

# Natoshia M. Askelson, MPH, PhD

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## Education

**College of Public Health**, University of Iowa, Iowa City, IA  
**PhD**, Department of Community and Behavioral Health, Subtrack in Health Communication, December 2008  
Dissertation: "The birds, the bees, and the HPVs: predicting mothers' and physicians' intentions to vaccinate girls against HPV and communicate about sex"

**Rollins School of Public Health**, Emory University, Atlanta, GA  
**MPH**, International Health and Health Education, August 1998  
Thesis: "Communication challenges for a public health department in a multicultural setting"

**University of Iowa**, Iowa City, IA  
**Honors BA Global Studies**: Africa, Development, and Women's Health  
**BA German**  
**Minor in Women's Studies**, December 1995

## Additional Education Training

Participant in 5<sup>th</sup> Annual National Institutes of Health, Advanced Training Institute of Health Behavior Theory (Summer 2010)

## Professional and Academic Positions

**Assistant Professor**, Department of Community and Behavioral Health, College of Public Health, and secondary appointment at Public Policy Center, University of Iowa, Iowa City, IA (May 2015- current)

**Associate Research Scientist**, Department of Community and Behavioral Health, College of Public Health & Public Policy Center, University of Iowa, Iowa City, IA (June 2013- May 2015)

- Principal investigator and co-investigator for research studies funded by foundations, the federal government, and state government.

**Assistant Research Scientist and Assistant Director of the Center for Health Communication and Social Marketing**, Department of Community and Behavioral Health, College of Public Health, & affiliated research scientist at the Public Policy Center, University of Iowa, Iowa City, IA (December 2008-May 2013)

- Principal investigator and co-investigator for projects funded by foundations, the federal government, and state government.

**Graduate Research Assistant**, Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (June 2005-December 2008)

**Graduate Research Assistant**, Public Policy Center, University of Iowa, Iowa City, IA (January 2006- January 2008)

**Graduate Research Assistant**, Iowa Center for Evaluation Research, College of Public Health, University of Iowa, Iowa City, IA (October 2004 - January 2006)

**Research Assistant**, Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (September 2004 – December 2004)

**Health Educator and Outreach Coordinator**, Iowa City Family Planning Clinic, Department of Obstetrics and Gynecology, University of Iowa Health Care, Iowa City, IA (October 2000 – December 2002)

**Oak Ridge Institute for Science and Education Fellow as Health Communication Specialist**, Centers for Disease Control and Prevention, Office of the Director, Office of Communication, Division of Health Communication, Atlanta, GA (September 1999 – November 2000)

- Worked on health communication activities such as the evaluation of the National Diabetes Education Program, CDC's Entertainment-Education agenda, and development of CDCynergy.

**Consultant for Cultural Competency Training**, The Centers for Disease Control and Prevention, Office of Communication and National Center for Environmental Health (NCEH), Atlanta, GA (March – July 1999)

- Developed cultural competency training for NCEH researchers and communicators.

**Data Collector**, Chlamydia Screening Study, Prudential Center for Health Care Research and Emory University School of Medicine, Atlanta, GA (November 1998 - February 1999)

**Data Abstracter**, Georgia Immunization Study, Rollins School of Public Health and the Georgia Division of Public Health (October 1998 - January 1999)

**Research Intern for DeKalb County Board of Health**, Atlanta, GA (September 1997 - February 1998)

**Counselor and Service Coordinator for refugees from Kosovo**, Biberach, Germany (March - July 1996)

## **Honors, Awards, Recognitions, Outstanding Achievements**

- 2013 Top paper in health communication. Campo, S., Spies, E., & Askelson, N. Applying the Theory of Normative Social Behavior to predicting parents' perceptions of their first year college student's alcohol use. National Communication Association, Washington, D. C.
- 2010 Delta Omega Honorary Society in Public Health
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Television Advertising Single Spot for The Amazing Choice (Avoidthestork.com)
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Magazine Advertising/ Single Grocery Store (Avoidthestork.com)
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Total Advertising Campaign (with Television) Avoid the Stork
- 2010 The 27th Annual Healthcare Advertising Awards Gold Winner for Radio Advertising/ Single Spot Drive There (Avoidthestork.com)
- 2009 W3Silver Award for Integrated Health Marketing Campaign for AvoidtheStork.com, International Academy for the Visual Arts
- 2009 W3Silver Award for Public Service Web Video for AvoidtheStork.com, International Academy for the Visual Arts
- 2009 Davey Gold Award for Integrated Campaign: Not for Profit for AvoidtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Commercials: Not for Profit for AvoidtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Web sites: Health for AvoidtheStork.com, International Academy for the Visual Arts
- 2006 Bronze Award for Excellence in Public Health Communication in 2006 from National Public Health Information Coalition (NPHIC) for colorectal cancer screening campaign poster, Ackley to Zwingle, Every lowan Age 50 and Older

## Teaching

**Lecturer**, *German Conversation*, University of Ibadan, Ibadan, Nigeria (April - July 1994)

**Teaching Assistant**, *Behavioral Research and Health Communication*, Rollins School of Public Health, Emory University, Atlanta, GA (Spring, 1998)

**Graduate Teaching Assistant**, *Introduction to Health Promotion and Disease Prevention*. 172:101. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Spring, 2006)

**Graduate Teaching Assistant**, *Health Communication*. 172:240. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Summer, 2007)

**Adjunct Lecturer/Instructor**, *Health Communication Campaigns*. 172:246. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Spring, 2009)

**Adjunct Lecturer/Instructor**, *Health Communication Campaigns*. 172:246. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Spring, 2010)

**Adjunct Lecturer/Instructor**, *Introduction to Health Promotion and Disease Prevention*. 172:101. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Fall, 2011)

**Adjunct Lecturer/Instructor**, *Health Communication Campaigns*. 172:246. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Spring, 2012)

**Assistant Professor**, *Qualitative Research for Public Health*. 5310:0001/172:183:001. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Fall, 2015).

**Assistant Professor**, *Evaluation 1: Approaches and applications*. 5305:0001. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Fall, 2016).

**Assistant Professor**, *Introduction to Health Promotion and Disease Prevention*. CBH:4105:0100. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Spring, 2017).

**Assistant Professor**, *Evaluation 1: Approaches and applications*. 5305:0001. Department of Community and Behavioral Health, College of Public Health, University of Iowa, Iowa City, IA (Fall, 2017).

## Student mentoring

**Stefanie Warsaw**, Undergraduate, College of Liberal Arts and Science, University of Iowa, Spring 2013

Role: Preceptor

Undergraduate Honors Project: *Is the HPV vaccination a viable solution to cervical cancer in Peru?*

**Paige Madsen**, Department of Journalism and Mass Communication, University of Iowa, Spring 2014

Role: Comprehensive exam committee member, Dissertation committee member

**Tatiana Correa**, MPH, University of Iowa, Summer 2014

Role: Preceptor

MPH Practicum: *Community Needs Assessment of Latino Adolescent Health Issues*

**Stephanie Edmonds**, PhD College of Nursing, University of Iowa, Fall 2014

Role: Dissertation committee member

**Meghan Francis**, MPH, Des Moines University, Spring/Summer 2015  
Role: Preceptor

**Nadia Sabbagh**, School of Social Work, University of Iowa, Summer 2016  
Role: Comprehensive exam committee member

**George Pro**, Community & Behavioral Health, University of Iowa, Fall 2016  
Role: Comprehensive exam committee member

**Grace Ryan**, Community & Behavioral Health, University of Iowa, Fall 2016  
Role: PhD Advisor

**Patrick Brady**, Community & Behavioral Health, University of Iowa, Fall 2016  
Role: PhD Advisor

**Gina Chieffo**, Community & Behavioral Health, University of Iowa, Fall 2016  
Role: MPH Advisor

**Whitney Bash-Brooks**, Community & Behavioral Health, University of Iowa, Fall 2017  
Role: MPH Advisor

## **Publications**

### ***Peer-Reviewed Papers***

Damiano, P. C., Momany, E. T., Carter, K. D., Jones, M. P., & Askelson, N. M. (2008). Time to first dental visit after initially enrolling in Medicaid and S-SCHP. *Medical Care*, *46*(12),1234-1239. doi: 10.1097/MLR.0b013e31817d92cd

Campo, S., Askelson, N. M., Routsong, T., Graaf, L., Losch, M., & Smith, H. (2008). The Green Acres effect: A new colorectal cancer screening campaign tailored to rural audiences. *Health Education & Behavior*, *35*, 749-762. doi: 10.1177/1090198108320358

Askelson, N. M., Campo, M., Mastin, T., & Slonske, M. (2009).The missing role of parents: A content analysis of newspaper coverage of parenting practices and communication strategies for addressing binge drinking. *Communication Research Reports*, *26*, 50-61. doi:10.1080/08824090802637031

Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (2009). Using evidence-based research to redirect a conversation: Newspapers coverage of strategies to address college binge drinking. *Public Relations Review*, *35*, 411-418. doi: 10.1016/j.pubrev.2009.05.013

