

June Annette Flora Ph.D.

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Current Position

2010 – Present **Senior Research Scientist**, Human Science Technology Advanced Research in Stanford University of Graduate School of Education

Current research and work is on energy reduction behavior, children's and youth's engagement in climate change action, energy behavior attributes, effectiveness of motivational framed energy reduction Facebook Apps.

Previous Positions

2005-2010 **Executive Director**, SITIA, a non-profit focused on technology support for population control program personnel in five developing countries
2005- 2007 **Coordinator, Research and Evaluation** Lucile Packard Children's Hospital at Stanford's Family Centered Care Program
2001 - Present **Health Communication Research and Evaluation Consultant**
2003 - 2006 **Director, Evaluation** for Stanford/American Heart Association Partnership program
1991- Nov 2001 **Senior Research Scientist**, Stanford Center for Research in Disease Prevention, School of Medicine, Stanford University, California.

Previous Academic Positions

1986-1995 Assistant Professor, Institute for Communication Research, Department of Communication, Stanford University, California.
1982-1990 Director of Education, Stanford Five-City Project
Stanford Center for Research in Disease Prevention
1981-1982 Director, Community Organization, Stanford Heart Disease Prevention Program, Department of Medicine, Stanford University.
1976-1979 Assistant Professor, Department of Educational Psychology, University of Utah.

Education

Postdoctoral Fellow Cardiovascular Epidemiology and Preventive Medicine, Department of Medicine, Stanford University, 1979-1981.
Ph.D. Arizona State University, Educational Psychology with a specialization in Child Development, 1976.
Clinical Psychology American Psychological Association approved internship, Medical School, University of Washington, Seattle, Washington.
Intern
M.A. Arizona State University, Educational Psychology, 1974.
B.A. Bridgewater College, Virginia, Psychology, 1971.

Papers in progress

With Robinson, Boudet, Armel and Ardoin. Effects of the Girl Scouts Learning about Energy Intervention

With Ardoin, Boudet and Robinson. Development of a theory infused informal learning curriculum.

With Boudet. Effects of extreme weather experience and perceived harm on communication production and information seeking.

With Kwac, Rajagopal, & Tan. Energy Lifestyle Segmentation.

Papers under review:

Flora, J.A. & Banerjee, B. (Submitted) Effects of Need for Affect and Cognition on Behavioral Intentions. HCI International conference in Colorado.

Flora, J.A., Saphir, M., Cullen, C, & Percecca, S. (revise and resubmit). The Potential of Children as Change Agents for Sustainable Family Lifestyles: The *Cool The Earth* program. *Journal of Applied Environmental Communication*

Boudet, H, & Flora, J.A. (under colleague review, draft available). The Behavior Change Attribute Model: The Case of Energy Reduction Behavior.

Flora, J.A., Boudet, H., Armel, C. & Roumpani, M. (under revision) The Home Energy Reduction Data Base: Energy Reduction Behaviors and User-oriented Attributes

Roser, C., Flora, J.A., Myers, T. Lesizerotz, A., & Maibach, E. (submitted Journal of Environmental Psychology) Family Communication and Mutual Influence on Climate-Friendly Behavior at Home

Recent Conference presentations and submissions

Rodriquez, V., Flora, J.A. Ardoin, N. Robinson, T. (2014) Scaling Girls Learning Environment and Energy. *Presented at the 2014 American Geophysical Union Conference in San Francisco, CA*

Roser, C. & Flora, J.A, (submitted) Youth Global Warming Leadership: Influences of Personal and Parent Beliefs and School Exposure. *Conference on Communication and Environment in Colorado*

Flora, J.A. & Banerjee, B. (June, 2014). Smart Meter Electricity Graphic Feedback: A Psychological and Communication Perspective. Presented Human Computer Interaction 2014 in Crete, Greece.

Roser, C., Flora, J.A., Myers, T. Lesizerotz, A., & Maibach, E. (May, 2014) Family Communication and Mutual Influence: Climate-Friendly Behavior at Home, Presented at the International Communication Association, 2014 in Toronto, Canada.

