

Anna E. Epperson
CURRICULUM VITAE

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EDUCATION

- 1997-2002 University of California, Berkeley**
Bachelor of Arts, Molecular and Cellular Biology (Neurobiology)
- 2009-2012 California State University, Stanislaus**
Master of Arts with distinction, Experimental Psychology
Thesis title: "A comparison of daily hassles of caregivers of patients with Parkinson's Disease and caregivers of patients with Alzheimer's Disease"
Faculty Advisor: Lin Myers
- 2011-2016 University of California, Merced**
PhD, Psychological Sciences (Health Psychology)
Dissertation title: "Adolescent intentions and willingness to smoke cigarettes: Evaluation of a dual process model with Black, Latino, and White Youth"
Faculty Advisors: Anna V. Song and Jan L. Wallander
- 2016-Present Stanford University, Stanford Prevention Research Center**
Postdoctoral Research Fellow
Primary Faculty Mentor: Judith J. Prochaska
Secondary Faculty Mentors: Lisa Henriksen and Bonnie Halpern-Felsher

ACADEMIC APPOINTMENTS

Lecturer, Community Health & Prevention Research Program, Stanford, 2018
Postdoctoral Research Fellow, Department of Medicine, Stanford University, 2016-present

HONORS

- 2011-2013 Eugene Cota-Robles Fellowship Award, University of California, Merced
2011-2015 Higher Education Scholarship, Choctaw Nation of Oklahoma
2012-2015 Research & Travel Award, Psychological Sciences, UC Merced
2012-2015 Summer Fellowship Award, Psychological Sciences, UC Merced
2015-2016 Graduate Dean's Dissertation Fellowship Award, UC Merced

2018 Increasing Diversity in Nicotine and Tobacco Research Travel Scholarship, Society for Research on Nicotine & Tobacco

PEER-REVIEWED PUBLICATIONS

Journal Articles

- Epperson, A. E.**, Song, A. V., Wallander, J. L., Markham, C., Cuccaro, P., Elliott, M. N., & Schuster, M. A. (2014). Associations among body size, body image perceptions, and weight loss attempts among African American, Latino, and White youth: A test of a meditational model. *Journal of Pediatric Psychology, 39*, 394-404.
- Epperson, A. E.**, Depaoli, S., Song, A. V., Wallander, J. L., Elliott, M., Cuccaro, P., Tortolero, S., & Schuster, M. (2016). Perceived physical appearance: Assessing measurement equivalence in Black, Latino, and White Adolescents. *Journal of Pediatric Psychology, 42*, 142-152.
- Epperson, A.E.**, Henriksen, L., Prochaska, J.J. (2017). Natural American Spirit brand marketing casts health halo around smoking. *American Journal of Public Health, 107*, 668-670.
- Epperson, A.E.**, Prochaska, J.J., & Henriksen, L. (2018). The flip side of Natural American Spirit: Corporate social responsibility advertising. *Tobacco Control, 27*, 355-356.
- Tong, E.K., Stewart, S.L., Schillinger, D., Vijayaraghavan, M., Dove, M.S., **Epperson, A.E.**,...Kohatsu, N.D. (In press). The Medi-Cal Incentives to Quit Smoking Project: Impact of statewide outreach through health channels. *American Journal of Preventive Medicine*.
- Prochaska, J.J., **Epperson, A.E.**, Skan, J., Oppezso, M., Barnett, P., Delucchi, K.,..., Benowitz, N.L. (In press). The Healing and Empowering Alaskan Lives Toward Healthy-Hearts (HEALTHH) Project: Study protocol for a randomized controlled trial of an intervention for tobacco use and other cardiovascular risk behaviors for Alaska Native People. *Contemporary Clinical Trials*.
- Epperson, A.E.**, Anzai, N.E., Prochaska, J.J. (In press). Natural American Spirit brand preference among smokers with mental illness. *Tobacco Induced Diseases*.
- Epperson, A.E.**, Averett, P.E., Blanchflower, T., Gregory, K.R., Lee, J.G. (In press). “The Packaging is Very Inviting and Makes Smokers Feel Like They’re More Safe”: The meanings of Natural American Spirit cigarette pack design to adult smokers. *Health Education and Behavior*.
- Epperson, A.E.**, Wallander, J.L., Elliott, M.N., & Schuster, M.A. (In press). Tobacco use among Latino Adolescents: Exploring the immigrant paradox. *BMC Pediatrics*.
- Epperson, A. E.**, Wallander, J. L., Song, A. V., Depaoli, S., Peskin, M.F., Elliott, M. N., & Schuster, M. A. (In press). Gender and racial/ethnic differences in adolescent intentions and willingness to smoke cigarettes: Evaluation of a structural equation model. *Journal of Health Psychology*.
- Epperson, A.E.**, Johnson, T.O., Schleicher, N.C., Henriksen, L. (accepted). The price of Natural American Spirit relative to other cigarette brands. *Nicotine and Tobacco Research*.