Askelson, N. M., Campo, S., Lowe, J., Dennis, L. K., Smith, S., & Andsager, J. (2010). Factors related to physicians' willingness to vaccinate girls against HPV: The importance of subjective norms and perceived behavioral control. *Women & Health*, *50*, 144-158. doi:10.1080/03630241003705094

Askelson, N. M., Campo, S., Lowe, J., Smith, S., Dennis, L. K., & Andsager, J. (2010). Using the Theory of Planned Behavior to predict mothers' intentions to vaccinate their daughters against HPV. *Journal of School Nursing, 26*, 194-202. doi: 10.1177/1059840510366022

Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Preventing unintended pregnancy and improving contraceptive use among young adult women in a rural, Midwestern state: Health promotion implications. *Women & Health, 50*(3), 279-296. doi:10.1080/03630242.2010.480909

Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Caution, the use of humor may lead to confusion: Evaluation of a video podcast of the Midwest Teen Sex Show. *American Journal of Sexuality Education, 5*, 201-216. doi:10.1080/15546128.2010.503857

Spies, E. L., Askelson, N. M., Gelman, E. & Losch, M. (2010). Young women's knowledge, attitudes, and behaviors related to long-acting reversible contraceptives. *Women's Health Issues, 20*(6), 394-399. <http://dx.doi.org/10.1016/j.whi.2010.07.005>

Chalmers, J. M., Kuthy, R. A., Momany, E. T., Chi, D. L., Bacon, R. A., Lindgren, S. D., Askelson, N. M., & Damiano, P. C. (2011). Dental utilization for adult Medicaid enrollees having intellectual and developmental disabilities (IDD). *Special Care in Dentistry, 31*(1), 18-26. doi:10.1111/j.1754-4505.2010.00174.x

Askelson, N. M., Campo, S., & Carter, K. (2011). Completely isolated? Health information-seeking among social isolates. *Health Education and Behavior, 38*(2), 116-122. doi:10.1177/1090198110369055

Askelson, N. M., Campo, S., Smith, S., Lowe, J. B., Dennis, L. K., & Andsager, J. (2011). The birds, the bees, and the HPVs: What drives mothers' intentions to use the HPV vaccination as a chance to talk about sex? *Journal of Pediatric Health Care, 25*, 162-170. doi: 10.1016/j.pedhc.2010.01.001

Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (2011). The secondhand effects of college drinking: The need for media relations. *Public Relations Journal, 5*(2), 1-21.

Askelson, N. M., Campo, S., Smith, S., Lowe, J. B., Dennis, L., & Andsager, J. (2011). Assessing physicians' intentions to talk about sex when they vaccinate girls against HPV. *Sex Education: Sexuality, society and learning, 11*(4), 431-441. doi: 10.1080/14681811.2011.595252

Mastin, T., Campo, S., & Askelson, N. M. (2012). African American women and weight loss: Disregarding environmental challenges. *Journal of Transcultural Nursing, 23*(1), 38-45. doi: 10.1177/1043659611414140

Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2012). Ambivalence, communication, and past use: Understanding what influences women's decisions to use contraceptives. *Psychology, Health & Medicine, 17*(3), 356-365. doi: 10.1080/13548506.2011.608432

Askelson, N. M., Campo, S., & Smith, S. (2012). Mother-daughter communication about sex: The influence of authoritative parenting style. *Health Communication, 27*(5), 439-448. doi: 10.1080/10410236.2011.606526

Campo, S., Askelson, N. M., Carter, K. D., & Losch, M. E. (2012). Segmenting audiences and tailoring messages: Using the Extended Parallel Process Model and cluster analysis to improve health campaign. *Social Marketing Quarterly, 18*(2), 98-111. doi: 10.1177/1524500412450490

Chi, D. L., Momany, E. T., Jones, M. P., Kuthy, R. A., Askelson, N. M., Wehby, G., & Damiano, P. C. (2013). Relationship between well baby visits and first dental examinations for young children in Medicaid. *American Journal of Public Health, 103*, 347-354. doi:10.2105/AJPH.2012.300899

Kuthy, R.A., Pendharkar, B., Momany, E. T., Jones, M. P., Askelson, N. M., Chi, D. L., Wehby, G. L., & Damiano, P. C. (2013). Factors affecting age at first dental exam for Medicaid-enrolled children seen at Federally Qualified Health Centers. *Pediatric Dentistry, 35*(3), 100E-106E(7).

Campo, S. Askelson, N. M., Spies, E. L., & Losch, M. E. (2013). "Wow, that was funny": The value of exposure and humor in fostering campaign message sharing. *Social Marketing Quarterly, 19*(2), 84-96. doi: 10.1177/1524500413483456

Kuthy, R. A., Kavand, G., Momany, E.T., Jones, M. P., Askelson, N. M., Chi, D. L., Wehby, G. L., & Damiano, P. C. (2013). Periodicity of dental recall visits for young children first seen in community health centers. *Journal of Public Health Dentistry, 73*(4), 217-279. doi: 10.1111/jphd.12018

Chi, D. L., Momany, E. T., Jones, M. P., Kuthy, R. A., Askelson, N. M., Wehby, G. L., & Damiano, P. C. (2013). An explanatory model of factors related to well baby visits by age three years for Medicaid-enrolled infants: A retrospective cohort study. *BMC Pediatrics, 13*:158. doi:10.1186/1471-2431-13-158

Askelson, N. M. Chi, D. L., Hanson, J. D., Ortiz, C., Momany, E. T., Kuthy, R. A., & Damiano, P.C. (2013). Preventive Dental Care Utilization for Preschool-aged Children in Medicaid: Parents' Perceptions and Experiences with Medicaid Dentists. *Journal of Theory and Practice of Dental Public Health, 1*(3), 26-31.

Askelson, N. M., Chi, D. L., Momany, E. T., Kuthy, R. A., Ortiz, C., Hanson, J. D., & Damiano, P.C. (2014). Encouraging early preventive dental visits for preschool-aged children enrolled in Medicaid: Using the Extended Parallel Process Model to conduct formative research. *Journal of Public Health Dentistry, 74*(1), 64-70 doi: 10.1111/j.1752-7325.2012.00369.x

Kuthy, R. A., Jones, M. P., Kavand, G., Momany, E. T., Askelson, N. M., Chi, D.L., Wehby, G., & Damiano, P. C. (2014). Time until first dental caries for young children first seen in Federally Qualified Health Centers: a retrospective cohort study. *Community Dentistry and Oral Epidemiology*, 42(4), 300-310. doi: 10.1111/cdoe.12096

Campo, S., Kohler, C., Askelson, N. M., Ortiz, C., & Losch, M. (2015). It isn't all about language: Communication barriers for Latinas using contraceptives. *Journal of Transcultural Nursing*. 26(5), 466-472. doi: 10.1177/1043659614524784

Askelson, N. M., Losch, M. L., Thomas, L., & Reynolds, J. (2015). "Baby? Baby Not?": Exploring women's narratives about ambivalence towards an unintended pregnancy.. *Women and Health*, 55(7), 842-858. doi: 10.1080/03630242.2015.1050543

Golembiewski, E. H., Askelson, N. M., Elchert, D. M., Leicht, E. A., Scheidel, C. A., & Delger, P. J. (2015). From policy to practice: Parent perceptions of the 2010 Federal School Lunch Mandate. *Journal of Child Nutrition & Management*. 39(1).

Askelson, N. M., Chi, D. L., Momany, E. T., Kuthy, R. A., Carter, K. D., Field, K., & Damiano, P. C. (2015). The importance of efficacy: Using the Extended Parallel Process Model to examine factors related to preschool-age children enrolled in Medicaid receiving preventive dental visits. *Health Education & Behavior*, 42, 805-813. PubMed PMID: 25862302. doi: 10.1177/1090198115580575

Askelson, N. M., Golembiewski, E. H., DePriest, A., O'Neill, P., Delger, P., & Scheidel, C. (2015). The answer isn't always a poster: Using social marketing principles and concept mapping with high school students to improve participation in school breakfast. *Social Marketing Quarterly*. 21 (3), 119-134 doi: 10.1177/1524500415589591

Lubker-Cornish, D., Askelson, N. M. & Golembiewski, E. H. (2015). Professional Networks among Rural School Food Service Directors Implementing the Healthy, Hunger-Free Kids Act' *Journal of Child Nutrition & Management*. 39(1), 1-13.