Flora, J.A. & Boudet, S. (2013). Barriers to energy reduction behaviors: individually and in clusters. Presented at the Behavior, Energy, and Climate Change conference in Sacramento, CA.

Kwac, J. S., Flora, J. A., & Ragajopal, R. (2013). Energy Lifestyle Segmentation Using Hourly Electricity Data: Implications for Energy Efficiency and Demand Response Programs. Presented at the Behavior, Energy, and Climate Change conference in Sacramento, CA

Chadwick, S., Plano, L. Armel, C., Kolter, J. & Flora, J.A. (November, 2012) Motivational Interviewing and Energy Feedback: Development of the Energy Reduction Motivational Interview. Presented at BECC Conference, November 2012.

Kolter, J., Chadwick, S., Plano, L., Armel, C., & Flora, J.A. (November, 2012) Protocol for Developing High Resolution Energy Disaggregation: The Reference Energy Disaggregation Data (REDD). Presented at BECC Conference.

Banerjee, B., Flora, J.A., & Sahloo, A. (November, 2012) Design for Change in Behavior: Technology based Interactive Software for Energy Reduction using a Transdisciplinary Process. Presented at BECC Conference.

Reeves, B., Cummings, J., Scarborough, J., Flora, J.A. & Anderson, D. (November, 2012) Leveraging the Engagement of Games to Change Energy Behavior. Presented at BECC Conference.

Lappe, M., Saphir, M., & Flora, J. (October, 2012). Climate knowledge, behavior and communication outcomes of a national edutainment program. Presented at *NACEE* in Oakland, CA.

Roser-Renouf, C., Flora, J., Maibach, E., Leiserowitz, A. (2012). Family communication and climate-friendly behavior. *American Public Health Association*, San Francisco, CA

Reeves, B., Cummings, J.J., Scarborough, J. K, Flora, J. & Anderson, D. (Accepted 2012) Leveraging the engagement of games to change energy behavior. *Human Computer Interaction & Interactivity Design Workshop*, Denver, CO.

Flora, J., Sahoo, A., Liptsey-Rahe, A., Scalamnini, A., Wong, B., Stehly, S., and Banerjee, S. (accepted May, 2012). Engaging the human in the design of residential energy reduction applications. *Human Computer Interaction & Interactivity Design Workshop*, Denver, CO.

Flora, J. & M-A Behavior Change or Climate Change Team (2011). Teens teaching teens about Climate Change and Behavior Change, *Behavior, Energy and Climate Change Conference* in Washington D.C.

Peer-Reviewed Journal Articles and Book Chapters

Flora, J.A., Saphir, M. Lappe, M., Roser, C., Maibach, E. & Leiserowitz, A. (2015). Effects of a High School Climate Education Assembly on Six Americas Global Warming Segmentation and Knowledge, Behavioral Intentions and Behavior, *Climatic Change*.

Bailey, J., Bailenson, J. A., Flora, J.A., Armel, C. & Reeves, B. (in press). The Impact of Vivid Messages on Energy Savings Behaviors, *Environment and Behavior*.

Flora, J.A. & Banerjee, B. (in press). Smart Meter Electricity Graphic Feedback: A Psychological and Communication Perspective. *HCI International 2014 Proceedings*..

Boudet, H., Ardoin, N., Flora, J.A., Armel, C., & Robinson, T. (2014) The Role of Intrapersonal, Interpersonal and Contextual factors in the Residential, Transport and Food-related Energy Behaviors of Girl Scouts and their Families, *Energy Policy*

Flora, J.A. & Roser-Renouf, C. (2014). Climate change activism and Youth. Essay to be published in book on climate change and youth by UNICEF.

