

# ROBIN C. STEVENS, PHD, MPH

[www.robinstevens.org](http://www.robinstevens.org)

Rutgers, the State University of New Jersey  
405-407 Cooper Street, Camden, NJ 08102-1405

T: 215-313-0683

[robin.stevens@rutgers.edu](mailto:robin.stevens@rutgers.edu)

## EDUCATION

PhD Communication, Annenberg School for Communication, University of Pennsylvania, 2009

MPH Health Behavior, Health Education, University of Michigan School of Public Health, 2003

AB Sociology, Harvard College, 1999  
*Distinction: Cum Laude*

## RESEARCH EXPERIENCE

*Assistant Professor*, Rutgers University-Camden, Department of Childhood Studies (2011-current)

*Evaluation Trainer*, Select Media, Inc (2010-current)

- Developed and deliver national trainings to community based organizations, school districts, and faith based institutions to help them evaluate HIV/STI and teen pregnancy prevention interventions.
- Developed evaluation training manuals to train organizations to evaluate the efficacy of federally funded randomized clinical trials and quasi-experimental research studies testing behavioral interventions.
- Provide technical assistance on evaluation issues.

*Lead Evaluator*, Pennsylvania Department of Health Abstinence Prevention Program (2011)

- Designed and conducted an evaluation of a statewide capacity building abstinence program.

*Senior Research Associate*, Center of Health Behavior and Communication Research (2009-2011)

- Mentor & Supervisor: John B. Jemmott, III
- Project Director for federally funded randomized clinical trial evaluating the effectiveness of an HIV prevention intervention for African American men.
- Conduct formative research, including focus groups, usability testing and lead the submission of grant proposal for a mobile phone based intervention for young African Americans.
- Assisted with conceptual development and grant writing of new projects.

*Research Consultant*

Center of Excellence for Diversity in Health Education and Research and the Philadelphia Area Research Community Coalition (2006-2011)

- Provided expertise in development and evaluation of various curricula, related to improving cardiovascular health among African Americans and improving End of Life care for African Americans.

- Organized and analyzed evaluation data from various community based participatory research projects

#### MEE Productions (2010-2011)

- Designed content analysis examining the presentation of African American Males in the news coverage.
- Provide overall scientific management of study including designing the research plan, coding schema and codebook, conducting reliability assessments and data analyses.

#### Play Science Lab (2010-2011)

- Moderated focus groups to test messages for the Philadelphia Department of Health's media campaign to prevent childhood obesity.

#### Fox Chase Cancer Center (2009)

- Moderated focus groups with African American adults related to genetic information and health literacy.

#### Pew Charitable Trusts (2006)

- Contracted to conduct focus groups with foster care youth in five cities.
- Moderated and/or co-moderated five focus groups, in five cities over a five day period.
- Assisted with the preparation of focus group guides, transcription of focus group discussions and preparation of the final report.

#### Adolescent Risk Communication Institute (2006)

- Created Stata aggregation syntax for a large scale multiyear dataset for future analyses.

#### *Research Fellow*

#### Annenberg Sex and Media Study, Annenberg School for Communication (2004-2008)

Principal Investigators: Martin Fishbein, PhD & Amy Jordan, PhD

- Trained and supervised staff for data collection process.
- Participated in survey questionnaire design and piloting.
- Organized and managed multiple waves of data, created and presented internal reports, conducted data analysis, delivered public presentations of survey findings and authored several manuscripts.

#### Center of Excellence in Cancer Communication, Annenberg School for Communication, (2004-2008)

Principal Investigator: Robert Hornik, PhD

- Conducted in depth interviews with approximately 40 cancer patients.
- Participated in development of coding scheme and analysis of interview data.

#### Ruth Mott Health Scholars Program's Urban Truth Project (2001-2002)

University of Michigan School of Public Health, Ann Arbor, MI

- Partnered with a community based organization to train and mentor local youth to conduct research on tobacco advertising in their community of Flint, Michigan.

- Designed and implemented the research study, surveying more than 100 local retailers over a two month period.
- Responsible for the training and daily supervision of the high school research team.

*Lead Research Assistant*

Collaboration to Reduce Disparities in Hypertension (2003)

University of Pennsylvania School of Medicine, Philadelphia, PA

Principal Investigators: Stephen Kimmel, MD, & Kevin Volpp, MD

- Trained and managed undergraduate research assistants to conduct data collection
- Participated in survey development and daily survey administration

**GRANT FUNDING**

Developing and Pilot Testing a Mobile Phone-Based HIV/STI Prevention Intervention

NIH 1 R01 HD072825-01A1

12/01/2012 – 12/01/2015

Co-Investigator

Award: \$544,607

The broad, long-term objective of this research is to identify strategies to reduce the rates of HIV in young African American MSM. This research will take advantage of the men's avid use of mobile phone technology to deliver an innovative intervention to change their sexual risk behavior.