Askelson, N. M., Lubker-Cornish, D., & Golembiewski, E. H. (2015). Rural school food service director perceptions on voluntary school meal reforms. *Journal of Agriculture, Food Systems, and Community Development*, 6(1), 65-75, doi.org/10.5304/jafscd.2015.061.007

Lubker-Cornish, D., Askelson, N. M., & Golembiewski, E. H. (2016). 'Reforms might have looked really good on paper': Understanding how rural food service directors have responded to the Healthy, Hunger-Free Kids Act of 2010. *Journal of School Health*, 86 (2), 113-120. doi: 10.1111/josh.12356

McDonald, A. B., McGehee, D. V., Chrysler, S. T., Askelson, N. M., Angell, L. S., & Seppelt, B. D. (2016). National survey identifying gaps in consumer knowledge of advanced vehicle safety systems. *Transportation Research Record: Journal of the Transportation Research Board*, N. 2559, doi: 10.3141/2559-01

- Askelson, N. M., Edmonds, S. W., Momany, E. T., & Tegegne, M. (2016). Understanding clinic practices for HPV vaccination series completion: Survey of clinic managers in Iowa. *Sexually Transmitted Disease*, 43(7), 445-449. doi: 10.1097/OLQ.0000000000000462
- Askelson, N. M., Golembiewski, E. H., Baquero, B., Momany, E. T., Friberg, J., & Montgomery, D. (2017). The importance of matching the evaluation population to the intervention population: An example from a nutrition education intervention. *Evaluation and Program Planning*, 60, 64-71. doi.org/10.1016/j.evalprogplan.2016.09.008
- Askelson, N. M., Golembiewski, E. H., Ghattas, A., Williams, S., Delger, P., & Scheidel, C. (2017). Exploring the parents' attitudes and perceptions about school breakfast to understand why participation is low in a rural, Midwest state. *Journal of Nutrition Education and Behavior*.49 (2), 107-116. doi.org/10.1016/j.jneb.2016.10.011
- Askelson, N. M., Golembiewski, E. H., Bobst, A., Delger, P., & Scheidel, C. (2017). Understanding perceptions of school administrators related to school breakfast in a low-school breakfast participation state. *Journal of School Health* 87(6), 427-434. doi: 10.1111/josh.12511
- Askelson, N. M., Wright, B., Bentler, S. E., Momany, E. T., & Damiano, P. C. (2017). Iowa's Medicaid expansion promoted healthy behaviors, but was challenging to implement and attracted few participants. *Health Affairs* 36(5), 799-807. doi: 10.1377/hlthaff.2017.0048
- Whitcomb, E. A., Askelson, N. M., Friberg, J. E., Sinelnikov, S. S., & Bukowski, T. (2017). Development of a hybrid model with elements of information seeking, behavioral change and social influence. *Transportation Research Part F: Traffic Psychology and Behaviour* 46(Part A), 161-168. doi.org/10.1016/j.trf.2017.01.013
- Bohn, C., McQuistan, M., McKernan, S. & Askelson, N. M. Preferences related to the use of mobile apps as dental patient educational aids: A pilot study. In press. *Journal of Prosthodontics*. doi: 10.1111/jopr.12667
- Wright, B. Askelson, N. M., et al Completion of requirements in Iowa's Medicaid expansion premium disincentive program, 2014-2015. In press. *American Journal of Public Health*.

### **Non-Peer-Reviewed Papers**

- Campo, S., Routsong, T., & Askelson, N. M. (June 2005). Determining CDC's Screen for Life Campaign appropriateness for use in rural Iowa: Survey results. Report to Iowa Department of Public Health.
- Campo, S., Routsong, T., & Askelson, N. M. (June 2005). Perceptions of colorectal cancer screening: Gender differences. Report to Iowa Department of Public Health.
- Campo, S., Routsong, T., & Askelson, N. M. (June 2005). Perceptions of colorectal cancer screening: Preliminary survey results for screened and unscreened rural Iowans. Report to Iowa Department of Public Health.

Campo, S., Routsong, T., & Askelson, N. M. (June 2005). Perceptions of colorectal cancer screening among rural lowans: Comparing those under 65 with those ages 65 and over. Report to Iowa Department of Public Health.

Wallis, A., Mercer, K., & Askelson, N. M. (September 2005). Medical home phase 1 and 2 evaluation report. Report to Child Health Specialties Clinics, University of Iowa.

Campo, S., Askelson, N. M., & Routsong, T. (March 2006). Focus group report for testing of Iowa's colorectal cancer screening campaign. Report to Iowa Department of Public Health.

Campo, S. & Askelson, N. M. (August 2006). Evaluation of Iowa's New Colorectal Cancer Screening Promotion Campaign. Final Report to the Iowa Department of Public Health.

Damiano, P., Willard, J., & Askelson, N. M. (August 2006). Barriers to enrollment for children in Iowa hawk-i and Medicaid Programs. Final report to the Iowa Department of Human Services and the Wellmark Foundation.

Campo, S., & Askelson, N. M. (January 2007). Focus group results: The (lack of) transferability of rural Iowa's colorectal cancer screening. Report to Iowa Department of Public Health.

Campo, S., Askelson, N. M., & Routsong, T. (July 2007). Evaluation of Iowa's new colorectal cancer screening campaign in Clay County. Report to Iowa Department of Public Health.

Momany, E. T., Damiano, P. C., Lindgren, S. D., Bacon, R. A., Kuthy, R. A., McBrien, D. M., Askelson, N. M., Chi, D. L., & Chalmers, J. M. (December, 2008). Health care utilization by Iowa Medicaid enrollees identified as mentally retarded/developmentally disabled. Report to Iowa Department of Human Services.

Askelson, N. M., Momany, E. T., & Damiano, P. C. (July 2010). Health behaviors and health literacy of IowaCare enrollees with diabetes. Report to Iowa Department of Human Services.

Askelson, N. M., Golembiewski, E., & Elchert, D. (June 2013). Focus group report for Iowa Department of Public Health, SNAP-ED. Report to Iowa Department of Public Health.

Askelson, N. M., Golembiewski, E., & Elchert, D. (June 2013). Iowa parent school lunch survey: Formative research for communication about school meal pattern changes. Report to Iowa Department of Education.

Askelson, N. M., Golembiewski, E., Turchi, J., Elchert, D., & Tegegne, M. (October 2013). Evaluation of Iowa's CHIPRA II Outreach and Enrollment Project. Report to Iowa Department of Public Health.

Askelson, N. M., Golembiewski, E. H., DePriest, A. M., O'Neill, P., Delger, P., Scheidel, C. & students at Waukee High School, Pleasant Valley High School, & Cedar Rapids Jefferson High School. (July 2014). Ways to make school breakfast the easy and healthy choice: Responding to the students. Report to Iowa Department of Education.

Askelson, N. M., Golembiewski, E. H., Tegene, M. A., DePriest, A. M., & Shultz, H. M. (August 2014). IowaCare: Examining the implementation of the IowaCare program in Federally Qualified Health Centers. Report to Iowa Department of Human Services.

Askelson, N.M., Turchi, J., Elchert, D., Golembiewski, E., Leicht, E., & Rasmusson, A. (Summer 2014). Say What?! Sexual health: Adolescent social network characteristics and communication patterns. Healthy Generations: University of Minnesota School of Public Health. 23-25.

Askelson, N. M., Baquero, B., Golembiewski, E., DePriest, A., & Momany, E. (Fall 2014). Examining parent-child communication about fruits and vegetables in the context of a classroom-based intervention. Report to Iowa Department of Public Health.

Askelson, N. M., Baquero, B., Golembiewski, E., Heath, M., & Friberg, J. (Fall 2014). A qualitative investigation of parent-child communication about fruits and vegetables in the context of a classroom-based intervention. Report to Iowa Department of Public Health.

Askelson, N. M., Bentler, S., Momany, E., & Golembiewski, E. (Fall 2014). The implementation of Iowa Medicaid Health Homes from the perspective of the clinic. Report to Iowa Department of Human Services.

Askelson, N. M., & Golembiewski, E. (Fall 2014). Interviews with Pick a better snack contractors about policy, system, and environmental change. Report to Iowa Department of Public Health.

Askelson, N. M., Wright, B., Bentler, S. E., Momany, E. T., McInroy, B., Heeren, T., Damiano, P. C. (Spring 2016). Healthy behaviors incentive program evaluation. Report to Iowa Department of Human Services.

Askelson, N. M., Sabbagh, N., Brady, P. & Meier, C. (Summer 2016). 2015-2016 Iowa PREP evaluation. Report to Iowa Department of Public Health.

Meier, C., Brady, P., Askelson, N. M., Budzyn, S., Smith, R., & Pieper, F. (Summer 2016). Smarter Lunchrooms in Iowa: Evaluation results and recommendations. Report to Iowa Department of Education.

Askelson, N. M., Wright, B., Smith, R., Brady, P., Bentler, S., Damiano, P., Momany, E. T. (2017). In-depth interviews with Iowa Health and Wellness Plan members who were recently disenrolled due to failure to pay required premiums. Report to Iowa Department of Human Services.

### **Chapters**

Mastin, T., Campo, S., & Askelson, N. M. (2007). You are what you consume: The role of media in obesity. In H. D. Davies & H. Fitzgerald, (Eds.), *Obesity in childhood and adolescence*. pages 161- 181. Westport, CT: Praeger Publishing.

