

ALLISON LAZARD, PHD

Assistant Professor | School of Media and Journalism | University of North Carolina at Chapel Hill | lazard@unc.edu

EDUCATION

- 2015 **Ph.D., Advertising**, Stan Richards School of Advertising and Public Relations, Moody College of Communication, The University of Texas at Austin
Research area: Impact of Visual and Interactive Design on Health and Science Strategic Communication
Dissertation: "Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing"
- 2009 **M.S., Media Arts and Science**, School of Informatics, Indiana University-Purdue University Indianapolis
Major area of study: Multimedia and 3D Design
Thesis Project: "Take a Drink: A Visual Campaign for the Center for Earth and Environmental Science"
- 2005 **B.S., Visual Communication**, School of Visual Communication, Ohio University
Major area of study: Commercial Photography
Minor area of study: Anthropology

REFEREED JOURNAL PUBLICATIONS

Note: Asterisk (*) indicates graduate or undergraduate student.

- 49 **Lazard, A., Saffer, A., Horrell, L., Benedict, C., & Love, B.** (Online first) Peer-to-Peer Connections: Perceptions of a Social Support App Designed for Young Adults with Cancer. *Psycho-Oncology*. doi: 10.1002/pon.5220
- 48 *Brennen, J. S., **Lazard, A.**, & *Adams, E. (In press) Multi-Model Mental Models: Understanding Users' Design Expectations for mHealth Apps. *Health Informatics Journal*.
- 47 Horrell, L., **Lazard, A.**, Bhowmick, A., Hayes, S., Mees, S., & Valle, C. (In press) Attracting Users to Online Health Communities: Results of LungCancer.net Facebook Advertisement Campaigns. *Journal of Medical Internet Research*. doi: 10.2196/14421
- 46 **Lazard, A.**, Byron, M. J., Peters, E., & Brewer, N. (Online first) Communicating about Chemicals in Cigarette Smoke: Impact on Knowledge and Misunderstanding. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2018-054863
- 45 **Lazard, A.** & King, A. (Online first) Objective Design to Subjective Evaluations: Connecting Visual Complexity to Aesthetic and Usability Assessments of eHealth. *International Journal of Human-Computer Interaction*. doi: 10.1080/10447318.2019.1606976
- 44 King, J., **Lazard, A.**, Reboussin, B., Ranney, L., Cornachhoine Ross, J., Wagoner, K., & Sutfin, E. (Online first) Optimizing Warnings on E-Cigarette Advertisements. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntz091
- 43 Brewer, N., Jeong, M., Hall, M., Baig, S., Mendel, J., **Lazard, A.**, Noar, S., *Kameny, M., & Ribisl, K. (2019) The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke. *Tobacco Control*. 28, e64-e70. doi: 10.1136/tobaccocontrol-2018-054878

- 42 King, A., **Lazard, A.**, & *White, S. (Online first) The Influence of Visual Complexity on Initial User Impressions: Testing the Persuasive Model of Web Design. *Behaviour & Information Technology*. doi: 10.1080/0144929X.2019.1602167
- 41 **Lazard, A.**, Byron, M. J., Vu, H., Peters, E., *Schmidt, A., & Brewer, N. (2019) Website Designs for Communicating about Chemicals in Cigarette Smoke. *Health Communication*. 34(3), 333-342. doi: 10.1080/10410236.2017.1407276
- 40 **Lazard, A.**, *Pikowski, J., *Horrell, L., Cornacchoine Ross, J., Noar, S., & Sutfin, E. (Online first) Adolescents' and Young Adults' Aesthetics and Usability Preferences for Online Tobacco Education. *Journal of Cancer Education*. doi: 10.1007/s13187-019-1475-4
- 39 *Baig, S., Byron, M. J., **Lazard, A.**, & Brewer, N. (2019) "Organic," "Natural," and "Additive-Free" Cigarettes: Comparing the Effects of Advertising Claims and Disclaimers on Perceptions of Harm. *Nicotine & Tobacco Research*. 21(7), 933-939. doi: 10.1093/ntr/nty036
- 38 Sutfin, E., Cornacchione, J., **Lazard, A.**, *Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., Wolfson, M., & Noar, S. (2019) Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco. *Health Communication*. 34(3), 343-351. doi: 10.1080/10410236.2017.1407277
- 37 Noar, S., *Rohde, J., Horvitz, C., **Lazard, A.**, Cornacchione Ross, J., & Sutfin. (2019) Adolescents' Receptivity to E-Cigarette Harms Messages Delivered Using Text Messaging. *Addictive Behaviors*. 91, 201-207. doi: 10.1016/j.addbeh.2018.05.025
- 36 Mackert, M., Case, K., **Lazard, A.**, Oh, J., Hughes Wagner, J., Lakey, Hawk, E., Cofer, J., Hurst, A., and Elerian, N. (2019) Building a Health Communication Brand for University of Texas System Tobacco Control. *Journal of American College Health*. 67(4), 291-298. doi: 10.1080/07448481.2018.1469504
- 35 **Lazard, A.**, *Horrell, L., *Pikowski, J., Cornacchione Ross, J., Noar, S., & Sutfin, E. (2018) Message and Delivery Preferences for Online Tobacco Education among Adolescents and Young Adults. *Journal of Health Communication*. 23(8), 735-742. doi: 10.1080/10810730.2018.1523259
- 34 Meernik, C., Ranney, L., **Lazard, A.**, Kim, K., Queen, T., Avishai-Yitshak, A., Sheeran, P., & Goldstein, A. (2018) The Effect of Cigarillo Packaging Elements on Young Adult Perceptions of Product Flavor, Taste, Smell, and Appeal. *PLoS One*. 13(4), 1-13. doi: 10.1371/journal.pone.0196236
- 33 **Lazard, A.**, Mackert, M., Bock, M., Love, B., Dudo, A., & Atkinson, L. (2018) Visual Assertions: Effects of Photo Manipulation and Dual Processing for Food Advertisements. *Visual Communication Quarterly*. 25(1), 16-30. doi: 10.1080/15551393.2017.1417047
- 32 Kowitt, S., **Lazard, A.**, Queen, T., Noar, S., & Goldstein, A. (2018) Adolescents' Aided Recall of Targeted and Non-Targeted Tobacco Communication Campaigns in the United States. *International Journal of Environmental Research and Public Health*. 15(11), 2363. doi: 10.3390/ijerph15112363
- 31 Mackert, M., Guadagno, M., **Lazard, A.**, Donovan, E., Rochlen, A., Garcia, A., Damásio, M., & Crook, B. (2018) Engaging Men in Prenatal Health via e-Health: Findings from a National Survey. *JMIR Pediatrics and Parenting*. 1(2), e7. doi: 10.2196/pediatrics.9513
- 30 Byron, M. J., **Lazard, A.**, Peters, E., Vu, H., *Schmidt, A., & Brewer, N. (2018) Effective Formats for Communicating Risks from Cigarette Smoke Chemicals. *Tobacco Regulatory Science*. 4(2), 16-29. doi: 10.18001/TRS.4.2.2
- 29 **Lazard, A.**, *Kowitt, S., Huang, L.L., Noar, S., Jarman, K., & Goldstein, A. (2018) Believability of Cigarette Warnings about Addiction: National Experiments of Adolescents and Adults. *Nicotine & Tobacco Research*. 20(7), 867-875. doi: 10.1093/ntr/ntx185