South Jersey Strengthening Families Initiative

05/01/2011 – 04/30/2020

Principal Investigator

Award: \$3,968,000

Pascale Sykes Foundation

This multi-site longitudinal study of working poor families in New Jersey evaluates the impact of neighborhood factors, service provision, communication technology and family dynamics on adult, adolescent and child wellbeing.

Reality Check in Transit: Evaluation of a Serial Drama for Black Youth.

Co-Investigator

Award: 450,000

NIH 1 R34 MH094207-01A1

06/01/ 2011 - 05/31/ 2012

The goal of this study is to evaluate the impact of the Center of Disease Control (CDC) developed serial drama intervention, "Reality Check," on HIV testing rates among African American youth. The intervention is particularly innovative because the serial drama is shown on mobile phones.

Navigating the risk: the influence of neighborhood, social norms, and individual choice on adolescent sexual and substance use behaviors.

Co-Principal Investigator

Award: \$45,000

Rutgers University Faculty Research Grant

07/01/2012 – 06/30/2015

The goal of this study is to examine risk and resilience among adolescents in relation to drug use and risky sexual behavior. This study employs a mixed method technique, combining in-depth interviews and longitudinal surveys to investigate the role of individual cognitions, social norms and neighborhood environment on risk behavior.

NIH Loan Repayment Program–Health Disparities

07/01/2010 – 06/30/2014

Awardee

Award: \$105,000

Help Us, Save Us! HIV/STI Prevention Intervention for High-Risk Black Men

Independent Scholar/Mentee  
NIH 3 RO1 MH079736-03S1

Award: \$150,000  
09/30/2009 – 09/30/2011

The objective of this study was to design and conduct formative research, including focus groups, cross sectional surveys and usability testing research with young African American men who have sex with men (MSM) to aid in the development of a mobile phone based HIV prevention behavioral intervention.

Dissertation Research Grant, University of Pennsylvania \$1,000  
Principal Investigator 03/01/2008 – 03/31/2009

The grant supported my dissertation research entitled, “AIDS in Black & White: The Impact of News Coverage of HIV/AIDS on Racial Health Disparities, 1993-2007,” which examined the influence of news coverage of HIV/AIDS on HIV/AIDS related attitudes and behaviors in the US population. Sophisticated content analysis and statistical techniques were used to examine changes in news coverage from 1993-2007 and how those changes influenced risk perception and HIV testing behaviors among African Americans and White Americans. Distributed lagged regression models tested the aggregate impact of news on health behaviors among racial groups. The findings suggest that news coverage of HIV/AIDS since 1993 has led to significant declines in HIV testing. Strikingly, coverage was associated with greater declines in testing among African Americans than among white Americans, which may have contributed to the disturbing racial disparities in HIV/AIDS prevalence.

## PEER REVIEWED PUBLICATIONS

**Stevens, R.,** Hull, S. (2013) “The Color of AIDS: U.S. Newspaper Coverage of HIV/AIDS from 1992-2007.” *Critical Arts: North-South Media Conversations*, 27(3) 352-369.

**Stevens, R.,** Bernadini, S., Jemmott, J. (in press) “Social Environment and Sexual Risk-Taking among Gay and Transgender African American Youth”. *Culture, Health, & Sexuality*.

**Stevens, R.,** Hornik, R (in press) "AIDS in Black & White: The influence of newspaper coverage of HIV/AIDS on HIV/AIDS testing among African Americans and White Americans, 1993-2007." *Journal of Health Communication*.

Jemmott, J. B. III, Jemmott, L. S., & **Stevens, R.** (2010). Statistical power, multiple comparisons, and comparative efficacy in evaluating HIV/STD risk-reduction strategies. *Archives of Pediatrics and Adolescent Medicine*, 304 (2).

Nagler, R.H., Romantan, A., Kelly, B.J., **Stevens, R.S.**, Gray, S.W., Hull, S.J., Ramirez, A.S., & Hornik, R.C. (2010). How do cancer patients navigate the public information environment? Understanding patterns and motivations for movement among information sources. *Journal of Cancer Education*. , 25 (3), pp. 360-370. doi: 10.1007/s13187-010-0054-5.