Askelson, N. M., Aquilino, M., & Campo, S. (2011). Being convincing: talking to others persuasively. To be published in M. McAllister & J. Lowe (Eds.), *The resilient nurse: Empowering your practice*. Pages 75-90. New York: Springer Publishing Company.

Askelson, N. M. & Spies, E. (2017). "Parents as Agents for Change in Health and Risk Messaging." In Encyclopedia of Health and Risk Message Design and Processing, Ed. Roxanne Parrott. New York: Oxford University Press, doi:10.1093/acrefore/9780190228613.013.236

## **Current Funded Research**

### **Evaluation of Healthy Habits Start Early** \$58,424

Principal Investigator: Natoshia M. Askelson

Funding agency: Iowa Department of Education, US Department of Agriculture

Funding period: 12/01/2017-09/30/2020

Purpose: To evaluate an intervention designed to increase the availability of healthy food in child care centers and homes

### **P30 Supplement to Promote Uptake of the HPV Vaccine, Cancer Center Support Grant 5P30 CA086862-17** \$116,648

Principal Investigator: George Weiner

Funding agency: National Cancer Institute

Funding period: 09/01/2017-08/31/2018

Role: Project lead, co-investigator

Purpose: To identify factors related to low HPV vaccination uptake in rural Iowa, specifically examining the use of evidence-based interventions in communities and clinics

### **Evaluation of Pregnancy Assistance Fund** \$75,061

Principal Investigator: Natoshia M. Askelson

Funding agency: Iowa Department of Public Health, Office of Adolescent Health, US Department of Health and Human Services

Funding period: 08/01/2017-06/30/2018

Purpose: To evaluate Iowa community colleges' efforts to use evidence-based interventions to support pregnant and parenting students successfully complete their education

### **Identifying factors related to USDA Summer Feeding participation in rural, high need community** \$4,755

Principal Investigator: Natoshia M. Askelson

Funding agency: College of Public Health, University of Iowa

Funding period: 08/01/2017-06/30/2018

Purpose: To identify modifiable factors related to communities' participation in the USDA Summer Feeding program

### **Iowa Healthy Schools, Healthy Students Project** \$85,732

Principal Investigator: Natoshia M. Askelson

Funding agency: Iowa Department of Education/US Department of Agriculture  
Funding period: 10/01/2016-09/30/2019  
Purpose: To evaluate Iowa's multi-level, evidence-based Team Nutrition school nutrition intervention

**PREP-Personal Responsibility Education Program Evaluation** \$106,000

Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 10/01/2015-09/31/2018  
Purpose: Evaluate a federally funded, evidence-based sexuality education program for at-risk adolescents in rural settings

**Healthy Behaviors Program, Iowa Health and Wellness Plan Evaluation** \$998,078

Co-Principal Investigator: Natoshia M. Askelson  
Co-Principal Investigator: Brad Wright  
Funding agency: Iowa Department of Human Services  
Funding period: 06/01/2015-12/31/2017  
Purpose: Evaluate Healthy Behaviors Program, a component of Iowa's 1115 Medicaid Waiver

**University of Iowa Cancer SIP Prevention Research Center for Rural Health, Cancer Prevention and Control Research Network** \$924,797

Principal Investigator: Natoshia M. Askelson  
Funding agency: Centers for Disease Control and Prevention  
Funding period: 10/01/2014-09/31/2019  
Purpose: Collaborate on cancer research projects across multiple Prevention Research Centers

**University of Iowa Prevention Research Center for Rural Health** \$750,000

Principal Investigator: Edith A. Parker  
Funding agency: Centers for Disease Control and Prevention  
Funding period: 10/01/2014-09/31/2019  
Role: Co-Investigator  
Purpose: Improve the health of rural Iowans through responsive research and community participation

**Iowa Marketplace Choice Evaluation** \$1,911,854

Principal Investigator: Peter C. Damiano  
Funding agency: Iowa Department of Human Services  
Funding period: 07/01/2014-12/31/2017  
Role: Co-Investigator  
Purpose: Evaluate Iowa's Medicaid Expansion, Iowa Health and Wellness Plan

**Completed Funded Research**

**Communication Intervention for School Food Service** \$33,559

Principal Investigator: Natoshia M. Askelson

Funding agency: Iowa Department of Education/US Department of Agriculture  
Funding period: 03/01/2016-08/31/2017  
Purpose: To develop and test an intervention to increase fruit and vegetable consumption in schools through suggestive selling

**INN School Grant Program/Pick-A-Better Snack** \$12,078

Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 10/01/2015-09/30/2017  
Purpose: Conduct evaluation and provide strategic planning for evaluation activities

**Team Nutrition: Extreme school lunchroom makeover** \$45,503

Principal Investigator: Natoshia M. Askelson  
Funding agency: Department of Education  
Funding period: 11/01/2014-06/31/2016  
Purpose: Design, implement and evaluate intervention to improve school lunchrooms in collaboration with high school students and food service directors

**National Driver Safety Education Campaign** \$14,058,000

Principal Investigators: Dan McGehee & Susan Chrysler  
Funding agency: Toyota Corporation  
Funding period: 12/17/2013-12/17/2016  
Role: Evaluator  
Purpose: Evaluate the national, multi-channel campaign

**Home Health Evaluation- Medicaid** \$900,000

Principal Investigator: Peter C. Damiano  
Funding agency: Iowa Department of Human Services  
Funding period: 11/02/2012-06/30/2015  
Role: Qualitative consultant  
Purpose: Evaluate Iowa's Medicaid Health Home Program

**PREP-Personal Responsibility Education Program Evaluation** \$422,499

Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 12/14/2011- 09/30/2015  
Purpose: Evaluate a federally funded sexuality education program for at-risk adolescents

**Team Nutrition: School breakfast** \$36,622

Principal Investigator: Natoshia M. Askelson  
Funding agency: Department of Education  
Funding period: 11/01/2013-06/31/2015  
Purpose: Develop and test a campaign to encourage high school students to eat breakfast

**INN School Grant Program/Pick-A-Better Snack** \$90,000

Principal Investigator: Natoshia M. Askelson

Funding agency: Iowa Department of Public Health  
Funding period: 10/01/2014-06/31/2015  
Purpose: Conduct evaluation and provide strategic planning for evaluation activities

**INN School Grant Program/Pick-A-Better Snack** \$74,834

Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 11/15/2013-09/30/2014  
Purpose: Conduct evaluation and provide strategic planning for evaluation activities

**Maximizing the use of health care provider influence to vaccinate adolescents against HPV: Formative research to develop a targeted health communication intervention for health care providers** \$30,000

Principal Investigator: Natoshia M. Askelson  
Funding agency: Holden Comprehensive Cancer Center, University of Iowa  
Funding period: 04/01/2013-03/31/2014  
Purpose: Conduct formative research to better understand how health care providers can be used to encourage HPV vaccination of adolescents.

**Supporting Rural School Districts in Achieving School Meal Reforms: Formative Research for Designing a Diffusion of Innovations-Informed Intervention** \$16,144

Principal Investigators: Natoshia M. Askelson & Disa Cornish  
Funding agency: University of Iowa, Prevention Research Center for Rural Health  
Funding period: 04/01/2013-08/31/2014  
Purpose: Conduct formative research with rural school food service directors

**Team Nutrition: Parent school lunch campaign** \$53,176

Principal Investigator: Natoshia M. Askelson  
Funding agency: Department of Education  
Funding period: 10/01/2012-06/31/2014  
Purpose: Develop and test health communication materials to inform parents about new school nutrition changes

**INN School Grant Program/Pick-A-Better Snack** \$42,339

Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 08/01/2012-09/30/2013  
Purpose: Provide strategic planning and evidence-based social marketing guidance

**IowaCare Demonstration Waiver Evaluation** \$150,000

Principal Investigator: Peter C. Damiano  
Funding agency: Iowa Department of Human Services  
Funding period: 10/01/2011-10/31/2014  
Role: Qualitative researcher  
Purpose: Evaluate the IowaCare Medicaid Waiver demonstration project