- Kwac, J. S., Flora, J. A., & Rajagopal, R (2014). ["Household Energy Consumption Segmentation using Hourly Data"](#), Smart Grid, IEEE Trans, Vol 5, p420-430.
- Kwac, J.S., Tan, C.W., Sintov, N., Flora, J., & Rajagopal, R. (2013). Utility customer Segmentation Based on Smart Meter Data: Empirical Study. ACEEE
- Houde, S. Sudarshan, A., Todd, A. Armel, C. & Flora, J.A. (2013) Real-Time Feedback and Electricity Consumption: A Field Experiment Assessing the Potential for Savings and Persistence. *The Energy Journal*.
- Russell, M., Flora, J.A. Strohmaier, M., Poschko, J., Perez, J. Yu, J., Smith, M.A. , and Rubens, N. *Semantic Analysis of Energy-Related Conversations in Social Media: A Twitter Case Study*. to appear in L.Kahle and E.G. Attay, Eds., Communicating Sustainability for the Green Economy, 2012, M.E. Sharp, Armonk, NY forthcoming.
- Mead, E., Roser-Renouf, C., Rimal, R. N., Flora, J.A., Maibach, E.W. & Leiserowitz, A. (2012) Information seeking about global climate change among adolescents: The role of risk perceptions, efficacy beliefs and parental influences. *Atlantic Journal of Communication*, 20:1, 31-52.
- Wayman, K, Yaeger, K.A., Sharek, P.J., Trotter, S., Wise, L., Flora, J.A., Halamek, L.P. (2007). Simulation-based medical error disclosure training for pediatric healthcare professionals. *Journal of Health Care Quality*.
- Amman Howard, K., Flora, J.A., Schleicher, N.C., & McChesney Gonzales, E. (2004). Alcohol point-of-purchase advertising and promotions: prevalence, content, and targeting. *Contemporary Drug Problems*. 31, Fall, 561-583.
- Stephens, K. K., Rimal, R., & Flora, J.A. (2004). Expanding the reach of health campaigns: Community organizations as meta-channels for the dissemination of health information. *Journal of Health Communication*, 9, Supplement.
- Henriksen, L., Flora, J.A., Feighery, E., & Fortmann, S.P. (2002). Effects of youth exposure to retail tobacco advertising. *Journal of Applied Social Psychology*. 32, 9, 1771-1789.
- Unger, J., Cruz, T., Schuster, D., & Flora, J.A., & Johnson, C.A. (2001). Measuring exposure to pro-and anti-tobacco marketing among adolescents: Intercorrelations among measures and associations with smoking status. *Journal of Health Communication*, 6 (1).
- Myhre, S.L., Saphir, M.N., Flora, J.A., Howard, K.A., & Gonzalez, E.M. (2000). Alcohol coverage in California Newspapers: Frequency, framing, and prominence. *Public Health Reports*.
- Myhre, S. & Flora, J.A. (2000). HIV/AIDS communication campaigns around the world. *Journal of Health Communication* 5, Supplement.
- Howard, K. A., Rogers, T., Howard-Pitney, B., Flora, J.A., Ribisl, K., & Norman, G. (2000). Opinion leaders support for tobacco control policies and participation in tobacco control activities. *American Journal of Public Health*, 90, 1283-1287.
- Henriksen, L., & Flora, J.A. (1999). Third-person perception and children: Perceived impact of pro- and anti-smoking ads. *Communication Research*, 26(6), 643-665.