Jordan, A., Bleakley, A., Manganello, J., Hennessy, M., **Stevens, R.**, Fishbein, M. (2010). The role of television access in viewing time of U.S. adolescents. *Journal of Children and Media*, 4(4).

Bleakley, A., Fishbein, M., Hennessy, M., Jordan, A., Chernin, A., and **Stevens, R.** (2008). Developing Respondent-Based Multi-Media Measures of Exposure to Sexual Content. *Communication Methods and Measures*, (2), 1 & 2.

Niederdeppe, J., Hornik, R., Kelly, B., Frosch, D., Romantan, A., **Stevens, R.**, Barg, F., Weiner, J., & Schwarz, S. (2007) Examining the Dimensions of Cancer-Related Information Scanning and Seeking Behavior. *Health Communication* (22) 2.

#### **PUBLICATIONS UNDER REVIEW**

O’leary, A., Jemmott, J. Stevens, R., Rutledge, S. & Icard, L. “Optimism and Education Buffer the Effects of Syndemic Factors on HIV Status among Black Men who Have Sex with Men.” Under review.

#### **PROFESSIONAL PUBLICATIONS & WHITE PAPERS**

Carthon, M.B., McDonald, J., Baker, J.B., Gomes, M., **Stevens, R.**, Brawner, B.M. (2011) Beyond Despair: Next Decade Research Strategies to Promote Health Equity among Racial and Ethnic Minorities National Science Foundation: Social, Behavioral & Economic Sciences 2020 White Paper.

Jemmott, J, **Stevens, R.**, Hsu, J. Be Proud, Be Responsible! Evaluation and Data Training Manual. New York: Select Media, Inc., 2011.

Jemmott, J, **Stevens, R.**, Hsu, J. Promoting Health Among Teens-Abstinence Evaluation and Data Training Manual. New York: Select Media, Inc., 2011.

Jemmott, J, **Stevens, R.**, Hsu, J. Making A Difference! Evaluation and Data Training Manual. New York: Select Media, Inc., 2011.

Jemmott, J, **Stevens, R.**, Hsu, J. Proud Choices! Evaluation and Data Training Manual. New York: Select Media, Inc., 2011.

#### **MANUSCRIPTS IN PREPARATION**

**Stevens, R.** Gillard-Matthews, S. The Virtual Hood: Social media in the lives of adolescents in disadvantaged environments.

**Stevens, R.** Kim, M., Jemmott, J. The influence of neighborhood and social norms on sexual attitudes among African American adolescents.

**Stevens, R.**, Jemmott, J., Hsu, J., Cardona, R., Patel, T., SMS for Safe Sex: The development of an SMS based HIV prevention intervention for African American Men.

#### **TEACHING EXPERIENCE**

Rutgers University-Camden, Department of Childhood Studies.

- Quantitative Research Methods, Graduate Course (Spring 2012)
- Understanding Childhood Through Statistics: A Quantitative Methods Course Undergraduate (Fall 2011, Spring 2012)
- Adolescent Health, Graduate Course (Fall, 2011)

University of Pennsylvania, Department of Public Health Studies

- Media, Advocacy & Public Health, Graduate Course (Summer 2010, 2012)

University of Pennsylvania, Department of Communication

- Communication and Behavior, Undergraduate Course (Summer 2008)
- Introduction to Data Analysis Using Stata, Graduate (Summer 2010, Fall 2006)

University of Pennsylvania, *Teaching Assistant*

- Children and the Media, Undergraduate (Spring, 2007)

University of Michigan, *Graduate Student Instructor*

- Principles of Sociology, Undergraduate (Spring 2003)
- Introduction to Africa and Its Diaspora, Undergraduate (Fall 2002)

## TEACHING COMPETENCIES

Adolescent & Child Health  
 Health Communication  
 Psychosocial Factors in Behavior  
 Promotion  
 Public Health, Media, & Advocacy  
 Social Inequalities in Health  
 Race, Communication and the Media

Quantitative Research Methods  
 Statistics & Data Analysis  
 Survey Methods  
 Children and Media  
 Adolescent Media  
 Communication and Behavior

## PROFESSIONAL PRESENTATIONS

**Stevens, R** (2012) "The Color of AIDS: U.S. Newspaper coverage of HIV/AIDS from 1993-2007. Paper presented at the International Association of Communication and Media Researchers, Durban, South Africa, July, 2012.

**Stevens, R** (2010) "Developing a mobile phone-based HIV/STD risk reduction intervention for young African American MSM" Paper presented at the Annual Meeting of the American Public Health Association, Boston, MA, November 4-8, 2010.