- CHIPRA- Children’s Health Insurance Program Outreach & Enrollment Grant** \$121,530  
Principal Investigator: Natoshia M. Askelson  
Funding agency: Iowa Department of Public Health  
Funding period: 10/01/2011-10/01/2013  
Purpose: Evaluate the federally funded Iowa Department of Public Health’s efforts to increase the number of adolescents enrolled in hawk-i and Medicaid
- Working to Institutionalize Sex Ed –Evaluation of the WISE Iowa Project** \$22,500  
Principal Investigator: Natoshia M. Askelson  
Funding agency: Eyes Open Iowa  
Funding period: 03/30/2010-07/31/2011  
Purpose: Evaluated the efforts of community-based organizations and state agencies to increase the number of school districts that implement sexuality education policies
- First preventive dental visit: Disparities in needs, costs and behavioral insights  
NIDCR/NIH Grant Number RC1DE02030** \$976,626  
Principal Investigator: Peter C. Damiano  
Funding agency: National Institutes of Health  
Funding period: 09/30/2009-09/30/2012  
Role: Investigator and Lead behavioral scientist  
Purpose: Investigated the predictors and outcomes of age at first dental visit for Medicaid-enrolled children, a dentally underserved population
- Second Semester, Not Third Trimester: A Social Marketing  
Campaign to Reduce Unintended Pregnancies among Iowa College Students** \$1,437,088  
Principal Investigator: Shelly Campo  
Funding agency: Anonymous  
Funding period: 01/01/2008-12/31/2012  
Role: Co-director and Lead evaluator  
Purpose: Designed, implemented and evaluated a social marketing campaign to decrease the number of unintended pregnancies in college women
- Slowing the Stork: A Social Marketing Campaign to Reduce Unintended Pregnancies  
among 18-30 year old Iowans** \$3,617,653  
Principal Investigator: Shelly Campo  
Funding agency: Anonymous  
Funding period: 01/01/2008-12/31/2012  
Role: Co-director and Lead evaluator  
Purpose: Designed, implemented and evaluated a social marketing campaign to decrease the number of unintended pregnancies in 18-30 year old women
- Using Radio Serials to Create Change in Preventing Unintended Pregnancies among  
African American and Hispanic Audiences**

\$2,038,938

Principal Investigators: Connie Kohler & Shelly Campo

Funding agency: Anonymous

Funding period: 01/01/2008-12/31/2012

Role: Lead evaluator

Purpose: Designed, implemented and evaluated a radio serial to decrease unintended pregnancies in African American and Hispanic populations

**Medical and dental utilization for people with an MR/DD diagnosis**

\$750,000

Principal Investigator: Peter Damiano

Funding agency: Iowa Department of Human Services

Funding period: 10/01/2006-06/01/2010

Role: Research scientist

Purpose: To determine if people with a diagnosis of mental retardation or development delay utilize medical and dental services at the same rate as the community standards

**Medicaid family planning waiver evaluation**

\$100,000

Principal Investigators: Peter Damiano & Elizabeth Momany

Funding agency: Iowa Department of Human Services

Funding period: 02/01/2006-01/01/2011

Role: Research scientist

Purpose: To evaluate the budget neutrality, outcomes, and cost-effectiveness of the Medicaid waiver granting women at 200% Federal Poverty Level and below, free access to family planning services

**Evaluation of the IowaCare Program**

\$750,000

Principal Investigators: Peter Damiano & Scott Lindgren

Funding agency: Iowa Department of Human Services

Funding period: 07/01/2006-06/30/2011

Role: Research scientist

Purpose: To assess the new IowaCare program, which extends health care coverage to adults in Iowa whose income is up to 200% of the Federal Poverty Level in a premium based program

**The Iowa Initiative to Reduce Unintended Pregnancies**

\$234,238

Principal Investigator: Mary Losch

Funding agency: Anonymous

Funding period: 07/2007-12/31/2007

Role: Research assistant

Purpose: To assess the reasons for unintended pregnancies and to develop proposals to reduce the number of unintended pregnancies

**Building an LGBT-Sensitive model for smoking cessation services**

\$100,000

Principal Investigator: Shelly Campo

Funding agency: American Legacy Foundation

Funding period: 03/01/07-09/1/07

Role: Collaborator and evaluator

Purpose: To develop materials and training to increase LGBT sensitivity for the state-wide smoking cessation telephone counseling service

**Colorectal cancer screening campaigns in rural Iowa** \$96,511

Principal Investigator: Shelly Campo

Funding agency: Iowa Department of Public Health and Centers for Disease Control and Prevention

Funding period: 9/1/06-6/29/07

Role: Research assistant

Purpose: To determine if a campaign to promote colorectal cancer screening developed for rural Iowans would be effective in urban areas and to evaluate 2 types of campaign dissemination

**Barrier to enrollment for children in *hawk-i* (SCHIP) and Medicaid** \$60,000

Principal Investigator: Peter Damiano

Funding agency: The Wellmark Foundation

Funding period: 10/01/04-10/31/06

Role: Research assistant

Purpose: To evaluate the barriers families face when trying to enroll in public health insurance in Iowa

**Iowa child and family household health survey** \$230,000

Principal Investigator: Peter Damiano

Funding agencies: Iowa Department of Public Health and Iowa Department of Human Services

Funding period: 07/01/2004-12/31/2007

Role: Research assistant

Purpose: To assess access to care, health status, insurance coverage, health disparities, the family environment, and children with special health care needs

**Assessing health care providers' knowledge of Quitline Iowa and smoking cessation recommendations to patients**

\$30,000

Principal Investigators: John Lowe

Funding agency: Iowa Department of Public Health

Funding period: 3/1/06-6/30/06

Role: Research assistant

Purpose: To assess what medical doctors, nurses, physician assistants, dentists and pharmacists know about Iowa's smoking cessation services and best practices for smoking cessation

**Developing and evaluating colorectal cancer screening campaigns for rural audiences**

\$94,663

Principal Investigator: Shelly Campo

Funding agencies: Iowa Department of Public Health and Centers for Disease Control and Prevention

Funding period: 7/1/05-6/29/06

Role: Research assistant

Purpose: To develop and evaluate materials for rural audiences to promote colorectal cancer screening

**Determining community leaders' understandings of college drinking and its negative consequences: A step toward mobilizing the community for change**

\$9,994

Principal Investigator: Shelly Campo

Funding agency: Colleges of Medicine and Public Health New Investigator Award

Funding period: 1/1/04-12/31/04

Role: Interviewer

Purpose: To assess the knowledge and attitudes of community leaders in regard to college drinking in Iowa City

**Health care seeking behaviors of pregnant women in Ibadan, Nigeria**

\$3,000

Principal Investigator: Natoshia Askelson

Funding agency: Center for International Rural and Environmental Health, University of Iowa

Funding period: 2/1/94 – 7/31/94

Purpose: Assess health care seeking behaviors of pregnant women in Ibadan, Nigeria

**Invited Presentations**

Parvanta, C., & Askelson, N. M. (July 1999). Issues in Cross-Culture Communication, All-day training focusing on teaching health communicators cultural competency skills needed to develop health communication messages and campaigns. Training. *CDC Corporate University*, Atlanta, GA.

Askelson, N. M. (May 1999). Strategies for Delivering Culturally Competent Health Care. Oral presentation, *Creating Health Care for the New Georgia: Meeting the Needs of Refugees and Immigrants*, DeKalb County Board of Health, Decatur, GA.

Parvanta, C., & Askelson, N. M. (February 2000). Issues in Cross-Culture Communication, All-day training focusing on teaching health communicators cultural competency skills needed to develop health communication messages and campaigns. Training. *CDC Corporate University*, Atlanta, GA.

Parvanta, C., & Askelson, N. M. (February 2000). Issues in Cross-Culture Communication, All-day training focusing on teaching health communicators cultural competency skills needed to develop health communication messages and campaigns. Training. *Harvard Medical School, Minority Health Fellows Program*, Boston, MA.

Campo, S., & Askelson, N. M. (April 2006). The development of Iowa's colorectal cancer screening campaign. Iowa Colorectal Cancer Task Force. Iowa City, IA.

Askelson, N. M. (September 2006). SMART objectives. FutureNet and Family Planning Council of Iowa annual conference. Des Moines, IA.

Campo, S., & Askelson, N. M. (October 2006). It is more than just great pictures: Designing effective, evidence-based health communication campaigns. Iowa Society of Health Educators. Iowa City, IA.

Campo, S., & Askelson, N. M. (October 2006). Iowa's colorectal cancer screening promotion campaign. Iowa Consortium for Comprehensive Cancer Control, Johnston, IA.

Askelson, N. M. (April 2007). SMART objectives. Iowa Public Health Association Annual Conference. Ames, IA.

Askelson, N. M. & Heiden, E. (August 2007). It is more than just great pictures: Designing effective, evidence-based health communication campaigns. Governor's Barn Raising Conference. Des Moines, IA.

Askelson, N. M. (September 2007). SMART objectives. Iowa Department of Human Services Community Adolescent Pregnancy Prevention Grantee Meeting. Ames, IA.

Askelson, N. M. & Campo, S. (October 2007). Social marketing for environmental issues in rural Iowa. Waste Management Conference. Coralville, IA.

Askelson, N. M. (October 2008). VERB: An example of social marketing. *Implementing Health Promotion Programs*. University of Northern Iowa, IA.

Askelson, N. M. & Campo, S. (April 2009). Iowa's social marketing campaign to promote screening among the rural population. 6<sup>th</sup> Annual Wisconsin Comprehensive Cancer Control Summit. Stevens Point, WI.

Campo, S. & Askelson, N. M. (June 2009). It's more than just good pictures: Developing more effective evidence-based health campaigns. Iowa Department of Public Health. Des Moines, IA.