- Rimal, R. N., Flora, J.A., & Schooler, C. (1999). Achieving improvements in overall health orientation: Effects of campaign exposure, information seeking and health media use. *Communication Research*, 26(3), 322-348.
- Borzekowski, D.L.G., Flora, J.A., Feighery, E., & Schooler, C. (1999). The perceived influence of cigarette advertisements and smoking susceptibility among seventh graders. *Journal of Health Communication*, 4, 105-118.
- Howard, K. A., Flora, J.A., & Griffin, M. (1999). Violence-prevention programs in schools: State of the science and implications for future research. *Applied and Preventive Psychology*, 8, 197-215.
- Rimal, R. & Flora, J.A. (1998). Bidirectional familial influences in dietary behavior: Test of a model of campaign influences. *Health Communication Research*, 24, 610-637.
- Schooler, C., Chaffee, S., Flora, J.A., & Roser, C. (1998). Health campaign channels: Tradeoffs among reach, specificity, and impact. *Health Communication Research*, 24, 410-432.
- Ribisl, K., Winkleby, M., Fortmann, S., & Flora, J.A. (1998). The interplay of socioeconomic status and ethnicity on Hispanic and white men's cardiovascular disease risk and health communication patterns. *Health Education Research*, 13, 407-417.
- Flora, J.A., Saphir, M., Schooler, C. & Rimal, R. (1997). Toward a framework for intervention channels: Reach, involvement, and impact. *Annals of Epidemiology*, S7, S104-S112.
- Schooler, C., Farquhar, J.W., Fortmann, S.P., & Flora, J.A., (1997). Synthesis of findings and issues from community prevention trials. *Annals of Epidemiology*, S7, S54-S68.
- Johnson, D., Flora, J.A., & Rimal, R. (1997). HIV/AIDS public service announcements around the world: A descriptive analysis. *Journal of Health Communication*, 2 (4), 223-234.
- Schooler, C., Feighery, E., & Flora, J.A. (1996). Relationship of adolescents' exposure to cigarette marketing and smoking. *American Journal of Public Health*, 86, 1216-1221.
- Schooler, C., Sundar, S.S., & Flora, J.A. (1996). Effects of the Stanford Five-City Project media advocacy program. *Health Education Quarterly*, 23(3), 346-364.
- Flora, J.A., Schooler, C., Mays, V.M., & Cochran, S.D. (1996). Exploring a model of symbolic communication: The case of "Magic" Johnson. *Journal of Health Psychology*, 1(3), 353-366.
- Fortmann, S.P., Flora, J.A., Winkleby, M.A., Schooler, C., Taylor, C.B., & Farquhar, J.W. (1995). Community intervention trials: Reflections on the Stanford Five-City Project. *American Journal of Epidemiology*, 142(6), 576-586.
- Cirksena, K. M. and Flora, J.A. (1995). Audience segmentation in worksite health promotion: A procedure using social marketing concepts. *Health Education Research*, 10(2), 211-224.
- Engelberg, M., Flora, J.A., & Nass, C.I. (1995). AIDS Knowledge: Effects of channel involvement and interpersonal communication. *Health Communication*, 7(2), 73-91.

Williams, J. & Flora, J.A. (1995). Health behavior segmentation and campaign planning to reduce cardiovascular disease risk among Hispanics. *Health Education Quarterly*, 22(1), 36-48.

Jackson, C., Fortmann, S., Flora, J.A., Melton, R.J., Snider, J.P., & Littlefield, D. (1994). The capacity-building approach to intervention maintenance implemented by the Stanford Five City Project. *Health Education Research*, 9, 385-396.

Pirie, P., Stone, E., Assaf, A., Flora, J.A., & Schneider, U. (1994). Program evaluation strategies from community-based programs: Perspectives from the cardiovascular disease community research and demonstration studies. *Health Education Research*, 9(1), 23-26.

Winkleby, M., Flora, J.A., & Kraemer, H. (1994). A community-based heart disease intervention: Predictors of change. *American Journal of Public Health*, 84(5), 767-772.

Flora, J.A., Lefebvre, C.R., Murray, D., Stone, E., Mittelmark, M., Assaf, A.L., & Finnegan, J. (1993). A community education monitoring system: Methods from the Stanford Five-City Project, the Minnesota Heart Health Program, and the Pawtucket Heart Health Program. *Health Education Research: Theory and Practice*, 8(1), 81-95.

Fortmann, S.P., Taylor, C.B., Flora, J.A., & Jatulis, D.E. (1993). Changes in adult cigarette smoking prevalence after 5 years of community health education: The Stanford Five-City Project. *American Journal of Epidemiology*, 137(1), 82-96.

Fortmann, S.P., Taylor, C.B., Flora, J.A., & Winkleby, M.A. (1993). Effect of community health education on plasma cholesterol levels and diet: The Stanford Five-City Project. *American Journal of Epidemiology*, 137(10), 1039-1055.

Maibach, E. W. & Flora, J.A. (1993). Symbolic modeling and cognitive rehearsal: Using video to promote AIDS prevention self-efficacy. *Communication Research*, 20(4), 517-545.

Mays, V.M., Flora, J.A., Schooler, C., & Cochran, S.D. (1992). Magic Johnson's credibility among African-American Men. *American Journal of Public Health*, 82(12), 1692-1693.

