which included data collection, cleaning, quality assessment, and multiple imputation for health facility data from four African countries.
- Developed curriculum and delivered a quantitative methods workshop to train researchers at the University of Zambia during a six-week practicum project in Lusaka.
- Led a fiscal space assessment to determine the capacity of the Zambian government to support immunization programs.

CENTER FOR INTERDISCIPLINARY RESEARCH

Research Fellow and Analytical Consultant

St. Olaf College, Northfield, MN

September 2011-May 2012

- Conducted team-based quantitative research to develop clustering algorithms to classify neuron functioning.

LEADERSHIP AND CIVIC ENGAGEMENT

ENGLISH LEARNING CENTER

Citizenship Teacher

Minneapolis, MN

August 2018-Present

- Teach weekly lessons to prepare refugee and immigrant populations to take the United States Citizenship exam.

HEALTH ALLIANCE INTERNATIONAL

Volunteer Analytical Consultant

Seattle, WA

January 2016-July 2017

- Devised and executed an analytical plan to use survey data to quantitatively and qualitatively evaluate performance of Prevention of Mother to Child Transmission of HIV programs and interventions in Cote d'Ivoire.

NATIONAL ALLIANCE ON MENTAL ILLNESS

Support Group Volunteer

Seattle, WA

September 2015-July 2017

- Led and developed activities for weekly support group meetings attended by adults diagnosed with schizophrenia.

TECHNICAL AND LANGUAGE SKILLS

Data analysis: Advanced in R, Stata, Microsoft Excel, SQL; experience in ArcMap, Tableau

Design: Experience with Adobe Creative Suite – InDesign; Microsoft PowerPoint

Writing: Advanced in editing and producing content for articles, reports, issue briefs, and commentaries.

SELECTED PUBLICATIONS & REPORTS

1. Dieleman JL et al. *US Health Care Spending by Payer and Health Condition, 1996-2016*. JAMA. 2020
2. Dwyer-Lindgren L, **Squires E** et al. *Small area estimation of under-5 mortality in Bangladesh, Cameroon, Chad, Mozambique, Uganda, and Zambia using spatially misaligned data*. Population Health Metrics. 2018
3. **Squires E** et al. *Health Care Spending on Diabetes in the U.S., 1996-2013*. Diabetes Care. 2018
4. Mimche H, **Squires E** et al. *Resource allocation strategies to increase the efficiency and sustainability of Gavi's health system strengthening grants*. Pediatric Infectious Disease. 2018
5. Dansereau E, Miangotar Y, **Squires E**, et al. *Challenges to implementing Gavi's health system strengthening support in Chad and Cameroon: Results from a mixed-methods evaluation*. Globalization and Health. 2017
6. Dieleman JL & **Squires E** et al. (co first-authors) *Factors Associated With Increases in US Health Care Spending, 1996-2013*. Journal of the American Medical Association. 2017
7. Dieleman JL, Baral R, Birger M, Bui A, Bulchis A, Chapin A, Hamavid H, Horst C, Johnson E, Joseph J, Lavado R, Lomsadze L, Reynolds A, **Squires E** et al. *Spending on US Health Care: 158 Causes, 38 Age and Sex Groups, and 7 Types of Care, 1996-2013*. Journal of the American Medical Association. 2016
8. Bui AL, Dieleman JL, Hamavid H, Birger M, Chapin A, Duber HC, Horst C, Reynolds A, **Squires E**, Chung, PJ, Murray CJLM. *Spending on Health Care in the United States for Children: 158 Causes, 10 Age and Sex Groups, and 7 Types of Care, 1996-2013*. JAMA Pediatrics. 2016
9. Gloyd S, Granato SA, Billy DA, Robinson J, Abo K, Kouyate S, Kourai V, Bla C, Djety G, Huges J, Rowan B, **Squires E**, Wagenaar B, Kone A. *National-level analysis of the PMTCT option B program and intervention to improve retention in Cote d'Ivoire*. 2016

Lily Dunk

LILY DUNK

ldunk@pdastats.com | 612.623.9110 | 655 19th Avenue NE, Minneapolis, MN 55418

EDUCATION

B.S., Psychology 2019
University of Minnesota, Minneapolis, MN

B.A., Computer Science 2019
University of Minnesota, Minneapolis, MN

PROFESSIONAL EXPERIENCE

Assistant Analyst, Professional Data Analysts Sep 2019 – Present
Clean, process, and prepare data for analysis in evaluation and research projects. Assist statistical analysis and data visualization for reports and manuscripts.