- 28 *Rhode, J., Noar, S., Horvitz, C., **Lazard, A.**, Cornacchione Ross, J., & Sutfin, E. (2018) The Role of Knowledge and Risk Beliefs in Adolescent E-Cigarette Use: A Pilot Study. *International Journal of Environmental Research and Public Health*. 15, 830. doi: 10.3390/ijerph15040830
- 27 Benedict, C., Victorson, D, Love, B., Fuehrer, D., **Lazard, A.**, Saffer, A., Linscott, T., & Zachary, M. (2018) The Audacity of Engagement: Hearing Directly from Young Adults with Cancer on their Attitudes and Perceptions of Cancer Survivorship and Cancer Survivorship Research. *Journal of Adolescent and Young Adult Oncology*. 7(1), 103-111. doi: 10.1089/jayao.2017.0038
- 26 Case, K., **Lazard, A.**, Mackert, M., & Perry, C. (2018) Source Credibility and E-cigarette Attitudes: Implications for Tobacco Communication. *Health Communication*. 33(9), 1059-1067. doi: 10.1080/10410236.2017.1331190
- 25 **Lazard, A.**, *Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017) Icons for Health Effects of Cigarette Smoke: A Test of Semiotic Type. *Journal of Behavioral Medicine*. 40(4), 641-650. doi: 10.1007/s10865-017-9833-3
- 24 **Lazard, A.**, Wilcox, G., *Tuttle, H., *Glowacki, E., & *Pikowski, J. (2017) Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis. *Tobacco Control*. 26(2), e112-e116. doi: 10.1136/tobaccocontrol-2016-053295
- 23 Berman, M., Byron, M. J., Hemmerich, N., Lindblom, E., **Lazard, A.**, Peters, E., & Brewer, N. (2017) Communicating Tobacco Product Information to the Public. *Food and Drug Law Journal*. 72(3), 386-405.
- 22 *Glowacki, E., **Lazard, A.**, & Wilcox, G. (2017) E-cigarette Topics Shared by Medical Professionals: A Comparison of Tweets from the United States and United Kingdom. *Cyberpsychology, Behavior, and Social Networking*. 20(2), 133-137. doi: 10.1089/cyber.2016.0409.
- 21 **Lazard, A.**, Dudo, A., *Dennis, T., *Ewald, M.G., & Love, B. (2017) Making a Visual Impression (or Not): Current Design Practices of Nutritional Websites. *Health Communication*. 32(4), 470-482. doi: 10.1080/10410236.2016.1140267
- 20 Mackert, M., *Guadagno, M., **Lazard, A.**, Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. (2017) Engaging Men in Prenatal Health Promotion: A Pilot Evaluation of Targeted e-Health Content. *American Journal of Men's Health*. 11(3), 719-725. doi: 10.1177/1557988316679562
- 19 Huang, L., **Lazard, A.**, Pepper, J., Noar, S., Ranney, L., & Goldstein, A. (2017) Impact of *The Real Cost* Campaign on Adolescents' Recall, Attitudes, and Risk Perceptions about Tobacco Use: A National Study. *International Journal of Environmental Research and Public Health*. 14(1), 42. doi: 10.3390/ijerph14010042
- 18 **Lazard, A.**, Bamgbade, B., *Sontag, J., & Brown, C. (2016) Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication. *Journal of Health Communication*. 21(12), 1260-1268. doi: 10.1080/10810730.2016.1245374
- 17 **Lazard, A.**, Saffer, A., Wilcox, G., *Chung, A. D., Mackert, M., & Bernhardt, J. (2016) E-Cigarette Social Media Messages: A Text Mining Analysis of Marketing and Consumer Conversations on Twitter. *JMIR Public Health and Surveillance*. 2(2), e171. doi: 10.2196/publichealth.6551
- 16 *Glowacki, E., **Lazard, A.**, Wilcox, G., Mackert, M., & Bernhardt, J. (2016) Identifying the Public's Concerns and the Center for Disease Control and Prevention's Reactions During a Health Crisis: An Analysis of the CDC's Zika Live Twitter Chat. *American Journal of Infection Control*. 44(12), 1709-1711. doi: 10.1016/j.ajic.2016.05.025
- 15 Case, K., Crook, B., **Lazard, A.**, & Mackert, M. (2016) Formative Research to Identify Perceptions of E-cigarettes in College Students: Implications for Future Health Communication Campaigns. *Journal of American College Health*. 64(5), 380-389. doi: 10.1080/07448481.2016.1158180

- 14 Mackert, M., *Guadagno, M., **Lazard, A.**, Champlin, S., Pounders, K., & Walker, L. (2016) Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers. *Journal of Communication in Healthcare*. 9(2), 90-97. doi: 10.1080/17538068.2016.1168199
- 13 **Lazard, A.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2016) Design Simplicity Influences Patient Portal Use: Role of Aesthetic Evaluations for Technology Acceptance. *Journal of the American Medical Informatics Association*. 23(1), e157-e161. doi: 10.1093/jamia/ocv174
- 12 Kahlor, L., Dudo, A., Liang, M., **Lazard, A.**, & AbiGahannam, N. (2016) Ethics Information Seeking and Sharing among Scientist: The Case of Nanotechnology. *Science Communication*. 38(1), 74-98. doi: 10.1177/1075547015617942
- 11 **Lazard, A.**, *Scheinfeld, E., Bernhardt, J., Wilcox, G., & Suran, M. (2015) Detecting Themes of Public Concern: A Text Mining Analysis of the Center for Disease Control and Prevention's Ebola Live Twitter Chat. *American Journal of Infection Control*. 43(10), 1109-1111. doi: 10.1016/j.ajic.2015.05.025
- 10 **Lazard, A.** & Mackert, M. (2015) Design and e-Health: Advancing Research and Practice in Effective Communication. *Communication Design Quarterly*. 3(4), 25-34.
[Began faculty position at UNC July 1, 2015]
- 9 Mackert, M., **Lazard, A.**, Liang, M., Mabry, A., Champlin, S., & Stroever, S. (2015) Saving Time and Resources: Observational Research to Support Adoption of a Hand Hygiene Promotion Campaign. *American Journal of Infection Control*. 43(6), 656-658. doi: 10.1016/j.ajic.2015.02.020
- 8 **Lazard, A.** & Atkinson, L. (2015) Putting Environmental Infographics Center Stage: The Role of Visuals at the Elaboration Likelihood Model's Critical Point of Persuasion. *Science Communication*. 37(1), 6-33. doi: 10.1177/1075547014555997
- 7 Mackert, M., **Lazard, A.**, & Wyeth, B. (2015) Street Crossing: Observational Research and Developing Health Communication Strategies. *Communication Teacher*. 29(1), 49-54. doi: 10.1080/17404622.2014.985601
- 6 Champlin, S., **Lazard, A.**, Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. *Journal of Communication in Healthcare*. 7(4), 285-294. doi: 10.1179/1753807614Y.0000000065
- 5 **Lazard, A.** & Mackert, M. (2014) User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication. *International Journal of Medical Informatics*. 83(10), 726-735. doi: 10.1016/j.ijmedinf.2014.06.010
- 4 Mackert, M., **Lazard, A.**, Guadagno, M., & Hughes-Wagner, J. (2014) The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus. *Journal of American College Health*. 62(8), 542-551. doi: 10.1080/07448481.2014.944534
- 3 Dudo, A., Kahlor, L., AbiGhannam, N., **Lazard, A.**, & Liang, M. C. (2014) An Analysis of Nanoscientists as Public Communicators. *Nature Nanotechnology*. 9(10), 841-844. doi: 10.1038/nnano.2014.194
- 2 Tian, C., Champlin, S., Mackert, M., **Lazard, A.**, & Agrawal, D. (2014) Readability, Suitability, and Health Content Assessment of Patient Education Materials on Colorectal Cancer Screening. *Gastrointestinal Endoscopy*. 80(2), 284-290. doi: 10.1016/j.gie.2014.01.034
- 1 Mackert, M., **Lazard, A.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2014) "Take Time. Save Lives. Clean Hands Protect:" A Comparison of Two Hand Hygiene Health Promotion Posters. *American Journal of Infection Control*. 42(5), 530-532. doi: 10.1016/j.ajic.2014.01.017