Askelson, N. M. & Heiden, E. (October 2009). It's more than just good pictures: Developing more effective evidence-based health campaigns. National Congress of State Games Symposium, Ames, IA.

Askelson, N. M. (June 2010). The role of parenting styles in family communication about sex. *Health Communication*, University of Iowa, Iowa City, IA.

Askelson, N. M. (January 2011). Women's health and public policy: The intersection of public policy and individual behavior. Cornell College, Mount Vernon, IA.

Askelson, N. M. (March 2011). Using health communication in individual level interventions. *Introduction to Health Promotion and Disease Prevention*. University of Iowa, Iowa City, IA.

Askelson, N. M. (May 2011). The role of parenting styles in family communication about sex. *Health Communication*, University of Iowa, Iowa City, IA.

Askelson, N. M. (March 2012). Using health communication in individual level interventions. *Introduction to Health Promotion and Disease Prevention*. University of Iowa, Iowa City, IA.

Askelson, N. M. (March 2013). Using health communication in individual level interventions. *Introduction to Health Promotion and Disease Prevention*. University of Iowa, Iowa City, IA.

Klingelutz, A., Steines, J., & Askelson, N. M. (March 2013). Mini Medical School, Breakthroughs in Medicine: How to defeat a common cancer-causing virus. University of Iowa, Carver College of Medicine, Mason City, IA and Fort Dodge, IA.

Askelson, N. M. (September 2013). Real world evaluation. *Evaluation I: Theory and Applications*. University of Iowa, Iowa City, IA.

Askelson, N. M. (February 2014) Using theory in public health. *Introduction to Health Promotion and Disease Prevention*. University of Iowa, Iowa City, IA.

Askelson, N. M. (April 2014). *Data drives policy*. 2014 Annual Spring School Nurse Conference. Cedar Rapids, IA.

Askelson, N.M. (April 2014). Unintended pregnancy for adults. *The American Family*. University of Iowa, Iowa City, IA.

Damiano, P.C., Momany, E.T., & Askelson, N.M. (April 2014). What if...everyone had health insurance? Public Policy Center, Forkenbrock Series. University of Iowa, Iowa City, IA.

Askelson, N. M. (February 2015). *Maximizing health care provider influence to vaccinate adolescents against HPV*, Holden Comprehensive Cancer Center Grand Rounds. University of Iowa, Iowa City, IA.

Askelson, N. M. (February 2015). *Breakfast update*. Iowa School Nutrition Association Director Meeting. Ames, IA.

Askelson, N. M. (August 2015). Evaluating your cycle III outreach and enrollment grant. Centers for Medicare and Medicaid. Webinar.

Gilbert, P., Baquero, B., & Askelson, N.M. (2017). Evidence-based interventions. University of Iowa, Prevention Research Center. Webinar

Askelson, N. M. & Momany, E. T. (November 2017). Evaluation of Iowa's Medicaid expansion. Urban Institute. Research evaluations of Medicaid Expansions under the ACA: Sharing results and comparing approaches. Washington, DC.

## **Conference Presentations/Posters**

Parvanta, C., & Askelson, N. M. (June 1998). How much cultural competency is enough?: research to support development of a language and culture policy for an urban public health program. Oral presentation, Social Marketing in Public Health Conference, Tampa, FL.

Askelson, N. M. (February 1999). Communication challenges for a public health department in a multicultural setting: learning to adapt to cultural and linguistic diversity. Oral presentation, Southern Anthropological Society Annual Meeting, Decatur, GA.

Askelson, N. M., & Klaus, T. (March 2005). Sexual health: Touchstones, measures that matter. Poster presentation, Iowa Public Health Association, Ames, IA.

Askelson, N. M., Mercer, K., Wallis, A., Lobas, J., Penziner, A., & Affholter, D. (December 2005). Practice-level implications of implementing a medical home. Oral presentation, American Public Health Association, Philadelphia, PA.

Askelson, N. M., & Klaus, T. (December 2005). Higher standard initiative for Iowa sexual health education. Poster presentation, American Public Health Association, Philadelphia, PA.

Campo, S., Routsong, T., Askelson, N. M., & Losch, M. (December 2005). One size may not fit all: The transferability of colorectal cancer campaigns to rural audience. Poster presentation, American Public Health Association, Philadelphia, PA.

Askelson, N. M., Peterson, J., & Heiden, E. (November 2006). Girl talk: Impact on drinking behavior and attitudes during pregnancy. Oral presentation, American Public Health Association, Boston, MA.

Campo, S., Askelson, N. M., Routsong, T., Graaf, L., & Smith, H. (April 2007). Tailoring prevention messages to rural audiences: The development of the Iowa Department of Public Health's new colorectal cancer screening campaign. Poster presentation, Iowa Public Health Association, Ames, IA.

Askelson, N. M., & Campo, S., (May 2007). Do Our Networks Make a Difference? Social Networks, Isolates, and Health Information. Oral presentation, International Communication Association conference, San Francisco, CA.

Campo, S., Askelson, N. M., Routsong, T., Graaf, L., & Smith, H. (June 2007). Grounding Health Campaigns in Communication Research and Theory. Oral presentation, Society of Public Health Educators, Seattle, WA.

Askelson, N. M., Campo, S., Mastin, T., & Slonske, M. (November 2007). Where are the parents?: Newspaper coverage of parent strategies to address college drinking (1997-2006). Oral presentation, American Public Health Association, Washington, DC.

Udeh, B., Askelson, N. M., & Campo, S. (November 2007). Behavior and economic barriers to colorectal cancer screening: Are current recommendations a barrier? Oral presentation. American Public Health Association, Washington, DC.

Campo, S., Greene, K., Askelson, N. M., & Banerjee, S. (November 2007). Faking the rays: Gender, social norms, and tanning bed use. Oral presentation. National Communication Association, Chicago, IL.

Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (May 2008). Ignoring the evidence: Newspaper coverage of strategies to address college binge drinking. Oral presentation. International Communication Association, Montreal, Canada.

Campo, S., Askelson, N. M., Baker, E., Lowe, J. B., & Aquilino, M. L. (October 2008). Developing a more Queer-friendly Quitline in a rural Midwest state. Oral presentation. American Public Health Association, San Diego, CA.

Farris, K. B., Askelson, N. M., Spies, E. L., Aquilino, M. L., & Losch, M. E. (October 2008). Consumers' attitudes towards physician and pharmacist roles in accessing contraceptive products. Oral presentation. American Public Health Association, San Diego, CA.

Spies, E. L., Campo, S., Askelson, N. M., & Losch, M. E. (October 2008). Sex 101: Parents' support of sexuality education in schools and churches. Poster presentation. American Public Health Association

Kohler, C., Campo, S., Askelson, N. M., Galvez Ibarra, J. M., & Pintor Martinez, E. (August 2009). Translating to Spanish isn't enough: Using formative research to design a culturally appropriate radio novella to decrease unintended pregnancies. Oral presentation. National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Spies, E. L., Aquilino, M. L., Askelson, N. M., Losch, M. E. (November 2009). LARCS?: Women's lack of awareness and hesitation to use. Oral presentation. American Public Health Association's Annual Meeting, Philadelphia, PA.

Askelson, N. M., Campo, S., Lowe, J., Dennis, L., Smith, S., & Andsager, J. (November 2009). To vaccinate or not?: Using SEM to examine predictors of physicians' intentions to vaccinate against HPV. Oral presentation. American Public Health Association's Annual Meeting, Philadelphia, PA.

Askelson, N. M., Campo, S., Lowe, J., Dennis, L., Smith, S., & Andsager, J. (November 2009). Intending to have their daughters be 'one less?': Assessing mothers' intentions to vaccinate their daughters against HPV. Oral presentation. American Public Health Association's Annual Meeting, Philadelphia, PA.

Askelson, N. M., Campo, S., & Smith, S. (November 2009). It is not about whether they are at risk: Examining communication between mothers and 9-15 year old daughters about sex. Oral presentation. American Public Health Association's Annual Meeting, Philadelphia, PA.

Campo, S., Askelson, N. M., & Spies, E. (November 2009). Using EPPM to develop campaign messages: A case for increasing perceptions of severity, response- and self-efficacy. American Public Health Association's Annual Meeting, Philadelphia, PA.

Campo, S., Askelson, N. M., Spies, E., & Losch, M. (November 2009). The perfect storm of failing to plan and pregnancy ambivalence: Implications for health messages designed to decrease unintended pregnancies among 18-30 year old women. American Public Health Association's Annual Meeting, Philadelphia, PA.

Campo, S., Askelson, N. M., Spies, E., & Losch, M. (November 2009). An unintended pregnancy wouldn't be the worst thing: Using the EPPM to predict women's intentions to use contraceptives. American Public Health Association's Annual Meeting, Philadelphia, PA.

Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L., & Andsager, J. (November 2009). A teachable moment: What drives mothers' intentions to use the HPV vaccination as a chance to talk about sex? National Communication Association's Annual Meeting, Chicago, IL.