Schooler, C., Flora, J.A., & Farquhar, J.W. (1993). Moving toward synergy: Media supplementation in the Stanford-Five City Project. *Communication Research*, 20(4), 587-610.

Hyman, D.J., Paradis, G. & Flora, J.A. (1992). A comparison of participants and nonparticipants in a worksite cholesterol screening. *American Journal of Health Promotion*, 7(2), 137-141, 136.

Hyman, D.J., Maibach, E.W., Flora, J.A., & Fortmann, S.P. (1992). Cholesterol treatment practices of primary care physicians. *Public Health Reports*, 107(4), 441-448.

Hyman, D. J., Johannsson, M.B., Flora, J.F., Farquhar, J.W., & Reynolds, K.D. (1991). The impact of public cholesterol screening on diet, general well-being, and physician referral. *American Journal of Preventive Medicine*, 7(5), 268-272.

Jackson, C., Winkleby, M.A., Flora, J.A., & Fortmann, S.P. (1991). Utilization of educational resources for cardiovascular risk. *American Journal of Preventive Medicine*, 7(2), 82-88.

- Maibach, E., Flora, J.A., & Nass, C.I. (1991). Changes in self-efficacy and health behavior in response to a minimal contact community health campaign. *Health Communication, 3*(1), 1-15.
- Slater, M. D. & Flora, J. A. (1991). Health lifestyles: Audience segmentation analysis for public health interventions. *Health Education Quarterly, 18*(2), 221-233.
- Taylor, C.B., Fortmann, S.P., Flora J.A., Kayman, S., Barrett, D.C., Jatulis, D., & Farquhar, J.W. (1991). Effect of long-term community health education on body mass index. *American Journal of Epidemiology, 134*(3), 235-249.
- Albright, C.L., Flora, J.A., & Fortmann, S.P. (1990). Restaurant menu labeling: An environmental strategy for encouraging dietary changes. *Health Education Quarterly, 17*(2), 157-167.
- Farquhar, J.W., Fortmann, S.P., Flora, J.A., Taylor, C.B., Haskell, W.L., Williams, P.T., Maccoby, N., & Wood, P.D. (1990). The Stanford Five-City Project: Effects of community-wide education on cardiovascular disease risk factors. *Journal of the American Medical Association, 264*(3), 359-365.
- Flora, J.A. & Maibach, E. (1990). Cognitive responses to AIDS information: The effects of issue involvement and message appeal. *Communication Research, 17*(6), 759-774.
- Flora, J.A. & Wallack, L. (1990). Mass media and health promotion: Translation of research into practice. *Health Education Research: Theory and Practice, 5*(1), 73-80.
- Fortmann, S.A., Winkelby, M.A., Flora J.A., Haskell, W.L., & Taylor, C.B. (1990). Effect of long-term community health education on blood pressure and hypertension control: The Stanford Five City Project. *American Journal of Epidemiology, 132*(4), 629-646.
- Roser, C., Flora, J., Chaffee, S., & Farquhar, J.W. (1990). Who's listening: Predictors of knowledge in the Stanford Five-City Project. *Public Relations Review, 16*(2), 61-78.
- Flora, J. A. & Thoresen, C.E. (1988). Reducing the risk of AIDS in adolescents. *American Psychologist, 43*(11), 965-970.
- Flora, J.A. & Farquhar, J.W. (1988). Methods of message design: Experiences from the Stanford Five City Project. *Scandinavian Journal of Primary Health Care, Supplement*, 39-49.
- King, A.C., Saylor, K.E., Foster, S., Killen, J.D., Telch, M.J., Farquhar, J.W., & Flora, J.A. (1988). Promoting dietary change in adolescents: A school-based approach for modifying and maintaining healthful behavior. *American Journal of Preventive Medicine, 4*, 68-74.
- Lefebvre, C.R. & Flora, J.A. (1988). Social marketing and public health intervention. *Health Education Quarterly, 15*(3), 299-315.
- Rakowski, W., Carl, F., & Flora, J. A. (1988). Health education for older workers: Interests and preferences of university employees aged 55 and older. *Journal of Family and Community Health.*
- Altman, D.A., Flora, J.A., Fortmann, S.P., & Farquhar, J.W. (1987). Cost effectiveness of three smoking cessation programs. *American Journal of Public Health, 77*(2), 162-165.
- King, A.C., Flora, J.A., Fortmann, S.P., & Taylor, C.B. (1987). Smokers' Challenge: Immediate & long-term findings of a community based smoking cessation contest. *American Journal of Public Health,*

77, 546-549.