BOOK

Mackert, M., **Lazard, A.**, & Love, B. (2017) *Designing Effective Health Messages*. Dubuque, IA: Kendall Hunt Publishing Company.

INVITED ARTICLES AND SPECIAL SECTIONS

- Harrison, T. & **Lazard, A.** (2015) Population-Specific Health Literacy for People with Visual Impairments. *Health Communication*. 30(12), 1169-1172. doi: 10.1080/10410236.2015.1037424
- Mackert, M. & **Lazard, A.** (2014) "Communication with Pharmacists." In Thompson, T. & Golson, G. (Eds.) *Encyclopedia of Health Communication*. SAGE.
- Lazard, A.** & Eastin, M. (2013) "Cultivating Content and the Social Representation of Violence." In Eastin, M. (Ed.) *Encyclopedia of Media Violence*. SAGE.
-

SUBMISSION TO THE FEDERAL DOCKET

Sutfin, E.L., **Lazard, A.**, King, J., Soule, E.K., Kimes, C., Jenson, D., Ross, J.C. (2018). "Availability of Flavored Waterpipe Tobacco." Comment on Advanced Notice of Proposed Rulemaking, *Regulation of Flavors in Tobacco Products*, Docket No. FDA-2017-6565.

REFEREED CONFERENCE PROCEEDINGS

Liang, M. C., Dudo, A., Kahlor, L., AbiGahannam, N. A., & **Lazard, A.** (2013) "Nano-scientists as Consumers and Sources of Information about Nanoethics." In Goodwin, J., Dahlstrom, M., & Priest, S (Eds.) *Ethical Issues in Science Communication: A Theory-based Approach*. Charleston, SC: CreateSpace. p. 135-149.

REFEREED CONFERENCE PRESENTATIONS

- 93 Cornacchione Ross, J., Reboussin, B., King, J., Jensen, D., **Lazard, A.**, Noar, S., & Sutfin, E. (2019) "Relative Effectiveness of Pictorials vs. Text-Only Cigarillo Warnings among Young Adults" to be presented at the Tobacco Regulatory Science Meeting, Bethesda, MD, October.
- 92 Jarman, K., Kowitt, S., Ranney, L., Sheeran, P., **Lazard, A.**, Noar, S., & Goldstein, A. (2019) "Development of a Media Campaign about Harmful Cigarette Smoke Constituents: Methods and Lessons Learned," presented at the National Conference on Tobacco or Health, Minneapolis, Minnesota, August.
- 91 Collins, M. & **Lazard, A.** (2019) "How Narrative Engagement with Young Adult Literature Influences Perceptions of Anorexia Nervosa" presented the Association for Education in Journalism and Mass Communication Conference in Toronto, CA, August.
- 90 **Lazard, A.**, Brennen, J. S., Adams, E., & Love, B. (2019) "Design Cues for Increasing Social Presence in Mobile Health Apps" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.

- 89 Adams, E., **Lazard, A.**, Kavlie, J., (2019) "Do People Believe 'Everything Causes Cancer'? Testing the Effects of Relative Risk on Evaluations of Behavioral Feedback Generated by a Cancer Prevention App" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.
- 88 Brewer, N., Jeong, M., Baig, S., Mendel, J., Hall, M., **Lazard, A.**, Noar, S., Kameny, M., Ribisl, K. (2019) "Examining the Effect of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 87 Horrell, L., **Lazard, A.**, Bhowmick, A., Hayes, S., Mees, S., & Valle, C. (2019) "Increasing Recruitment to Online Health Communities: Results of the LungCancer.net Facebook Advertisement Campaign," presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 86 King, J., **Lazard, A.**, Reboussin, B., Cornacchione Ross, J., Ranney, L., Wagoner, K., & Sutfin, E. (2019) "Optimizing Warnings on E-Cigarette Advertisements" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 85 Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., **Lazard, A.**, Noar, S. M., Kameny, M. R., Ribisl, K. M. (2019) "The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 84 Byron, M. J., **Lazard, A.**, & Brewer, N. (2019) "How Chemical Quantities are Conveyed Affects Perceived Risk of Cigarette Brands and Interest in Switching Brands" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 83 Horrell, L., **Lazard, A.**, Diamond, M., Valle, C. (2018) "Message Strategies and Channels to Recruit Young Adult Cancer Survivors to Research" presented at the Global Adolescent and Young Adult Cancer Congress, Sydney, AU, December.
- 82 Horrell, L.N., Kneipp, S.M., Knafl, G., **Lazard, A.**, Leeman, J. & Linnan, L.A. (2018) "Advertisements and Engagement Behavior: How Advertisement Cue Preferences Relate to Cognitive and Behavioral Engagement of Working-Age Adults in a Study of the Chronic Disease Self-Management Program" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 81 Horrell, L.N., Kneipp, S.M., **Lazard, A.**, Knafl, G., Leeman, J. & Linnan, L.A. (2018) "Innovation in Communication Assessment: New Theoretical and Data Collection Approaches for Evaluating Health Communication Preferences among Vulnerable Populations" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 80 **Lazard, A.**, Saffer, A., Horrell, L., Benedict, C., & Love, B. (2018) "Peer-to-Peer Connections: Perceptions of a Social Networking App Designed for Young Adults with Cancer" presented at the Association for Education in Journalism and Mass Communication 2018 Conference in Washington, DC, August.
- 79 Smith, M.K., Cao, B., Fu, R., Zhao, Y., Liu, C., Tangthanasup, M., Lazard, A., & Tucker, J. (2018) "Health Messaging from BY the People or FOR the People? A Comparative Visual Content Analysis of Crowdsourced and Government HIV Posters" presented at the 22nd International AIDS Conference, Amsterdam, Netherlands, July.
- 78 King, J., **Lazard, A.**, Ranney, L., Cornacchione Ross, J., Wagoner, K., & Sutfin, E. (2018) "Optimizing Warnings on E-cigarette Advertisements" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 77 Sutfin, E., **Lazard, A.**, King, J., Soule, E., Kimes, C., Jenson, D., & Cornacchione Ross, J. (2018) "Characterization of Waterpipe Tobacco Packaging" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.