Askelson, N. M., Humpal, K., & Newbury, L. (April 2010). The HPV vaccine in Iowa: Where we stand today and what needs to be done to increase vaccination rates. Oral presentation. Iowa Governor's Conference on Public Health, Ames, IA.

Strachan, M., Campo, S., Askelson, N. M., & Losch, M. (June 2010). A new audience for unintended pregnancy prevention – a strategic look at the 4 P's. Social Marketing and Public Health, Clearwater, FL.

Spies, E. L., Campo, S., Askelson, N. M., & Losch, M. E. (November 2010). Talking all the time?: Young adult women's contraceptive information seeking behavior and perceptions. American Public Health Association's Annual Meeting, Denver, CO.

Askelson, N. M., Spies, E. L., Campo, S., & Losch, M. E. (November 2010). Revisiting a contraceptive risk-taking model: Results and implications from a study of Midwestern women. Poster presentation. American Public Health Association's Annual Meeting, Denver, CO.

Campo, S., Askelson, N. M., Carter, K., & Losch, M. E. (November 2010). What's my motivation?: Segmenting 18-30 year old women for unintended pregnancy prevention. American Public Health Association's Annual Meeting, Denver, CO.

Spies, E. L., Cunningham, C., Campo, S., Askelson, N. M. & Losch, M. E. (November 2010). What About the Boys?: Using Behavioral Theory to Understand Young Adult Males' Attitudes and Behaviors Related to Contraceptives and Unintended Pregnancy. American Public Health Association's Annual Meeting, Denver, CO.

Chi, D. L., Momany, E. T., Wehby, G. L., Carter, K., Jones, M. P., Kuthy, R., Askelson, N. M., & Damiano, P. C. (2011). Medical well-baby examinations and first dental examinations for Medicaid-enrolled infants. International Association of Dental Research Annual Meeting, San Diego, CA.

Askelson, N. M., Momany, E., Chi, D. L., Kuthy, R. A., Jones, M. P., & Damiano, P. C. (March 2011). Health behavior models and parents' decision-making about preventive dental visits.

Poster presentation. International Association of Dental Research Annual Meeting, San Diego, CA.

Pendharkar, B., Kuthy, R. A., Momany, E. T., Jones, M. P., Askelson, N. M., Chi, D. L., Wehby, G. L., & Damiano, P.C. (March 2011). Time to first preventive dental visit at Iowa community health centers. Poster presentation. International Association of Dental Research Annual Meeting, San Diego, CA.

Kuthy, R. A., Pendharkar, B., Momany, E. T., Jones, M. P., Askelson, N. M., Chi, D. L., Wehby, G. L., & Damiano, P. C. (March 2011). First dental episode: preventive and corrective services at CHCs. International Association of Dental Research Annual Meeting, San Diego, CA.

Spies, E. L., Campo, S., & Askelson, N. M. (October 2011). Understanding how adult women's reproductive health information networks are related to contraceptive knowledge, attitudes, and behaviors. Poster presentation. American Public Health Association's Annual Meeting, Washington, DC.

Askelson, N. M., Campo, S., Campos-Castillo, C., Spies, E. L., & Losch, M. E. (October 2011). Factors associated with sexual regret in a college sample: The differential impact of alcohol. American Public Health Association's Annual Meeting, Washington, DC.

Campo, S., Kohler, C., Askelson, N. M., Ortiz, C., Spies, E. L., & Losch, M. E. (October 2011). Language barriers and access are not the only obstacles Latinas face in family planning: A qualitative examination of the role of communication. Poster presentation. American Public Health Association's Annual Meeting, Washington, DC.

Campo, S., Askelson, N. M., Spies, E. L., Hansen, S., & Villhauer, T. (April 2012). Often clueless or missing: Parent-child communication about college alcohol use. Presentation at Kentucky Conference on Health Communication, Lexington, KY.

Campo, S., Askelson, N. M., Spies, E. L., Scharp, K., & Losch, M. (April 2012). Looking beyond the target audience: Examining positive unintended effects in an unintended audience. Poster at Kentucky Conference on Health Communication, Lexington, KY.

Askelson, N. M. (May 2012). Age at first dental exam: Determinants, maternal behavioral factors and the role for CHC's. Panel at National Oral Health Conference, Milwaukee, WI.

Kavand, G., Kuthy, R., Momany, E., Jones, M., Askelson, N. M., Chi, D., Wehby, G., & Damiano, P. (May 2012). Age at the first dental visit at Iowa Community Health Center. Poster at National Oral Health Conference, Milwaukee, WI.

Kohler, C., Campo, S., & Askelson, N.M. (August 2012). Community Interactions in an Entertainment Education Radio Program: Results of a Content Analysis. Oral presentation. National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Campo, S. Askelson, N. M., Spies, E. L., & Losch, M. E. (August 2012). Creating Interpersonal Communication: The Value of Humor in a Surround Campaign Strategy. Poster presentation. National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Campo, S. Askelson, N. M., Spies, E. L., & Losch, M. E. (August 2012). Behind the Feathers: Evaluation of until You're Ready, Avoidthestork.Com©, a Surround Campaign to Prevent Adult Unintended Pregnancy. Oral presentation. National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Kohler, C., Campo, S. & Askelson, N. M. (October 2012). The use of radio dramas to prevent unintended pregnancies in Latina and African American women. Oral presentation. American Public Health Association, San Francisco, CA.

Askelson, N. M., Chi, D. L., Momany, E., Kuthy, R., Hanson, J., Ortiz, C., & Damiano, P. C. (October 2012). Health communication interventions to increase early preventive dental visits for preschool-age children enrolled in Medicaid: A formative research perspective. Oral presentation. American Public Health Association, San Francisco, CA.

Campo, S., Askelson, N. M., Spies, E. L. (October 2012). Avoiding the Stork. Oral presentation. American Public Health Association, San Francisco, CA.

Shao, C., McQuistan, M. R., Hedgcock, W. M., Polgreen, L. A., Straub-Morarend, C. L., & Askelson, N. M. (February 2013). Temporal discounting, risk aversion and dental decisions. Iowa Section of the American Association of Dental Research, Iowa City, IA.

Losch, M. L., Roberts-Dobie, S., Aquilino, M., & Askelson, N. M. (April 2013). Iowa Initiative Research Program: One stork, one state, and five studies. Oral presentation. 2013 Iowa Governor's Conference on Public Health, Ames, IA.

Rasmusson, A., Askelson, N. M., & Turchi, J. (October 2013). Who do Iowa teens talk to and what are they talking about?: Preliminary pretest data from the Iowa Department of Public Health's PREP program. Oral presentation. EyesOpenIowa Annual Conference, Altoona, IA.

Momany, E., Askelson, N. M., Bentler, S., & Tegnege, M. (November 2013). Factors related to the diffusion of HPV vaccination in a state Medicaid program. Poster presentation. American Public Health Association, Boston, MA.

Campo, S., Spies, E. L., & Askelson, N. M. (November 2013). Applying the Theory of Normative Social Behavior to Predict Parents Perceptions for their First Year College Student's Alcohol Use. Top Papers in Health Communication at National Communication Association convention. Washington, D. C.

Rasmusson, A., Askelson, N. M., Turchi, J., & Elchert, D. (March 2014). Who are the boys talking to?: Using social network analysis as an evaluation tool for a male adolescent pregnancy prevention program. Oral presentation. Society for Public Health Education. Baltimore, MD.

Rasmusson, A., Askelson, N. M., & Turchi, J. (April 2014). Iowa Department of Public Health's PREP program. Oral presentation. Iowa Public Health Association Conference. Ames, IA.

Golembiewski, E. H., Askelson, N. M., Leicht, E. A., Elchert, D., Scheidel, C. A., & Delger, P. J. (April 2014). It's not just school lunch. It's bigger than that: Iowa's efforts to create support for healthier school meals. Poster presentation. Iowa Public Health Association Conference. Ames, IA.

Golembiewski, E., H., Askelson, N. M., Leicht, E. A., Elchert, D., Scheidel, C. A., & Delger, P. J. (April 2014). It's not just school lunch. It's bigger than that: One state's attempt to harness parents' interest in school lunch. Oral presentation. Kentucky Conference on Health Communication. Lexington, KY.

Askelson, N. M., Golembiewski, E., DePriest, A., O'Neill, P., Delger, P. & Scheidel, C. (August 2014). 'There isn't enough bacon': Engaging high school students in the development of communication efforts to increase school breakfast participation. Oral presentation. National Conference on Health Communication, Marketing, and Media. Atlanta, GA.

Lillehoj, C.J., Montgomery, D., Wilson, S., Askelson, N., & Golembiewski, E. (February 2015). A qualitative exploration of parent-child communication: Pick a Better Snack Pester Power. Annual Meeting of the Association of SNAP-Ed Nutrition Networks and other Implementing Agencies. Arlington, VA.