**Stevens, R.** (2010) AIDS in Black and White: the influence of news coverage of HIV/AIDS on HIV testing among African Americans and white Americans, 1993- 2007. Presented at the International AIDS Conference, Vienna Austria, July 2010.

**Stevens, R.** Hull, S., Ho, A. (2007) From TV to Testing: Linking the KNOW HIV/AIDS Media Campaign to HIV Prevention Behavior among Adolescents. Paper presented at

the National Communication Association Annual Meeting, Chicago, IL, November, 2007. Top student paper award finalist.

**Stevens, R.** (2006) A Case of Narrowing the Gap? Evidence for Differential Effects of the California Anti-Tobacco Media Campaign from 1990-1993. Paper presented at the NIH Conference on Understanding and Reducing Health Disparities: Contributions from the Behavioral and Social Sciences, Bethesda, MD, October 23-25, 2006.

**Stevens, R.** (2006) Resurrecting Racism: The Strategic Use of News Icons in Ethnic Media. Paper presented at the International Association of Media and Communication Researchers, Cairo, Egypt, August 22-27, 2006

**Stevens, R.,** Fishbein, M., Jordan, A., Bleakley, A., Hennessy, M., Davis, A., Gabbadon, N., Williams, L. (2006). Not Taking Any Chances: Exploring Characteristics of Urban Teens who Abstain from Risk Behaviors. Paper presented at the Annual Meeting of the American Public Health Association, Boston, MA, November 4-8, 2006.

Kelly, B., **Stevens, R.,** (2006) Exposure to Obesity Information in the Media is associated with Weight Loss Behavior. Paper presented at the Annual Meeting of the International Communication Association, Dresden, Germany, June 19-24, 2006

**Stevens, R.** (2003) Urban Truth: Tobacco Marketing in the African-American Community. Paper presented at the Annual Meeting of the American Public Health Association, San Francisco, CA, November 15-19, 2003

**Stevens, R.** (2003) Urban Truth Pilot: Conducting community initiated tobacco related research with teens. Paper presented at the Annual Meeting of the American Public Health Association, San Francisco, CA, November 15-19, 2003

## INVITED TALKS

Building Bridges That Last: Fostering Productive and Ongoing Relationships Between Researchers and Communities. Sponsored by Thomas Jefferson University, Philadelphia, PA. September 15, 2010. *Invited Lecture.*

AIDS in Black America: At the Crossroads: Successes, Challenges, & Opportunities. Sponsored by BEBASHI, Philadelphia, PA. August 25<sup>th</sup>, 2010. *Invited Panelist.*

Urban Youth Symposium. Urban Educations: Institutions, Representations, Youth Cultures. Sponsored by Rutgers-Camden Childhood Studies, Rutgers, NJ, November 20, 2009. *Invited Panelist.*

## SKILLS

- Integration of Community Based Participatory Research principles into research activities.
- Extensive experience in data analysis using STATA and Microsoft Excel.

- Extensive experience in survey design, content analysis, OLS, logistic and multinomial regression, and large scale data analysis.
- Proficient in data analysis using SPSS, SAS, and GIS mapping.

### **PROFESSIONAL SERVICE**

- Imagine A School, Co-founder of parents advocacy coalition (2013)
- Faculty Senate, Rutgers-Camden Faculty of Arts and Sciences (2011-current)
- Advisory Board Member, THRIVE, China (2009-Present)
- Board of Directors, Rural AIDS Organization, Tanzania (2008)
- Volunteer, Rural AIDS Organization, Tanzania (2004-2008)
- Member, Fontaine Society Coordinating Committee, University of Pennsylvania (2006)
- Student Representative, Faculty Search Committee, University of Michigan School of Public Health (2002)

### **FELLOWSHIPS**

- Fontaine Society Fellow, University of Pennsylvania
- Ruth Mott Health Scholar
- Institute of International Public Policy Fellow

### **HONORS AND AWARDS**

- Robert Wood Johnson, New Connections Symposium, Invited Attendee (2011)
- National Communication Association, Top Student Paper Finalist (2008)
- Full Tuition and Research Stipend, Annenberg School for Communication (2003-2009)
- Health Behavior, Health Education Departmental Scholarship (2001-2003)
- Faculty of Arts and Sciences Scholarship (1995-1999)
- Dean's List, Harvard College, (1995-1999)

### **PROFESSIONAL AFFILIATIONS**

- International AIDS Society
- American Public Health Association
- International Association of Media and Communication Researchers
- International Communication Association