- 76 Kowitt, S., **Lazard, A.**, Queen, T., & Goldstein, A. (2018) "Adolescents' Recall of New National Tobacco Communication Campaigns" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 75 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B. A., Noar, S. M., King, J. L., & Sutfin, E. L. (2018) "Impact of New FDA Cigar Warnings Among Young Adults in the United States" presented at the Annual Meeting of the International Communication Association, Prague, Czech Republic, May.
- 74 Baig, S., Byron, M. J., **Lazard, A.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 73 Benedict, C., **Lazard, A.**, Love, B., Zachary, M., & Fuehrer, D. (2018) "The Stupid Cancer app: Initial findings from an mHealth tool for young adult cancer survivors" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 72 Cornacchione Ross, J., King, J., Reboussin, B., **Lazard, A.**, Noar, S., & Sutfin, E. (2018) "Selecting Images to Develop Pictorial Warnings for Cigarillos: Insights from Focus Groups" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 71 Meernik, C., Ranney, L., Kim, K., **Lazard, A.**, Avishai, A., Sheeran, P., Queen, T., & Goldstein, A. (2018) "The Effect of Cigarillo Packaging Elements on Young Adult Perceptions of Product Flavor, Taste, Smell, and Appeal" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 70 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.**, Cornacchione Ross, J., & Sutfin, E. (2018) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 69 Sutfin E.L., Reboussin B. A., **Lazard A.**, Cornacchione Ross J., Noar S. M. (2018) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 68 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2018) "Impact of Warnings on Young Adults' Thinking about the Risks and Discouragement from Use of Little Cigars and Cigarillos," presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 67 Baig, S., Byron, M. J., **Lazard, A.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 66 **Lazard, A.**, Saffer, A., Horrell, L., Benedict, C., Fuehrer, D., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.
- 65 Benedict, C., **Lazard, A.**, Saffer, A., Love, B., Fuehrer, D., & Zachery, M. (2017) "Adolescent and Young Adult Cancer Survivors' Unmet Needs and Motivations for Attending an Oncology and Social Networking Event" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.
- 64 Pikowski, J., **Lazard, A.**, Noar, S., Sheeran, P., Queen, T., & Goldstein. (2017) "The Impact of Source, Channel, and Theme on Adult Receptivity to Tobacco Control Messages" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.

- 63 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2017) "Impact of Newly Mandated Cigar Warnings Among Young Adults in the United States," presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 62 Sutfin E.L., Reboussin B. A., **Lazard A**, Ross J., Noar S. M. (2017) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 61 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.**, Cornacchione Ross, J., & Sutfin, E. (2017) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 60 Horrell, L., **Lazard, A.**, Saffer, A., Benedict, C., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the North Carolina Public Health Association Conference, Asheville, North Carolina, September.
- 59 **Lazard, A.**, Holton, A., Wilner, T., Zenner, S., & Cannon, A. (2017). "Cancer Selfies: Implicit Representations of Cancer and Gender on Instagram" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 58 Garrett, K. P., & **Lazard, A.** (2017). "Who Should Regulate? Testing the Influence of Policy Origins on Support for Controversial Media Regulations" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 57 Ball, J., Mackert, M., & **Lazard, A.** (2017). "Promoting Multivitamins to College Women: An Examination of Source, Message, and Audience Characteristics" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 56 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Information and Delivery Preferences of Adolescents and Young Adults for Tobacco Education Websites" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 55 King, A. & **Lazard, A.** (2017). "Improving First Impressions of Health Websites: The Influence of Visual Complexity on Positive Elaboration" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 54 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type" presented at the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, California, March.
- 53 Pikowski, J., **Lazard, A.**, Sutfin, E., Cornacchione, J., Noar, S. (2017). "Examining Effective Message Strategies for Communicating the Risks and Harms of E-Cigarettes" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 52 Pikowski, J., **Lazard, A.**, Noar, S. (2017) "FDA Credibility in a New Media Environment: The Impact of Source, Channel and Theme on Reception of Tobacco Control Messages" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 51 Bryon, M. J., **Lazard, A.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2017) "Designing a tobacco constituent website that is understandable and Not Misleading" presented at the National Conference on Tobacco or Health in Austin, Texas, March.
- 50 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Anti-Tobacco Education Websites: Information and Delivery Preferences of Adolescents and Young Adults" presented at the National Conference on Tobacco or Health, Austin, Texas, March.

- 49 **Lazard, A.,** Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Communicating Risk At-A-Glance: Effectiveness of Semiotics-Based Icons for Health Harms of Cigarette Smoke" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 48 Sutfin, E., Cornacchione, J., **Lazard, A.,** Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., & Noar, S. (2017) "Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Florence, Italy, March.
- 47 Bryon, M. J., **Lazard, A.,** Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2016) "Can a Tobacco Constituent Website be Understandable and Not Misleading?" presented at the NIH Tobacco Regulatory Science Fall (TCORS) Fall Grantee Meeting in Bethesda, MD, November.
- 46 **Lazard, A.** (2016) "Seeing is the First Step in Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 45 **Lazard, A.,** Schmidt, A., Vu., H., Byron, M. J., Peters, E., Boynton, M., & Brewer, N. (2016) "Health Effects of Cigarette Smoke Icons: A Test of Semiotic Type to Increase Communication Effectiveness" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 44 Horrell L., **Lazard A.,** Pikowski J., Suftin E., Cornacchione J., & Noar S. (2016) "Adolescent and Young Adults' Perceptions of Anti-Tobacco Websites: Results of Four Focus Group Sessions" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 43 **Lazard, A.,** Wilcox, G., Tuttle, H., Glowacki, E., & Pikowski, J. (2016) "Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 42 **Lazard, A.,** Bamgbade, B., Sontag, J., & Brown, C. (2016) "Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication" presented at the Association for Education in Journalism and Mass Communication 2016 Conference in Minneapolis, MN, August.
- 41 Chung, A.D., **Lazard, A.,** Koh, H., Jeon, Y., Wilcox, G., Mackert, M., & Bernhardt, J. (2016) "Measles Outbreak and Public Conversation on Twitter," presented at the Tenth Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
- 40 **Lazard, A. &** Holton, A. (2016) "My Cancer, My Image: Implicit Communication of Cancer and Gender in Instagram Self-Representations" presented at The Visual Communication Conference in Salt Lake City, UT, June.
- 39 Stanforth, D., **Lazard, A.,** Stanforth, P., Wyeth, B., Mackert, M., & Li, X. (2016) "Signage Increases Stair Use: Applying Visual Metaphors with Health and Non-health Messages for Behavior Change" presented at the American College of Sports Medicine 63rd Annual Conference in Boston, MA, June.
- 38 **Lazard, A.,** Noar, S., Kowitt, S., Jarman, K., & Goldstein. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the 2nd NIH Tobacco Regulatory Science Conference in Bethesda, MD, May.
- 37 Case, K., Crook, B., **Lazard, A.,** & Mackert M. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the Society for Prevention Research 24th Annual Meeting in San Francisco, CA, May.
- 36 **Lazard, A.,** Wilcox, G., Chung, A. D., Mackert, M., & Bernhardt, J. (2016) "Examination of Social Media E-cigarette Messages: Marketing and Consumer Conversations on Twitter" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.