Kateeb, E., Askelson, N. M., McKernan, S. C., Momany, E. T., & Damiano, P. (March 2015). Using Stage of Change to understand dentists' Medicaid participation behavior. International Association of Dental Research Annual Meeting. Boston, MA.

Askelson, N. M., Momany, E. T., Tegegne, M., & Edmonds, S. (April 2015). Understanding primary care policies in Iowa related to completion of the HPV vaccine. Iowa Public Health Association Annual Meeting. Cedar Rapids, IA.

Golembiewski, E. H., Askelson, N. M., Montgomery, D., & Baquero, B. (April 2015). I love when they ask me for fruit or veggies, especially if they consider that a dessert: Examining parent-child communication about fruits and vegetables. Iowa Public Health Association Annual Meeting. Cedar Rapids, IA.

Askelson, N. M., Lubker Cornish, D., & Golembiewski, E. (April 2015). Exploring the Health, Hunger-Free Kids Act with rural Iowa school food service directors. Iowa Public Health Association Annual Meeting. Cedar Rapids, IA.

Askelson, N. M., Golembiewski, E., Scheidel, C. & Delger, P. (November 2015). Understanding low school breakfast participation in the Heartland: Are Midwest values competing with school breakfast participation. Poster presentation. American Public Health Association Annual Meeting. Chicago, IL.

McDonald, A., McGehee, D., Chrysler, S., Askelson, N. A. Angell, L., & Seppelt, B. (January

2016). National Survey Identifying Gaps in Consumer Knowledge of Advanced Vehicle Safety Systems. Presentation. The Transportation Review Board Annual Meeting. Washington, D. C.

Gilbert, P., Askelson, N. M., Baquero, B. (April 2016). Using evidence-based practices: A workshop for public health practitioners and community partners. Presentation. Iowa Public Health Association. Des Moines, IA

Askelson, N. M., Delger, P., & Scheidel, C. (July 2016). Satisfy students' taste preferences through Smarter Lunchroom changes. Poster presentation. Society of Nutrition Education and Behavior. San Diego, CA.

Askelson, N. M., Golembiewski, E., Meier, C., Smith, R., Wilson, S., Lillejo, CI, & Montgomery, D. (November 2016). "Please! Please get me the carrots!": A qualitative examination of parent-child communication about fruits and vegetables from the child's perspective. Poster presentation. American Public Health Association Annual Meeting. Denver, CO.

Golembiewski, E., Askelson, N. M., Bentler, S., Momany, E., & Smith, R. (November 2016). Administrative perspectives on barriers to integrating primary care and mental health services in community-based settings: A qualitative evaluation of Iowa's Integrated Health Home demonstration program. Presentation. American Public Health Association Annual Meeting. Denver, CO.

Sabbagh, N., Brady, P., Askelson, N. M., & Wright, B. (November 2016). "I don't actually know, I don't know anything about how it works": A qualitative examination of members' low awareness of a state health insurance program. Presentation. American Public Health Association Annual Meeting. Denver, CO.

Rohweder, C., Friedman, D. B., Askelson, N.M. Flocke, S., Glanz, K., Ko, L., Leeman, J., Parker, E., Vanderpool, R., Choi, S., Herbert, J., Taplin, S., & White, A. (December 2016). What Are the Best Intervention and Implementation Strategies for CRC Screening at FQHCs: A Review of Reviews. Poster presentation. Dissemination and Implementation Conference. Washington, D.C.

McDonald, A., Friberg, J., McGehee, D., & Askelson, N.M. (January 2017). Evaluation of Vehicle Owners' Understanding of their Advanced Vehicle Safety Technologies: Knowledge Score Analysis. Presentation. TRB's Standing Committee on Vehicle User Characteristics

Askelson, N. M. et al., (March 2017). Implementing evidence-based adolescent pregnancy prevention interventions: Understanding the challenges facilitator face. Society of Public Health Education. Denver. CO.

Meier, C. et al., (March 2017). Challenges encountered engaging stakeholder in a school-based setting: Lessons learned from working collaboratively with food service directors and students to improve school lunchrooms. Society of Public Health Education. Denver. CO.

Ryan, G. W., Brady, P. J., Askelson, N. M., Scheidel, C., & Delger, P. (November 2017). Differing perceptions of the school lunchroom experience: Implications for messaging to parents and students. Poster session presented at the meeting of the American Public Health Association, Atlanta, GA.

Askelson, N. M., et al., (December 2017). How Federally Qualified Health Centers select and implement multi-level evidence based interventions to improve colorectal cancer screening: A qualitative study. Poster presentation. Dissemination and Implementation Conference. Washington, D.C.

Chieffo, G. et al., (April 2018). Exploring local food partnerships for rural long term care facilities. Poster presentation. Iowa Governor's Conference on Public Health. Des Moines, IA

Worth, W. et al., (April 2018). The "Healthier" choice: A study of Iowa parents' perceptions of school lunch. Iowa Governor's Conference on Public Health. Des Moines, IA

### **Publications under review**

Askelson, N. M. et al., Understanding the process of prioritizing fruit and vegetable purchases in families with low-incomes: "A peach may not fill you up as much as hamburger" *Revise and resubmit Health Education and Behavior*

Askelson, N. M. et al., Out of the mouths of babes: Understanding parent-child communication about fruits and vegetables in low-income families from the child perspective. *Journal of School Health*.

Askelson, N. M., et al., Building relationships and capacity in rural lunchrooms: Lessons from a pilot behavioral economics-based intervention. *Health Promotion Practice*.

### **Publications in Preparation**

Askelson, N. M., Wright, B., Brady, P. Momany, E. T., & Miller, R. Understanding who is disenrolled from Medicaid expansion due to non-payment of premium. *Health Affairs*

Askelson, N. M., Meier, C., Brady, P., & Ryan, G. Parents perceptions of school meals following policy changes in rural areas. *Journal of School Health*

Brady, P., Askelson, N. M., & Ryan, G. It isn't all bad: Middle school students' perceptions of school meals and school food service staff. *Journal of School Health*

Brady, P., Askelson, N. M., & Ryan, G. Using behavioral economics and communication to encourage fruit and vegetable consumption in middle school lunchrooms. *Health Education and Behavior*

Leeman, J. et al., Qualitative examination of the barriers and facilitators to the implementation of evidence-based screening interventions in FQHCs.

## **Service**

**Reviewer for *Health Promotion Practice*** (2009 – current), *American Public Health Association* (2008 – current), *National Communication Association* (2008- current), *International Communication Association* (2008 – current), *Health Education and Behavior* (2009 – current), *Patient Education and Counseling* (2009 – current), *Journal of School Nursing* (2009 - current), *Health Communication* (2010 – current)

**Steering Committee Co-Chair, Cancer Prevention and Control Research Network** (Fall 2017- present)

**Member, Holden Comprehensive Cancer Center**, University of Iowa (Fall 2017 – present)

**Admissions Committee**, Department of Community and Behavioral Health, University of Iowa (Summer 2017 – present)

**Qualifying Exam Committee**, Department of Community and Behavioral Health, University of Iowa (Spring 2017 – present)

**Investment of philanthropy funds, Visibility Committee**, College of Public Health, University of Iowa (Spring 2016)

**Colorectal Cancer Roundtable, Iowa, Host Committee** (Fall 2015)

**Curriculum Committee**, Department of Community and Behavioral Health, University of Iowa (2015 – present)

**Local Foods Connection**, board member (Spring 2015- Summer 2017)

**Delta Omega Honorary Public Health Society**, President of University of Iowa, Alpha Phi Chapter (Fall 2012-Fall 2013)

**Student representative on faculty search committee** (Winter 2007)

**Communication reviewer for Planned Parenthood of Greater Iowa** (Winter 2007 – Summer 2014)

**Grant reviewer for Iowa Department of Human Services** (Summer 2006 – Summer 2014)

**Student volunteer at International Communication Association Conference**, Dresden, Germany (June 2006) and San Francisco, California (May 2007)

**Community and Behavioral Health Department Journal Club**

- Organized and advised Master level students (Fall 2005 - Fall 2008)

**Elementary school foreign language organizer** (Fall 2005 - 2007)

### **FutureNet, Iowa's statewide adolescent pregnancy prevention organization**

- Chair (Summer 2006 - Summer 2007)
- Chair-elect (Summer 2005 - summer 2006)
- Board member at state level and Chair of Education Committee (October 2002 - July 2008)
- Co-chair of local regional chapter (Summer 2002 - Fall 2004)
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### **Johnson County Task Force on Adolescent Pregnancy Prevention and Parenting (2004 - 2011)**

### **Volunteer at International Women's House, Atlanta, GA (July 1997 - February 1998)**

- Organized recreational activities for battered refugee and immigrant women and their children

### **Membership in Professional Organizations**

- Society of Nutrition Education and Behavior (2017- present)
- American Public Health Association (1997 - present)
- EyesOpenIowa, Iowa's Adolescent Pregnancy Prevention Network (2001 - present)
- Society of Public Health Education (2011 - present)