



## Message from the Director



Dear PHS Team:

What a time we are living through! It's hard to imagine that so much has changed in just two months. I attended the American Heart Association Epidemiology Conference in Phoenix the first week of March, at which time Seattle was the only US hotspot for the coronavirus. Little did I know that it might be my last air travel for a long time. Since then, life has changed for all of us. The PHS Executive Committee implemented 'social distancing' recommendations on March 11 with WFBH institutional guidance requiring 'work from home' one week later. Not long afterwards, on March 27, our Governor issued an executive order to 'stay at home' except for essential needs.

Now more than one month into this, we are all figuring out our new normal. For some, it is providing care or schooling for young children while working from home; others are providing meals for elderly neighbors; for others, college children moved back home – the last place they want to be right now! Our work lives are different too. Most of us in PHS are fortunate to be conducting scientific research for which NIH and other funding agencies consider as important and essential work to be continued during this pandemic.

So far we are being successful in our efforts, but there is likely a long road ahead. Our research studies are generally continuing, albeit with changes implemented to meet our unique circumstances. We have been told that our social distancing has kept the case load low in Forsyth County. For that we are very grateful. But our institution is suffering in other ways; by delaying elective surgeries and non-essential clinic visits, Wake Forest Baptist has lost a significant amount of revenue. We are just now beginning to feel the brunt of that as cost reductions are being implemented throughout the institution. Fortunately for us, most of our staff are supported on grants (not on institutional funds), so we will feel less of this pain. But there are still some on our PHS team who will experience weeks of furlough over the next four months. We are sorry for this.

In closing, I want to express my gratitude for the patience and flexibility you all have exhibited during this trying time. Continue to take care of yourself, your family, and your PHS team members. And remember that we all deserve a little bit of grace these days as we weather this storm together.

Sincerely,

### New Grant Awards

**Erin Sutfin, Associate Professor, Social Sciences & Health Policy**

Communicating Waterpipe Tobacco Harms to Reduce Use among Young Adults  
NIH/NCI

**Mark Hall, Professor, Social Sciences & Health Policy**

Assessing the Small-Group Health Insurance Market  
The Commonwealth Fund

**Kristina Lewis, Assistant Professor, Epidemiology & Prevention**

A Health Systems Intervention to Reduce Sugar-Sweetened Beverage Consumption in Young Children and Families  
Robert Wood Johnson Foundation

**John Salsman, Associate Professor, Social Sciences & Health Policy**

Systematic Review and Analysis of US Federal Investments in Research on Religion and Health  
John Templeton Foundation



## In The News

### FAREWELL & GOODLUCK

After 15.5 years in SSHP, **Eunyoung Song, PhD** is leaving to take a new position as Strategic Data Scientist at Doylestown Health, PA. We would like to thank Eunyoung for her years of service and contributions to PHS. We wish her good luck in her new endeavor.



### 2020 CTSI Pilot Award for Clinical Population Health

Congratulations to **Lindsay Reynolds, PhD**, for being the recipient of the CTSI Pilot Award entitled: "A Feasibility Study Incorporating DNA Methylation-Predicted Aging with a Dietary Intervention to Improve Cardiometabolic Health" This award is co-funded by the Cardiovascular Sciences Center.



**Dr. Charles E. German** successfully defended his thesis in the Clinical and Population Translational Sciences (CPTS) Program on February 18, 2020 titled "Associations between steps and years of potential life lost in the National Health and Nutrition Examination Survey: NHANES".

Charles is a T32 Fellow in the Cardiovascular Research Fellowship Program of the Section on Cardiovascular Medicine within the Department of Internal Medicine. His Thesis Advisor is Dr. Peter Brubaker. Other committee members include Drs. Alain Bertoni, Jason Fanning and Mike Miller. Dr. Justin Moore served as Examination Chair. Dr. German is expected to graduate in May 2020.

**Kristie Foley, PhD** has been selected as a **Fellow for 2020-2021 in the ELAM Program for Women**. This is an honor bestowed on only 60 candidates each year through a competitive selection process. Established in 1995, the Hedwig van Ameringen Executive Leadership in Academic Medicine® (ELAM)

program offers an intensive one-year fellowship of leadership training with extensive coaching, networking and mentoring opportunities aimed at expanding the national pool of qualified women candidates for leadership in academic medicine, dentistry, public health and pharmacy.