Book Chapters

Halliday, D. M., **Epperson, A.E.**, and Song, A. V. (In press). Weight Loss, Obesity, and Health. In T. Revenson and R. Gurung (Eds.), *The Handbook of Health Psychology*, 3rd Edition. New York: Taylor and Francis.

MANUSCRIPTS SUBMITTED FOR PUBLICATION

Epperson, A.E., Henriksen, L., Lambin, E.F., Flora, J.A., Prochaska, J.J. (under review). American Indian Imagery in Natural American Spirit cigarettes: Associations with beliefs of a healthier way to smoke. *Tobacco Regulatory Science*.

Epperson, A.E., Lambin, E.F., Henriksen, L., Baiocchi, M., Flora, J.A., Prochaska, J.J. (under review). Natural American Spirit's pro-environment packaging and consumer perceptions of reduced-harm cigarettes. *Preventive Medicine*.

MANUSCRIPTS IN PREPARATION

Epperson, A.E., Crouch, M., Skan, J., Benowitz, N.L., Schnellbaecher, M., Prochaska, J.J. (In prep). Cultural and demographic correlates of dual tobacco use in a sample of Alaska Native adults with cardiovascular disease risk factors.

Epperson, A.E., Lambin, E.F., Henriksen, L., Baiocchi, M., Flora, J.A., Prochaska, J.J. (In prep). Adolescent Perceptions of Pro-Environment Cigarette Packaging: The impacts of marketing on misperceptions of reduced harm to health.

Epperson, A.E., Anzai, N.E., Chieng, A., Johnson, C.B., Prochaska, J.J. (In prep). Hiring manager's perceptions of tobacco use in the workplace.

Wong, S., **Epperson, A.E.**, Prochaska, J.J. (In prep). As assessment of a college campus tobacco use and policy perceptions.

PRESENTATIONS

* indicates a student under my supervision at the time of the research

Epperson, A. E., Song, A. V., & Wallander, J. L. (April 2012). Both weight status and body perceptions explain weight loss behavior in ethnically diverse adolescents. Poster presented at the annual meeting of the Society for Behavioral Medicine, New Orleans, LA.

Epperson, A. E., Song, A. V., & Wallander, J. L. (May 2012). Both weight status and body perceptions explain weight loss behavior in ethnically diverse adolescents. Presented at the University of California Merced Psychological Sciences Colloquium.

Epperson, A. E., Song, A. V., & Wallander, J. L. (March 2013). Understanding weight loss attempts and body image perceptions among African American, Latino, and White children. Poster presented at the annual meeting of the Society for Behavioral Medicine, San Francisco, CA.

- Epperson, A. E.,** Depaoli, S., Song, A. V., & Wallander, J. L. (March 2014). Measurement Invariance Testing of Body Perceptions and Weight Loss Behaviors for African American, Latino, and White Adolescents. Invited presentation at the University of California Merced 2nd Annual Psychological Sciences Research Symposium.
- Epperson, A. E.,** Song, A. V., & Wallander, J. L. (April 2014). Body Perception and Weight Loss Behavior Differences Among African American, Latino, and White Adolescents. Poster presented at the annual meeting of the Society for Behavioral Medicine, Philadelphia, PA.
- Epperson, A. E.,** Song, A. V., & Wallander, J. L. (May 2014). Do Pubertal Status and Body Perception Influence Patterns of Weight Loss Across Time? Poster presented at the annual meeting of the Association for Psychological Science, San Francisco, CA.
- *Villanueva, V., **Epperson, A. E.,** Song, A. V., & Wallander, J. L. (March 2015). Racial/Ethnic and Socioeconomic Status Disparities for Current Smoking Among Adults: A Review of the Literature. Poster presentation at the University of California Merced Undergraduate Student Poster Competition.
- Epperson, A. E.,** Song, A. V., & Wallander, J. L. (April 2015). Tobacco Use Among Latino Adolescents: Exploring the “Latino Paradox”. Poster presented at the annual meeting of the Society for Behavioral Medicine, San Antonio, TX.
- Crogman, M. T., **Epperson, A. E.,** & Tiemensma, J. (April 2015). Body satisfaction and size may not be associated with depression among racially/ethnically diverse urban and rural youth. Poster presented at the annual meeting of the Society for Behavioral Medicine, San Antonio, TX.
- Epperson, A. E.,** Song, A.V., & Wallander, J.L. (April 2016). Adolescent Intentions and Willingness to Smoke Cigarettes: Evaluation of a Dual-Process Model with Black, Latino, and White Youth. Poster presented at the annual meeting of the Society for Behavioral Medicine, Washington, DC.
- Epperson, A.E.,** Anzai, N.E., Fromont, S.C., Hall, S., & Prochaska, J.J. (January 2017). American Spirit Brand Preference Among Smokers with Serious Mental Illness. Poster presented at the 15th Annual Stanford University Community Health Symposium.
- Epperson, A.E.,** Henriksen, L., & Prochaska, J.J. (February 2017). Perceptions of “Health-Oriented” & “Pro-Environment” Tobacco Marketing. Invited presentation at the annual meeting of the Stanford Research into the Impact of Tobacco Advertising (SRITA).
- Epperson, A.E. &** Anzai, N.E. (March 2017). Motivational Interviewing: An Interactive Workshop. Invited presentation at the Northern California Psychiatric Society 2017 meeting (“Staging the Change in Psychiatry”).
- Epperson, A.E.,** Anzai, N.E., Fromont, S.C., Hall, S., & Prochaska, J.J. (March 2017). American Spirit Brand Preference Among Smokers with Serious Mental Illness. Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco.