- 35 Case, K., **Lazard, A.**, Crook, B., & Mackert, M. (2016) "Vapor Isn't Water: Perceptions and Effectiveness of E-cigarette Health Education Messages among College Students" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 34 Holton, A. & **Lazard, A.** (2016) "Representing Cancer: Implicit Communication of Cancer and Gender on Instagram" presented at the 3rd Media + Health Symposium in Richmond, VA, February.
- 33 **Lazard, A.**, Bock, M., & Mackert, M. (2015) "The Persuasive Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 32 Mackert, M., Guadagno, M., **Lazard, A.**, Champlin, S., Pounders, K., & Walker, L. (2015) "Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 31 Mackert, M. & **Lazard, A.** (2015) "Can I Recycle This?" presented at the University of Texas at Austin's 6th Annual Sustainability Symposium in Austin, TX, September.
- 30 Bamgbade, B., **Lazard, A.**, & Brown, C. (2015) "Understanding Conceptualizations of Mental Health Among College Students" presented at the American Association of Colleges of Pharmacy in National Harbor, MD, July.
- 29 **Lazard, A.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2015) "Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 28 **Lazard, A.**, Bamgbade, B., & Brown, C. (2015) "Mental Health Representations Among College Students: Insights for Designing Messages to Reduce Stigma" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.
- 27 Case, K., Mackert, M., Crook, B., & **Lazard, A.** (2015) "Perceptions of E-cigarettes in College Students: Formative Research to Develop Health Education Messages" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Philadelphia, PA, February.
- 26 Liang, M, Dudo, A., Kahlor, L, Abi Ghannam, N., & **Lazard, A.** (2015) "Share if You Care: Scientists' Information Behaviors About Nanoethics" presented at the American Association for the Advancement of Science in San Jose, CA, February.
- 25 Champlin, S., **Lazard, A.**, Mackert, M., & Pasch, K.E. (2014) "Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements" presented at National Communication Association 100th Annual Convention: The Presence of our Past(s) in Chicago, IL, November.
- 24 Dudo, A., **Lazard, A.**, Kahlor, L., Ghannam, N.A., & Liang, M-C. (2014) "When Scientists Talk to the 'Rest of Us': Using the Technology Acceptance Model to Explain Scientists' Use of New Media to Communicate with the Public" presented at the Association for Education in Journalism and Mass Communication 2014 Conference in Montréal, Canada, August.
- 23 **Lazard, A.** (2014) "The Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at The Visual Communication Conference in Greenwich, RI, June.
- 22 **Lazard, A.** & Atkinson, L. (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion" presented at the 2014 Advertising and Consumer Psychology Conference: The Psychology of Design in Ann Arbor, MI, May.

- 21 **Lazard, A., & Mackert, M.** (2014) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 20 **Lazard, A., Dudo, A., Dennis, T., Ewald, M.G., & Love, B.** (2014) "Visual Variation at a Glance: An Analysis of the Visual Complexity of Nutritional Information Online" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 19 Hughes-Wagner, J., Mackert, M., & **Lazard, A.** (2014) "Using a Sleep Promotion Campaign Case Study to Demonstrate an Effective Partnership Between Student, Faculty, and Health Promotion Practitioner" presented at the American College Health Association 2014 Annual Meeting in San Antonio, TX, May.
- 18 **Lazard, A.** (2014) "Improving Visual Assessments for Health Materials: Extending Current Suitability Guidelines" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 17 Stewart, K. & **Lazard, A.** (2014) "Sensory Perceptions and Fluency: The Effect of Audio-Visual vs. Verbal-Visual Content on Health Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 16 Mackert, M., **Lazard, A.**, Berman, M., Boguski, M. (2014) "Engaging Audiences via Celebrity Diagnoses: Using Teachable Moments for Online Health Communication" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 15 Ball, J., **Lazard, A.**, & Mackert, M. (2014) "The Influence of Source and Message Factors on the Promotion of Multivitamins Among College Students" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 14 Watkins, I., **Lazard, A.**, Mackert, M., Xie, B., Stephens, K., & Shalev, H. (2014) "Investigating the Gap Between Enrollment and Use of a Patient Portal" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 13 Dudo, A., Kahlor, L., **Lazard, A.**, Liang, M-C., & Ghannam, N.A. (2013) "Talking 'nano': Nanoscientists as public communicators" presented at the annual meeting of the American Association for the Advancement of Science in Chicago, IL, February.
- 12 Mackert, M., **Lazard, A.**, Guadagno, M., & Hughes-Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the National Communication Association 99th Annual Convention in Washington, DC, November.
- 11 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Improved Health Literacy: A Symbolic Interactionism Approach" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 10 **Lazard, A.** & Mackert, M. (2013) "Design and E-Health: Key Principles for Advancing Research and Practice in Effective Communication" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 9 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Health Literacy: Analyzing the Role of Visuals through Symbolic Interactionism" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 8 **Lazard, A.** & Mackert, M. (2013) "E-Health First Impressions and Visual Evaluations: Key Principles for Attention and Appeal" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.

- 7 **Lazard, A.** & Mackert, M. (2013) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Obtaining Online Health Information" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 6 **Lazard, A.**, Atkinson, L., & Mackert, M. (2013) "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model" presented at the Association for Education in Journalism and Mass Communication 2013 Conference in Washington, DC, August.
- 5 **Lazard, A.** & Atkinson, L. (2013) "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: An Investigation of Infographics and Visual Learners" presented at The Visual Communication Conference in Steamboat Springs, CO, June.
- 4 Liang, M., Dudo, A., Kahlor, L., Gahannam, N. A., & **Lazard, A.** (2013) "Nano Ethics: How Nanoscientists Evaluate and Communicate the Ethical Dimensions of Their Research" presented at the Third Iowa State University Summer Symposium on Science Communication in Ames, IA, May.
- 3 Mackert, M., **Lazard, A.**, Guadagno, M., & Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 2 **Lazard, A.** & Mackert, M. (2013) "Digital Design and e-Health: Tools and Narratives for Improved Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 1 Mackert, M., **Lazard, A.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2013) "'Take Time. Save Lives. Clean Hands Protect: Encouraging Hospital Hand Hygiene Through Health Promotion" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.