Sallis, J.F., Hill, R.D., Fortmann, S.P., & Flora, J.A. (1986). Health behavior change at the worksite: Cardiovascular risk reduction. *Progress in Behavior Modification*, 20, 161-167.

Sallis, J.F., Hill, R.D., Killen, J.D., Telch, M.J., Flora, J.A., Girard, J., Taylor, C.B., & Fortmann, S.P. (1986). Efficacy of self-help behavior modification materials in smoking cessation. *American Journal of Preventive Medicine*, 2, 342-344.

Farquhar, J.W., Fortmann, S.P., Maccoby, N., Williams, P.T., Flora, J.A., Taylor, C.B., Brown, B.W., Solomon, D.S., & Hulley, S.B. (1985). The Stanford Five City Project: Design and methods. *American Journal of Epidemiology*, 122(2), 323-334.

Sallis, J.F., Flora, J.A., Fortmann, S., Taylor, C.B., & Maccoby, N. (1985). Mediated smoking cessation programs in the Stanford Five City Project. *Addictive Behaviors*, 10, 441-443.

Harris, F., & Flora, J.A. (1982). Contextual variables and children's use of the passive. *Journal of Linguistics*, 11(4), 297-311.

Taylor, B., Zlutnick, S., Corley, M., & Flora, J.A. (1980). The effects of detoxification on chronic pain. *Pain*, 8, 319-329.

Neilsen-Luque, K., & Flora, J.A. (1979). Blindness: A social stimulus for help? *Rehabilitation Psychology*, 26, 186-192.

Kerr, N., Meyerson, L., LaDerne, C., Tharinger, D., Schallert, D., & Flora, J.A. (1978). Development of learning-to-learn discriminations and language production. *Rehabilitation Psychology*, 25, 65-80.

Flora, J.A., & Dybsky, M.A. (1976). The wheelchair: A social stimulus. Winner of the student paper competition for Division 22 of American Psychological Association. *Rehabilitation Psychology*, 23, 109-113.

Van Wagenen, R.K., Flora, J.A., & Walker, A.A. (1976). The introduction of mathematics through measurements of set theory: A comparison. *Journal of Research in Mathematics*.

Book Chapters

Flora, J.A. (2003). Communication campaigns to reduce cardiovascular disease: The Stanford Community Studies, In Rice, R. & Atkin, C. (Eds.) *Public Communication Campaigns: 3rd Edition*.

Flora, J.A., Schooler, C., & Pierson, R.M. (1997). Effective health promotion among communities of color: The potential of social marketing. In M.E. Goldberg (Ed.), *Social Marketing: Theoretical And Practical Perspectives* (pp. 353-373). Hillsdale, NJ: Erlbaum.

Schooler, C. & Flora, J.A. (1997). Contributions of health behavior research to community health promotion programs. In D.S. Gochman (Ed.), *Handbook of Health Behavior Research IV: Relevance for Professionals and Issues for the Future* (pp. 285-302). New York: Plenum Press.

Schooler, C. & Flora, J.A. (1996). Pervasive media violence: A public health framework for research and intervention. *Annual Review of Public Health* (pp. 275-298). Palo Alto, CA: Annual Reviews Inc.

Rimal, R.N., Fogg, B.J., & Flora, J.A. (1995). Moving toward a framework for the study of risk

communication: Theoretical and ethical considerations. *Communication Yearbook VIII*. New Brunswick, NJ: International Communication Association.

Flora, J.A. & Schooler, C. (1995). Influence of health communication environments on children's diet and exercise knowledge, attitudes, and behavior. In G.L. Kreps & D. O'Hair (Eds.), *Communication and Health Outcomes* (pp. 187-215). Cresskill, NJ: Hampton Press.