- Epperson, A.E.**, Schleicher, N., Moor, G., Hallett, C., Nez Henderson, P., Henriksen, ..., & Leischow, S. (March 2017). What Predicts the Smoke-Free Status of American Indian Tribal Casinos? Poster presented at the 2017 National Conference on Tobacco or Health.
- *Anguiano, B., **Epperson, A.E.**, Anzai, N., Lazaro, A., & Prochaska, J.J. (April 2017). Project Total IMPACT: Screening and Recruitment Strategies of Job Seeking Smokers. Poster presented at the annual meeting of the Society of Behavioral Medicine.
- Epperson, A.E.** (May 2017). It's All Natural: Health-Oriented and Pro-Environment Tobacco Marketing. Symposium presentation for the Primary Care and Population Health Seminar Series, Stanford Prevention Research Center.
- Epperson, A.E.** (November 2017). Perceptions of Native, Natural, and Organic Tobacco Marketing in California. Presented to the Stanford University Center for Clinical Research Community Advisory Board.
- Epperson, A.E.**, Shaw, J.G., Prochaska, J.J., McClinton-Brown, R., Evans, J., Connors, K., & Ventre, N. (January 2018). Stanford's Community Advisory Board for Clinical Research (CAB): Experiences and Reflections on the First 2 Years. Poster presented at the annual Stanford Community Health Symposium.
- Epperson, A.E.**, Johnson, T.O., Schleicher, N.C., & Henriksen, L. (February 2018). Marketing Natural American Spirits: Cigarette Sales Growth and Price Variation in California Neighborhoods. Paper presented at the annual meeting of the Society for Research on Nicotine & Tobacco.
- Epperson, A.E.**, Lee, J.G.L., Gregory, K.R., Blanchflower, T., & Averett, P.E. (February 2018). "The Packaging is Very Inviting and it Does Make the Smoker Feel Like They're More Safe": The Meanings of Natural American Spirit Cigarette Pack Design to Adult Smokers. Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco.
- Epperson, A.E.**, Prochaska, J. J., Bromley-Dulfano, R., Wong, S.L. (February 2018). CVS/American Cancer Society Tobacco-Free Generation Campus Initiative: Stanford University Update. Presented at the "Be The First: Combining Efforts and Expertise to Help Northern California Youth Be Tobacco-Free" community event.
- Epperson, A.E.**, Opezzo, M., Lambin, E., Henriksen, L., Prochaska, J. J. (November 2018). Pro-environment cigarette brand marketing misleads consumers to perceive pro-health benefits. Paper presented at the annual meeting of the American Public Health Association.
- *Wong, S., **Epperson, A.E.**, Prochaska, J.J. (December 2018). Stanford Tobacco Policy Project: An Assessment of Campus Tobacco Use and Perceptions. Poster presented at the American Cancer Society Reception and Lab Tour at Stanford University.
- *Wong, S., **Epperson, A.E.**, Prochaska, J.J. (January 2019). Stanford Tobacco Policy Project: An Assessment of Campus Tobacco Use and Perceptions. Poster presented at the annual Stanford Community Health Symposium.

Epperson, A.E., Henriksen, L., Lambin, E.F., Flora, J.A., Prochaska, J.J. (February 2019). American Indian Imagery in Natural American Spirit Cigarettes: Associations with Beliefs of a Healthier Way to Smoke and Purchase Intentions. Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco.