GRANTS: CURRENT

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| 2019 | <p>University of North Carolina at Chapel Hill (Junior Faculty Development Award). "Evaluating Reach and Engagement with Adolescent Tobacco Prevention Messages on Social Media." \$10,000.
 Role: Principal Investigator.
 This project will evaluate attributes of digital messages that increase reach and engagement with information to counter marketing efforts reaching youth.</p> |
| 2019 | <p>MEJO Research Center, University of North Carolina at Chapel Hill. "Digital Media Designs for Adolescent Tobacco Prevention." \$5,000.
 Role: Principal Investigator.
 This study will examine design strategies to increase knowledge of harms and negative attitudes toward e-cigarette use among adolescents.</p> |
| 2019-2022 | <p>National Cancer Institute/Food and Drug Administration R01CA239192-01. "Evaluating the Impact of Waterpipe Marketing Claims on Young Adults." \$1,332,127. PI: Erin Sutfin.
 Role: Co-Investigator.
 The project will address how waterpipe tobacco packaging and digital marketing influences perceptions of harm and behavior to information future rulemaking.</p> |

- 2019-2024 Food and Drug Administration (FDA)/National Cancer Institute (NCI) R01CA240732. "Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Diseases." PI: Adam Goldstein. \$2,800,000.
Role: Co-Investigator.
This project will evaluate the effectiveness of warning characteristics for little cigars and cigarillos (LCC) to reduce LCC use
- 2019-2021 Robert Wood Johnson Foundation. "Developing and Evaluating High-Impact Pictorial Health Warnings for Sugar-Sweetened Beverages: A Study of Latino Parents in the US." Co-PIs: Marissa Hall/Lindsey Smith Taillie. \$199,415.
Role: Co-Investigator
This project will develop and examine the impact of pictorial health warnings on sugar-sweetened beverages on purchasing behavior among Latino parents.
- 2019-2021 Robert Wood Johnson Foundation. "Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases Among Parents." Co-PIs: Lindsey Smith Taillie/Marissa Hall. \$299,908.
Role: Co-Investigator
This project will examine the effects of nutrition claims on parents' purchases fruit drinks.
- 2019-2021 Lineberger Comprehensive Cancer Center. "Text Messaging to Enhance the Use of Patient-Targeted Decision Support among Diverse Populations." \$199,987. PI: Jennifer Elston Lafata.
Role: Co-Investigator.
This study will examine the feasibility of text messaging to reach and support socio-demographically diverse patients at the time of a colorectal cancer screening decision.
- 2019 North Carolina Translational and Clinical Sciences Institute (NC TraCS), NIH Clinical and Translational Science Award (CTSA) UL1TR002489. "Feasibility of a New Food Store Model to Test the Impact of Obesity Prevention Policies among Latino Mothers." PI: Lindsey Smith Taillie. \$49,999.
Role: Co-Investigator
Develop and evaluate the feasibility of using a realistic but controlled food store setting to test the impact of policies on sugar-sweetened beverage purchases and intake.
- 2019-2020 Wake Forest Tobacco Control Center for Excellence. "Understanding Industry-Sponsored Cigarillo Digital Marketing Visual Strategies and Tactics." PI: Jennifer Cornacchione Ross. \$55,229.
Role: Co-Investigator
This project will analyze the strategies and tactics used by the tobacco industry to appeal to consumers in digital marketing for cigarillos.
- 2018-2020 Delta Dental Foundation & Texas Oral Health Coalition. "Texas Fluoridation Campaigns." PI: Michael Mackert. \$88,645.
Role: Co-Investigator
- 2018-2019 MEJO Research Center, University of North Carolina at Chapel Hill. "Message Strategies and Channels to Engage Adolescents and Young Adults in Research." \$5,000.
Role: Principal Investigator.
This project will evaluate the effects of message strategy and channel on intentions to engage in research among adolescents and young adults with cancer.

GRANTS: COMPLETED

- 2017-2018 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Designing Effective Interactive Applications for Cancer-Prevention Interventions." \$49,663.
Role: Principal Investigator.
With a need to connect populations at risk for cancer with evidenced-based prevention tools, this project will develop and evaluate interactive application formats to provide guidance for how to effectively design online cancer interventions.
- 2013-2018 Food and Drug Administration (FDA)/National Cancer Institute (NCI) P50CA180907. "Effective Communication on Tobacco Product Risk and FDA Authority." PI: Kurt Ribisl. \$19,415,248.
Role: Co-Investigator.
The Center for Regulatory Research on Tobacco Communications (CRRTC) is conducting 3 integrated projects to advance an understanding of effective communication about the harms of cigarettes and other tobacco products across the lifespan and among diverse populations.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Characterization of Waterpipe Tobacco Packaging." \$18,404.
Role: Co-Investigator.
The objective of this project was to conduct a content analysis of 100 waterpipe tobacco packages to characterize the types of claims being made to inform future rulemaking.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Optimizing Warnings on E-cigarette Advertisements." \$15,215.
Role: Co-Investigator.
The objective of this project is to test whether design elements increase recall of e-cigarette advertising warnings.
- 2016-2018 National Cancer Institute (NCI) R03CA206487. "Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults." PI: Jennifer Cornacchione Ross. \$75,000.
Role: Consultant.
The goal of this project is to test the relative effectiveness of text-only vs. graphic cigarillo warning labels to discourage young adult cigarillo users and susceptible nonusers from smoking cigarillos.
- 2016-2017 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Relationships between Little Cigar and Cigarillo Packaging Elements, Perceptions of Characterizing Flavors, and Use among Young Adults." PI: Adam Goldstein. \$90,482.
Role: Co-Investigator.
The objective of this project is to experimentally test how key package design elements impact flavor perception that little cigars and cigarillos and how these flavor perceptions relate to perceptions of health risk, susceptibility, and use among young adult users and non-users.
- 2017 MEJO Research Center, University of North Carolina at Chapel Hill. "Instapeer: A Platform for Social Support for Young Adult Cancer Patients." \$5,000.
Role: Co-Principal Investigator.
This project explored the potential of a peer-to-peer app to positively influence social support and health outcomes of young adult cancer patients.