Flora, J. A., Jackson, C., Jatulis, S., & Fortmann, S.P. (1993). Organizations in mass media campaigns: The Stanford Five-City Project. In T. Backer & E. Rogers (Eds.), *Organization Aspects of Health Communication Campaigns: What Works?* (pp.101-128). Newbury Park, CA: Sage Publications.

Slater, M. & Flora, J.A. (1993). Is health behavior consumer behavior? Health behavior determinants, audience segmentation, and designing media health campaigns. In E.M. Clark, T.C. Brock & D.W. Stewart (Eds.), *Attention, Attitude and Affect in Response to Advertising* (pp. 273-286). Hillsdale, NJ: Erlbaum.

Schooler, C., Flora, J.A., & Farquhar, J.W. (1992). Media use habits and education campaign recall in the Stanford Five-City Project. *Proceedings of the "Promoting Dietary Change in Communities: Applying Existing Models of Dietary Change to Population-Based Interventions."* Seattle, WA: Fred Hutchinson Cancer Research Center.

Flora, J. A. (1991) Integrating Evaluation into the development and design of risk communication programs. In A. Fisher, M. Pavlova, V. Covello (Eds.), *Evaluation and Effective Risk Communications Workshop Proceedings* (pp. 33-40). Washington, D.C.: U.S. Government Printing Office.

Flora, J.A. & Cassady, D. (1990). Roles of media in community-based health promotion. In N. Bracht (Ed.), *Community Organization in Community Based Health Promotion Programs*. Beverly Hills, CA: Sage.

Flora, J.A. (1990). *Strategies for Enhancing Adolescents' Health Through Music Media*: Paper published by the Carnegie Council on Adolescent Health.

Flora, J. A. & Taylor, C. B. (1990). Community Level approaches to the study of anxiety disorders: Implications from the Stanford Five City Project. In P. Muheur (Ed.), *Conceptual Research Models for Preventing Mental Disorders*. Washington, D.C.: National Institute of Mental Health.

Chaffee, S., Roser, C., & Flora, J. (1989). In C.T. Salmon (Ed.), *Information Campaigns: Managing the Process of Social Change*. Newbury Park, CA: Sage Publications.

Flora, J. A. & Thoresen, C.E. (1989). Components of a comprehensive strategy for reducing the risk of AIDS in adolescents. In V. Mays & G. Albee (Eds.), *Prevention of AIDS*. Hanover, NH: University Press of New England.

Flora, J.A., Maccoby N., & Farquhar, J.W. (1989). Cardiovascular Disease Prevention: The Stanford Community Studies. In R.E. Rice, & C. Atkins (Eds.), *Public Communication Campaigns* (pp. 233-252). Beverly Hills, CA: Sage.

Flora, J.A., Maibach, E., & Maccoby, N. (1989). Mass media across four levels of health promotion intervention, In J. Breslow (Eds.), *Annual Review of Public Health* (pp. 181-201). Palo Alto, CA: Annual Reviews, Inc.

Flora, J.A., Jackson, C., & Maccoby, N. (1989). Indicators of societal action to promote physical health.

In S. Kar, (Ed.), *Individual And Societal Actions For Health Promotion: Strategies And Indicators* (pp. 118-139). Beverly Hills, CA: Springer.

Schooler, C. & Flora, J.A. (1989). Impact of communication theory on dietary behavior change: Efficacy and appropriate use of different media. United States Dept. of Health and Human Services. *The Surgeon General's Report On Nutrition And Health*. Washington, DC: Public Health Service, Office of the Surgeon General.

Taylor, C. B., Houston Miller, N., & Flora, J. A. (1988). Principles of health behavior change. In S.N. Blair, P. Painter, R.R. Pate, L.K. Smith, & C.B. Taylor (Eds.), *Resource Manual for Guidelines for Exercise Testing and Prescription* (pp. 323-328). Philadelphia, PA: Lea & Febiger.

Flora, J.A., Farquhar, J.W., Fortmann, S.P., & Rogers, E.M. (1985). The Stanford Five-City Project: A Description. In H. Hofman (Ed.), *Primary and Secondary Prevention of Coronary Heart Disease* (pp. 34-43). Berlin: Springer-Verlag.