GRANTS/AWARDS

- 9/17-8/18 **Tobacco Industry Pro-Environment Campaigns: Brand Perceptions & Counter-Marketing Solutions**
Principal Investigator: Judith J. Prochaska
Source: Stanford Woods Institute, Environmental Venture Grant
Role: Associate Investigator
- 9/17-8/18 **Assessment of Tobacco Use, Attitudes Towards Use, and Dialog on Policy Options**
Principal Investigator: Judith J. Prochaska
Source: American Cancer Society/CVS, Tobacco-Free Generation Campus Initiative
Role: Associate Investigator
- 8/17-7/19 **Perceptions of Native, Natural, 100% Additive-Free Tobacco Marketing**
Principal Investigator: Anna E. Epperson
Source: Tobacco-Related Disease Research Program, Postdoctoral Fellowship Award
Role: Principal Investigator
** Awarded, but declined
- 11/17 - 2/18 **2018 Society for Research on Nicotine & Tobacco (SRNT) Health Disparities**
Source: SRNT & California's Tobacco Related Disease Research Program
Role: Awardee
- 8/18-7/22 **University of California Merced Nicotine and Cannabis Policy Center**
Principal Investigator: Anna V. Song
Source: California State Tobacco-Related Disease Research Program
Role: Associate Investigator

PROFESSIONAL ORGANIZATIONS/SERVICE:

Memberships

- 2012-Present American Psychological Association, Division 38 Health Psychology
- 2012-Present Society of Behavioral Medicine
- 2014-2016 Association for Psychological Science
- 2016-Present Society for Research on Nicotine and Tobacco (SRNT)
- 2016 – Present American Public Health Association

Service

- 2014-2015 Graduate Student Campus Representative, American Psychological Association, Division 38: Health Psychology

- 2015-2016 Graduate Student Representative, University of California Intercampus Consortium on Health Psychology
- 2015 Graduate Student Research Advocate for the University of California Met with California State senators and assemblymen at the state capitol
- 2016-Present Fellow, Stanford Community Advisory Board for Clinical Research
- 2017-Present Scientific Reviewer, SRNT Annual Meeting
- 2014-Present Ad hoc referee for the following journals:
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| Health Education and Behavior | JAMA Internal Medicine |
| JAMA Pediatrics | Journal of Adolescent Health |
| Nicotine & Tobacco Research | PLOS ONE |
| Tobacco Control | |

TEACHING

- 2019 Guest Lecturer, Native American Studies (NATIVEAM) 240, Psychology and American Indian/Alaska Native Mental Health (undergraduate course), Stanford University. Lecture presented: *Tobacco Related Disparities Among American Indians/Alaska Natives*
- 2018 Instructor of Record, Community Health and Prevention Research (CHPR) 202: Fundamentals of R (graduate course), Stanford University.
- 2017 Guest Lecturer, CHPR 228 Theoretical Foundations and Design of Behavioral Intervention Trials (graduate course), Stanford University. Lecture presented: *Motivational Interviewing*.
- 2016 Guest Lecturer, CHPR 228 Theoretical Foundations and Design of Behavioral Intervention Trials (graduate course), Stanford University. Lecture presented: *Motivational Interviewing*.
- Guest Lecturer, PSY 221 Issues in Health Psychology (graduate course), UC Merced
- 2015 Instructor of Record, PSY 147 Health Psychology (undergraduate course), UC Merced
- 2015 Teaching Assistant, PSY 1 Introduction to Psychology (undergraduate course), UC Merced
- Teaching Assistant, PSY 159 Personality Psychology (undergraduate course) (Teaching Assistant), UC Merced
- 2014 Teaching Assistant/Guest Lecturer, PSY 147 Health Psychology (undergraduate course), UC Merced. Lectures presented: *Anatomy and Systems, Coping with Stress, Health Behavior Models, Health Disparities, and the Stress Response*.
- Teaching Assistant/Guest Lecturer, PSY 124 Health Disparities (undergraduate course), UC Merced. Lectures presented: *American Indian and Alaska Native Health Issues and Health Risk Behaviors - Tobacco Use*.

MENTORING

Date	Name	Program or School
2014-2015	Valerie Villanueva	University of California, Merced, Undergraduate student
2016-2017	Beatriz Anguiano	Stanford Prevention Research Center, Cornelius Hopper Diversity Award Fellow, Tobacco-Related Disease Research Program
2016-2017	Allison DeCastro	Stanford University, Community Health and Prevention Research, Master's student
Spring 2017	Ruth Narode	Stanford University, Community Health and Prevention Research, Master's student
Summer 2017	Arielle Kempinsky	Leadership in Health Disparities Program, Stanford University, Medical student
2017- 2018	Rebecca Bromley	Stanford University, Undergraduate student
2017 - present	Samantha Wong	Stanford University, Community Health and Prevention Research, Master's student
2018 - present	Molly Fischer	Stanford University, Community Health and Prevention Research, Master's student
2019	Sabina Aliev	Stanford University, Community Health and Prevention Research, Master's student
2019	Vanna Hovanky	Stanford University, Community Health and Prevention Research, Master's student

SKILLS

Advanced Training in Motivational Interviewing, Certified in 2016