- 2016-2017 MD Anderson. "UT System Culture of Tobacco Control – Health Communication Branding." PI: Michael Mackert. \$30,000.
Role: Consultant.
The goal of this project is to develop a brand identity and messaging strategy that provides a unified anti-tobacco health communication approach across the entire University of Texas system.
- 2015-2017 Food and Drug Administration (FDA)/National Cancer Institute (NCI) 3P50CA180907-03S1. "Optimizing public display of information on tobacco product constituents." PI: Noel Brewer. \$500,000.
Role: Co-Investigator.
The objective of this project is to identify website formats and content that increase comprehension of constituent disclosures, especially among people with lower health literacy.
- 2015-2017 UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab. "Improving Prenatal Health Communication: Engaging Men via e-Health." PI: Michael Mackert. \$40,000.
Role: Consultant.
The objective of this project is to design and iteratively test an e-health application to effectively communicate prenatal health to men in the United States and Portugal.
- 2016 JOMC Research Center, University of North Carolina at Chapel Hill. "Visually Implied Vaping Arguments: Effects of E-cigarette Cues for Implicit and Explicit Attitudes." \$5,000.
Role: Principal Investigator.
The purpose of this study was to understand how the use of e-cigarette imagery cues influences the effectiveness of messages to communicate the potential harms and risks of e-cigarettes.
- 2015-2016 Center for Regulatory Research on Tobacco Communication. "Development of an Educational Website about Other Tobacco Products." \$42,122.
Role: Principal Investigator.
The objective of this project was to conduct qualitative research to identify effective elements of tobacco education websites to inform website design, design and develop the websites, and then test and optimize the website. This study identified effective communication strategies to reach vulnerable populations about tobacco product risks.
- 2015-2016 UT-Austin Green Fee, The University of Texas at Austin. "Can I Recycle This? A Campaign to Help Longhorns Make Recycling Decisions." PI: Michael Mackert. \$15,865.
Role: Co-Investigator.
This was a two-phase project to increase recycling on UT's campus by reducing confusion associated with recycling items and aid in the ease of decision-making at the point of action through a communication campaign.
- 2014-2015 Health Communication Scholars Program (HCSP), The University of Texas at Austin. "Using Visual Metaphors to Decrease Mental Health Stigma in College Students." \$1500.
Role: Principal Investigator.
The objective of this project was to test whether visual metaphors, a strategic message design tactic, can be used to communicate about and decrease mental illness stigma.
- 2014-2015 The Tobacco Center of Regulatory Science on Youth and Young Adults (NIH/NCI P50CA-180906-01, Perry, PI) (2014-15). "Formative Research to Develop and Evaluate Messages About e-Cigarettes." PI: Kathleen Case. \$5,000.
Role: Research Scientist.
The purpose of this proposed research was to test the potential effectiveness of an anti-ENDS health campaign designed and developed from formative research.

- 2014-2015 Tobacco Centers of Regulatory Science (TCORS), The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living. PI of Training Core: Steven Kelder. \$15,673,801.
Role: Research Assistant
- 2013 National Nanotechnology Infrastructure Network (NINN), Social and Ethical Implications Seed Grant. "Talking Nano: Nanoscientists as Public Communicators." PIs: Anthony Dudo and LeeAnn Kahlor. \$20,000.
Role: Research Assistant.
The purpose of this study was to examine the social dimension of nanoscience, specifically examining nano-scientists' opinions about engaging with laypersons and sought to identify the factors associated with their efforts to partake in these interactions.

INVITED PRESENTATIONS

- Lazard, A.** (2019). "Visual Design Strategies to Increase the Effectiveness of Cancer Communication" presented at the Health Literacy and Communication Strategies in Oncology workshop hosted by the National Academies of Sciences, Engineering, and Medicine, Washington, DC, July.
- Lazard, A.** (2019). "Visual Communication to Reach Your Audience" presented at the Health Communication Leadership Institute, Austin, TX, June.
- Lazard, A.** (2019). "Data Visualization Best Practices" presented at the Data Visualization Workshop for the Texas Department of State Health Services Center for Health Statistics hosted by The University of Texas Center for Health Communication, Austin, TX, June.
- Lazard, A.** (2019). "Designing Cancer Communication: Using Visual Cues to Increase Engagement" presented to the Tobacco Control Center of Excellence at Wake Forest School of Medicine, Winston-Salem, NC, January.
- Lazard, A.** (2018). "Visual Communication Strategies to Engage Your Audience" presented as the keynote of the Create Meaningful Change through Data Visualization workshop by the Community Engaged Texas Research Alliance (CENTRAL), a University of Texas at Austin Grand Challenge, Austin, TX, April.
- Lazard, A.** (2018). "The Impact of Visual Communication for Tobacco Control Messages" presented as the Abby Prestin Memorial Lecture to the US Food and Drug Administration (FDA), Silver Spring, MD, April.
- Lazard, A.** (2017). "Seeing is Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the Health Communication Leadership Institute, Austin, TX, June.
- Lazard, A.** (2017). "Visual Communication to Improve Cancer Control Messaging" presented at the UNC Lineberger Cancer Prevention and Control Quarterly Meeting, Chapel Hill, NC, June.
- Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Orlan, E., Berman, M, Lindlom, E., Ribisl, K., & Brewer, N.** (2016). "Optimizing Public Display of Information on Tobacco Product Constituents" presented to the Food and Drug Administration, Washington, DC, November.
- Lazard, A., Sutfin, E. Pikowski, J., Cornacchione, J., Noar, S., Sontag, J., & Horrell, L.** (2016) "Development of an Educational Website about Other Tobacco Products" presented to the Center for Regulatory Research on Tobacco Communication journal club, Chapel Hill, NC, May.
- Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Ribisl, K., & Brewer, N.** (2016). "Tobacco Product Constituent Displays" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2016). "Identifying Engaging Tobacco Education Website Features: Formative Research for Design and Development" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Holton, A. & **Lazard, A.** "My self, my scars: Representations of cancer and gender on Instagram." presented to the Utah Symposium on the Digital Humanities in Orem, UT, February 2016.

Mackert, M., **Lazard, A.,** Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., Mabry, A., & Damásio, M. "Improving Prenatal Health Communication: Engaging Men via e-Health" presented to the UT-Austin | Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February 2015.

Lazard, A. "Visual Communication Principles to Improve Health Literacy: Understandability and Actionability" presented to UnitedHealth Group Health Literacy Innovations Program's Bridging the Gap Series, Minnetonka, MN, January 2014.

ACADEMIC APPOINTMENTS

2015-present	<i>Assistant Professor</i> School of Journalism and Media, University of North Carolina at Chapel Hill
2018-present	<i>Associate Member</i> Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill
2013-2015	<i>Teaching Assistant</i> Stand Richards School of Advertising and Public Relations, The University of Texas at Austin
2014-2015	<i>Graduate Research Assistant</i> School of Public Health, The University of Texas Health Science Center at Houston-Austin
2014	<i>Graduate Assistant</i> Center for Health Communication, The University of Texas at Austin
2010-2012	<i>Instructor</i> The Art Institute of Indianapolis

COURSES TAUGHT: UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Advertising Campaigns
Experimental Design (Doctoral section)
Principles of Advertising and Public Relations
Process and Effects of Mass Communication

COURSES ASSISTED: THE UNIVERSITY OF TEXAS AT AUSTIN

Advanced Advertising Theories I (Doctoral section)
Account Planning (Undergraduate and Graduate sections)
Integrated Communication Campaigns