## Women Faculty Pinning Ceremony

On Tuesday, February 11, 2020 Wake Forest Baptist Medical Center honored the achievement of our women faculty in obtaining the rank of Professor. Women professors received a custom pin acknowledging their accomplishment with their 'number' indicating the sequence in which they were promoted (or appointed) as Professor. The date also commemorated the United Nations' International Day of Women and Girls in Science. There were 122 women Professors honored with 20 from Public Health Sciences.

#9 Sally Shumaker, PhD  
 #24 Sara Quandt, PhD  
 #25 Kathi Kemper, MD  
 #27 Nancy Avis, PhD  
 #29 Lynne Wagenknecht, DrPH  
 #40 Michelle Naughton, PhD  
 #44 Nancy King, JD

#45 Lorna Moore, PhD  
 #47 Claudine Legault, PhD  
 #49 Beth Reboussin, PhD  
 #55 Beverly Snively, PhD  
 #57 Bettina Beech, DrPH  
 #66 Mara Vitolins, DrPH  
 #81 Lynne Wagner, PhD

#82 Kristie Foley, PhD  
 #85 Yongmei Liu, MD, PhD  
 #90 Fang-Chi Hsu, PhD  
 #98 Haiying Chen, PhD  
 #103 Janet Tooze, PhD  
 #118 Goldie Byrd, PhD



## New Staff

### Social Sciences & Health Policy

Zhixlu Liu, Database Analyst - February 24  
 Danyang Qi, Database Analyst March 3  
 Karolina Jimenez, Assistant Project Manager - March 16  
 Heather Lawson, Project Manager II - February 2

### Biostatistics and Data Science

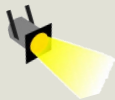
Joni Evans, Biostatistician IV - March 9  
 Marjorie Howard, Biostatistician II - March 16  
 Timothy Hodge, IT Project Manager II - March 16

### Epidemiology & Prevention

Chelsea Newman, Assistant Project Manager - February 17  
 Bonita Trivette, Data Collector - March 2  
 Tiffany Davis, Assistant Project Manager - March 9

### Implementation Science

Sheryl Monks, CTSI Communication Specialist - February 1  
 Camelia Singletary, Project Manager II - February 1  
 Amie Sidberry, Administrative Assistant - February 17



## TEAM SPOTLIGHT

### Evaluating the Impact of Waterpipe Tobacco Marketing Claims on Young Adults

In 2019, the NCI and FDA Center for Tobacco Products funded Dr. Erin Sutfin and her team's R01 *Evaluating the Impact of Waterpipe Tobacco Marketing Claims on Young Adults*. Waterpipe tobacco (WT) smoking is common among young adults in the U.S. Despite significant health effects associated with waterpipe tobacco smoking, young adults erroneously believe WT smoking is less harmful and less addictive than cigarette smoking. Marketing, including package design and digital marketing (websites and social media), is an effective tool used by the tobacco industry to communicate product health information to consumers. The common use of fruit imagery and text describing the quality of the tobacco may be associated with reduced harm perceptions. The FDA has begun to prohibit certain claims on WT packaging and in marketing. Some prohibited claims are easily identifiable, but others are more difficult to identify due to lack of specificity in the law and the implicit nature of some claims. Evidence is needed, specific to WT packaging and marketing, to identify claims and determine their influence on consumer harm misperceptions to inform future regulatory actions. This study will address this gap by documenting claims on WT packaging and in digital marketing and identifying how such claims influence consumer perceptions. The findings will help the FDA determine which claims consumers interpret in ways that the law prohibits, which could prompt the FDA to engage in additional rulemaking so consumers are not misled.



**Study Team:** Erin Sutfin, PhD; Jennifer Ross, PhD; Kimberly Waggoner, DrPH, MPH; Beth Reboussin, PhD; Caroline Kimes, BS; Bobby Amoroso, BS; Cindy Suerken, MS; Eric Soule, PhD, Eastern Carolina University; Alison Lazard, PhD, University of North Carolina; Desmond Jenson, JD, Public Health Law Center