Research Assistant, TNTLAB at University of Minnesota Sep 2018 – May 2019
Developed a simulation study of machine-learning algorithms using statistical programming. Wrote a thesis paper on uses of machine-learning and simulation studies for personnel selection research.

SELECTED PROJECTS

Prevention and Management of Chronic Disease Evaluation | *Ohio Department of Health, Sep 2019 – Present*
Assisted survey design and facilitation and analyzed survey data for Creating Healthy Communities program evaluation. Assist data visualization for Parenting at Mealtime and Playtime (PMP) and State Physical Activity and Nutrition (SPAN) programs.

Evaluation of North Dakota's Comprehensive Tobacco Control Program | *North Dakota Department of Health, Sep 2019 – Present*
Sample NDQuits program participants for follow-up surveys. Manage and monitor follow-up survey data for analysis and reporting. Collaborate with evaluators on report writing and quality assurance of the program data.

Sydney Hobart

Sydney Hobart

shobart@pdastats.com || (704) 975-3779

EDUCATION

University of Minnesota – Twin Cities

Sept. 2018-Dec. 2020

Master of Public Health | School of Public Health

Master of Public Policy | Humphrey School of Public Affairs

Appalachian State University, Boone, NC

Aug. 2014-May 2018

Bachelor of Science, Cell/Molecular Biology

Minor: Chemistry

SELECTED WORK EXPERIENCE

Associate Evaluator I

Jan. 2021 – present

Evaluation Intern

Sept. 2020-Jan 2021

Professional Data Analysts, Minneapolis, MN

- Assist with the evaluation of several statewide public health initiatives focusing on chronic disease prevention and management
- Conduct quantitative and qualitative data collection, analysis, and reporting
- Assist with Quitline survey planning and management for various states

Student Worker Para Professional

Nov. 2018 – Sept. 2020

Minnesota Department of Health, Saint Paul, MN

- Worked closely with the Evaluation & Surveillance Unit within the Office of Statewide Health Improvement Initiatives (OSHII) on matters related to the Statewide Health Improvement Program (SHIP) and other federal grants
- Assisted with planning, coordinating, and evaluating SHIP utilizing quantitative and qualitative methodology
- Analyzed evaluation data from grantees across the state and report findings to be utilized in legislative reports, annual updates, fact sheets, and other internal and external facing documents

SELECTED RESEARCH EXPERIENCE

Public Engagement Capstone

Jan. 2020-May 2020

Humphrey School of Public Affairs, Minneapolis, MN

- Led a team of four students to plan and conduct a mixed-methods, place-based study entitled *Strengthening Community Engagement to Move Public Health Equity Data to Action* in conjunction with the Center for Urban and Regional Affairs (CURA) and Scott County Public Health
- Developed, conducted, and analyzed a resident survey to assess community member needs and desires regarding active living in their neighborhood
- Created a focus group interview guide and analysis plan for future county use
- Generated a [final report](#) and presented findings, tools, and recommendations to the client to help guide future efforts

Qualitative Methods for Policy Analysis***Jan. 2019-May 2019***

Humphrey School of Public Affairs, Minneapolis, MN

- Led a team of three students to plan and conduct a qualitative study entitled *Humanizing the Marketing of On-campus Resources: Communication & Student Mental Health* to fulfill the requirements for Qualitative Methods for Policy Analysis (PA 5041)
- Conducted a literature review, drafted a conceptual framework, and developed an interview guide and protocol
- Facilitated interviews with ten students at the University of Minnesota Twin Cities, which were coded, themed, and analyzed using NVivo software
- Compiled a report and presentation of findings to be shared with faculty, staff, and students

Independent Study***June 2017-June 2018***

Appalachian State University, Boone, NC

- Acted as principal investigator on a study entitled *Student suicide on college campuses: assessing crisis management and prevention*
- Collected data from faculty, staff, and administrators regarding student suicide at Appalachian State University via interviews
- Compiled and analyzed data in preparation for potential publication

SKILLS

- Effective written and oral communication with supervisors, co-workers, and clients
- Efficient work completion, time management, and organizational abilities
- Ability to lead in group situations and delegate or follow direction as needed
- Quick and creative problem solving skills
- Experience with both quantitative and qualitative methodology and data collection
- Experience using SAS, Stata, REDCap, and NVivo
- Data visualization and storytelling