Introduction to Advertising & Integrated Brand Promotion
Health Communication

COURSES TAUGHT: THE ART INSTITUTE OF INDIANAPOLIS

Digital Photography: Architectural Photography
Digital Photography: Advanced Portraiture
Digital Photography: Color Management
Digital Photography: Corporate & Industrial Photography
Digital Photography: Digital Photographic Production
Digital Photography: Editorial Photography
Digital Photography: Lighting
Digital Photography: Photographic Design
Digital Photography: Portraiture
Digital Photography: Studio Photography
Digital Photography: Survey of Photography
Graphic Design: Digital Imaging
Media Arts and Animation: Background Layout and Design
Media Arts and Animation: Computer Paint

CREATIVE INDUSTRY EXPERIENCE

2008-2010 *Multimedia Associate, Project Team Lead, DWA Healthcare Communications Group*
2005-2008 *Commercial Photographer, Chicago, Illinois and Indianapolis, Indiana*

PROFESSIONAL DEVELOPMENT

2013 Instructor Learning Community's Critical Thinking Through Creativity at the Center for Teaching and Learning, The University of Texas at Austin.
2011 Adobe Certified Expert in Photoshop Lightroom, Adobe Systems Incorporated

HONORS AND AWARDS

2015 American Academy of Advertising Dissertation Proposal Competition Award
2014 Texas Advertising Continuing Fellowship, The University of Texas at Austin
2014 Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
2014 Tracy-Locke/Morris Hite Endowed Presidential Scholarship for Advertising Studies

- 2013 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2012 Pre-emptive Graduate Fellowship, The University of Texas at Austin
- 2010 Spring Faculty Member of the Quarter - Adjunct, The Art Institute of Indianapolis
- 2005 College Photographer of the Year, University of Missouri, Gold in Illustration Category
- 2005 Outstanding Senior Award, School of Visual Communication, Ohio University
- 2005 Society of News Design, Design Contest for College Students, Honorable Mention in Photography
- 2004 College Photographer of the Year, University of Missouri, Silver in Photo Illustration
- 2002 Kodak Professional Photography Scholarship, School of Visual Communication, Ohio University

PH.D. DISSERTATION ADVISING

- Committee member, Justin Kavlie (in progress)*
- Committee member, Fernanda Mediano (in progress)*
- Committee member, Andrew Seidenberg (in progress)*
- 2019 *Committee member, Trevor Bell, "The Impact of Narrative Messages on Adolescents' Type 1 Diabetes Management"*
- 2019 *Committee member, Seoyeon Kim, "Effects of CSR Initiative Type on Consumer Responses in Relations to Company-Cause Fit, Stigmatized Industry, and CSR Crises"*
- 2018 *Committee member, Sabeeh Baig, "Examining Perceived Message Effectiveness as a Marker for the Impact of Brief Health Behavior Interventions"*
- 2018 *Committee member, Lindsey Horrell, "Communication Cues to Engage Lower-To-Middle Income Adults in a Study of the Chronic Disease Self-Management Program: An Innovative Approach to Recruitment Strategies"*
- 2017 *Co-chair, Jennah Sontag, "The Effectiveness of Visual and Text Frames in Health Communication"*

MASTER'S THESIS ADVISING

- 2019 *Chair, Meredith Collins, "The Way We Get By: How Narrative Engagement with Young Adult Literature Influences Perceptions of Eating Disorders"*
- 2019 *Committee member, Maddie Omeltchenko, "Engagement on Instagram: How Green Brands Leverage Social Media to Reach Mass Audiences"*
- 2018 *Committee member, Christine Scalora, "Countering Mental Health Stigma: Recommendations for a Social Marketing Campaign"*
- 2017 *Chair, Jessica Pikowski, "The Impact of Source, Channel, and Theme on Receptivity to Tobacco Control Messages"*
- 2017 *Committee member, Deanna Puglia, "Social Media Use and Its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in Young Women"*

2016 *Chair*, Alan Maynard, "Successfully Streaming Video: A Video Marketing Plan for Print Magazine Brands and Case Study for Garden & Gun"

HONORS THESIS (UNDERGRADUATE) ADVISING

2019 *Chair*, Brooke Murad, "Perceptions of Authenticity on Instagram"

2018 *Chair*, Ali Dunlap, "Visual Metaphors in Health Messages: A Strategy to De-Stigmatize Opioid Use Disorder"

PROFESSIONAL ACADEMIC SERVICE

2019 *Reviewer*, Addictive Behaviors Reports

2015-2019 *Reviewer*, Health Communication

2019 *Reviewer*, Journal of Communication

2019 *Reviewer*, Addiction Research & Theory

2019 *Reviewer*, Communication Methods & Measures

2019 *Reviewer*, International Journal of Human-Computer Interaction

2017-2018 *Reviewer*, Communication Monographs

2018 *Reviewer*, PLoS One

2015-2018 *Reviewer*, Science Communication

2018 *Reviewer*, Tobacco Control

2015-2018 *Reviewer*, ComSHER Division of AEJMC

2018 *Reviewer*, ComTech Division of AEJMC

2016-2017 *Reviewer*, Journal of Medical Internet Research

2015-2018 *Reviewer*, Journal of Health Communication

2016-2018 *Reviewer*, Media Psychology

2017 *Reviewer*, Visual Communication Quarterly

2013-2016 *Membership Chair*, ComSHER Division of AEJMC

2016 *Reviewer*, Social Science & Medicine

2016 *Reviewer*, New Media & Society

2015-2016 *Reviewer*, Journalism and Mass Communication Quarterly

2015-2016 *Reviewer*, Mass Communication & Society

2015-2016 *Reviewer*, Natural Hazards

2015 *Reviewer*, Pacific Symposium on Biocomputing

2014-2015 *Reviewer*, Journal of Advertising

2013-2015 *Graduate Student Liaison*, Visual Communication Division of AEJMC

2014	<i>Reviewer, Academy of Marketing Science</i>
2013	<i>Reviewer, Society of Consumer Psychology</i>
2013	<i>Mentor, The Nanotechnology Research Experience for Undergraduates (N-REU) Program, National Nanotechnology Infrastructure Network supported by the National Science Foundation</i>
2012 - 2013	<i>Newsletter Co-Editor, ComSHER Division of AEJMC</i>

UNIVERSITY SERVICE

2019	Lineberger Comprehensive Cancer Center Marci Campbell Dissertation Award Review Committee
2018-2019	Lineberger Cancer Conversations Advisory Board
2017-2018	Lineberger Comprehensive Cancer Center Development Award Review Committee
2016	Center for Regulatory Research on Tobacco Communication Pilot Grant Review Committee

SCHOOL (DEPARTMENT) SERVICE

2016-2019	School of Media and Journalism PhD Advisory Committee
2018-2019	School of Media and Journalism Dean's Cabinet
2017-2019	School of Media and Journalism PhD Admissions Committee
2016-2019	School of Media and Journalism MA Admissions Committee
2016-2017	School of Media and Journalism Curriculum Committee
2013	Texas Advertising Group Travel Stipend Ad Hoc Award Committee