Farquhar, J.W., Fortmann, S.P., Maccoby, N., Wood, P.D., Haskell, W.L., Taylor, C.B., Flora, J.A., Solomon, D.S., Rogers, T., Adler, E., Breitrose, P., & Weiner, L. (1984). The Stanford Five City Project: An Overview. In J.D. Matarazzo, N.E. Miller, S.M. Weiss, J.A. Herd, & S.M. Weiss (Eds.), *Behavioral Health: A Handbook of Health Enhancement and Disease Prevention* (pp. 1154-1156). Silver Spring, MD: Wiley Press.

Professional Activities

Reviewer for Climatic Change (2014)

Reviewer for Journal of Environmental Psychology (2014)

Menlo Park-Atherton Educational Foundation, Vice President 2003, President 2004,

MPAEF Endowment Advisory Board, Chair 2005-present

Editorial Board, Social Marketing Quarterly (ended 2008)

Senior Advisor, Porter Novelli California (ended 2005)

Chair, Board of Advisors, Health Care Division, Foote Cone and Belding (ended 2004)

Advisor, Expert Panel on Behavior Change, White House Office of National Drug Control Policy (1998-Jan. 2000).

Member, Advisory Board for the Office of Cancer Communication of the National Cancer Institute (1995-1999).

Member, Advisory Board for the Centers for Disease Control and Prevention (1994-1997).

Member, Research Committee, American Cancer Society (1994-1996).

Member, National Committee on Population Based Strategies for Cholesterol Reduction, National Heart Lung and Blood Institute (1988-present).

Reviewer for National Heart, Lung and Blood Institute (1987-present).

Reviewer for National Cancer Institute, Nutrition (1986-present).

Consultant, Plan for Preventing Alcohol Related Problems in San Diego, Applied Communication Technology (1986-1990).

Board of Advisors, Center for Science in the Public Interest (1986-present).

President, Health Communication Division, International Communication Association (1992-1994).

Research Advisor, Grocery Store Interventions, American Cancer Society (1987-1989).

Reviewer for National Institutes of Mental Health, AIDS proposals (1986-1989).

Chair, Coordinating Committee for Community Demonstration Projects, National Heart, Lung and Blood Institute (1985-86, 1987-1988).

Consultant, National Public Awareness Campaign and National Health Promotion Program, Kaiser Family Foundation (1987).

Consultant, Preventive Health Care Services Project, Health Care 2000, Harvard Community Health Plan

(1987).

Member, Ad hoc committee on worksite health promotion for the NCI Scientific Board of Advisors.
Consultant, NCI funded grant to study the dissemination of DES drug information, Dr. Barbara Cohn, UC Berkeley School of Public Health, and Dr. Deborah Winegrad, UC San Diego School of Medicine, principal investigators.

Research Advisor, Study of Violence Prevention for *Youth Alive*, a non-profit organization in Oakland, CA.

Editorial Board, Journal of Health Communication (1997-1999)

Editorial Board, Communication Research(1999-2000)

Editorial Board, Social Marketing Quarterly (2004- Present)

Reviewer, Journal of Environmental Psychology (Present)

Reviewer, Communication Research (1995-2001).

Reviewer, Communication Yearbook (1994).

Reviewer, Journal of Adolescent Medicine (1992-2001).

Reviewer, Health Education Research (1988-2001).

Reviewer, Communication Theory (1993-2001).

Reviewer, Journalism Quarterly (1993-2001).

Reviewer, American Psychologist (1993-1995).

Reviewer, Health Education Quarterly/Health Education and Behavior (1993-2001).

Reviewer, Health Psychology (1988, 1991).

Reviewer, National Cholesterol conference (1988).

Courses taught at Stanford:

Communication Theory, Ph.D.

Health Communication Research, Ph.D.

Campaigns, BA, MA and Ph.D.

Research Methods, Ph.D.

Communication Theory, Ph.D.

Behavioral Medicine, BA

Health Communication Seminar, Ph.D.

Social Marketing Seminar, Ph.D.

Communication – Basic Overview, undergraduate

Educational Psychology, undergraduate