

# Jaana Myllyluoma

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## Education

Ph D, Johns Hopkins University, Bloomberg School of Public Health, 1988  
Major: Demography/Epidemiology

MA, Georgetown University, 1980  
Major: Demography

BA, George Mason University, 1978  
Major: Geography

## Awards and Distinctions

Dean's Award for Faculty Excellence, June 2019  
Post-doctoral Fellowship, Johns Hopkins University, Bloomberg School of Public Health, 1988

## Academic Positions

Lecturer, Johns Hopkins University Carey Business School (2016-present)  
Joint faculty appointment at Johns Hopkins Bloomberg School of Public Health (2018-present)

Senior Professional Instructor, Johns Hopkins University Carey Business School. (2008 - 2016).

Consultant on survey design, questionnaire development and training, University of Illinois at Chicago. (November 2008 - June 2012).

## Other Employment

### Professional

Facilitator, Outward Bound Professional. (2007 - 2008).

Director of Baltimore Site Operations, Battelle Centers for Public Health Research and Evaluation. (1998 - 2007).

Project Director, Project Coordinator, Battelle Centers for Public Health Research and Evaluation. (1992 - 1998).

Research Project Director, Johns Hopkins University Institute for Policy Studies. (1989 - 1992).

Research Grantee, The Finnish Academy of Sciences. (1986 - 1988).

Data Coordinator/Consultant, The Urban Institute. (1985).

Demographic Consultant, UNICEF. (1983 - 1984).

Research Assistant, The World Bank. (1980 - 1982).

Research Assistant, Georgetown University. (1978 - 1980).

## Other

Professional and Executive Coach, Self-Employed. (2007 - Present).

## PUBLICATIONS

### Book Chapters

Eaton, William W, Mojtabai, Ramin, Leoutsakos, Jeannie-Marie S, Myllyluoma, Jaana (2019). Assessment of Distress, Disorder, Impairment and Need in the Population. Chapter 4 in *Public Mental Health*, Second edition, edited by William W. Eaton and M. Danielle Fallin. New York, Oxford University Press.

### Articles Published in Refereed Journals

Rimkus, L., Powell, L., Zenk, S., Han, E., Ohri-Vachaspati, P., Pugach, O., Barker, D., Resnick, E., Quinn, C., Myllyluoma, J., Chaloupka, F. (2013). Development and Reliability Testing of a Food Store Observation Form. *Journal of Nutrition Education and Behavior*, 45(6), 540-548.

Powell, L., Han, E., Zenk, S., Khan, T., Quinn, C., Gibbs, K., Pugach, O., Resnick, E., Barker, D., Myllyluoma, J., Chaloupka, F. (2011). Field validation of secondary commercial data sources on the retail food outlet environment in the U.S.. *Health & Place*, 2011(17), 1122-1131. <http://www.journals.elsevier.com/health-and-place/#description>

McBride, D., Terry-McElrath, Y., VanderWaal, C., Chriqui, J., Myllyluoma, J. (2008). United States Public Health Agency Involvement in Youth-focused Illicit Drug Policy, Planning, and Prevention at the Local Level, 1999-2003. *American Journal of Public Health*, 98, 270-277.

Mizuno, Y., Seals, B., Kennedy, M., Myllyluoma, J. (2006). Predictors of Teens' Attitudes Toward Condoms: Gender Differences in the Effects of Norms. *Journal of Applied Social Psychology*, 30(7), 1381-1395.

Mizuno, Y., Kennedy, M., Weeks-Norton, K., Myllyluoma, J. (2002). An examination of adolescents who were and were not exposed to "Teens Stopping AIDS": Reaching the hard-to-reach. *Journal of Health Communication*, 7, 197-203.

Myllyluoma, J., Kaifer, P., Greenberg, P., Wolters, C. (2000). Assessing community-wide outcomes of prevention marketing campaigns through telephone surveys. *Social Marketing Quarterly*, 6(1), 23-32.

Kennedy, M., Mizuno, Y., Seals, B., Myllyluoma, J., Weeks-Norton, K. (2000). Increasing condom use among adolescents with coalition-based social marketing. *AIDS*, 14, 1809-1818.

### Other Publications

Myllyluoma, J. (2000). *Coordinated Evaluation of State-wide Tobacco Control Efforts in the United States*. Centers for Disease Control and Prevention.

Myllyluoma, J., Greenberg, P. (2000). *Exploratory Study to Identify Bidi Retailers*. Report to the Food and Drug Administration.

### Conference Presentations and Seminars

- Myllyluoma, J. (Presenter & Author), Klaren, A. (Presenter & Author), Thompson, L. (Presenter & Author), Society for Business Ethics Conference, "From Toxic to Thriving 2.0: Transforming Moral Distress," Chicago, Ill (August 10, 2018).
- Myllyluoma, J. (Presenter & Author), Klaren, A. (Presenter & Author), Rushton, C. (Presenter & Author), Thompson, L. (Presenter & Author), European Business Ethics Network Conference, "From Toxic to Thriving: Transforming Moral Distress," EBEN, Jyväskylä, Finland (June 15, 2017).
- Myllyluoma, J. (Presenter & Author), Christian, C. (Presenter & Author), International Field Directors and Technologies Conference, "Client Relations Workshop: Setting the groundwork for project success," Miami Beach, FL (May 15, 2005).
- Myllyluoma, J. (Presenter & Author), Annual Conference of the American Association for Public Opinion Research, "Measuring quality in observational data collection," Miami, FL (May 12, 2005).
- Myllyluoma, J. (Presenter & Author), McBride, D. (Presenter & Author), Terry-McElrath, Y. (Presenter & Author), Bovard, M. (Presenter & Author), Vanderwaal, C. (Presenter & Author), Chriqui, J. (Presenter & Author), Annual Meeting of the American Public Health Association, "The role of public health agencies in drug policy alternatives," Washington, DC (November 7, 2004).
- Myllyluoma, J. (Presenter & Author), World Conference on Tobacco or Health, "Tobacco sales to minors: Why do compliance rates vary?," Helsinki, Finland (August 3, 2003).
- Myllyluoma, J. (Presenter & Author), 7th Annual Synar Workshop – West, Session 3, Sampling Track, "Field inspections: From theory to practice," San Diego, CA (April 29, 2003).
- Myllyluoma, J. (Presenter & Author), Terry-McElrath, Y. (Presenter & Author), Harwood, E. (Presenter & Author), Erickson, D. (Presenter & Author), Fabian, L. (Presenter & Author), Slater, S. (Presenter & Author), Chaloupka, F. (Presenter & Author), 13th Alcohol Policy Conference, "Retailers and the American alcohol point-of-purchase environment: 2000–2001," Boston, MA (March 14, 2003).
- Myllyluoma, J. (Presenter & Author), Clark, P. (Presenter & Author), Feighery, E. (Presenter & Author), Ribisl, K. (Presenter & Author), 2002 National Conference on Tobacco or Health, "How to evaluate the changing tobacco retail outlet," San Francisco, CA (November 19, 2002).
- Myllyluoma, J. (Presenter & Author), Greenberg, P. (Presenter & Author), 57th annual conference of the American Association for Public Opinion Research, "Unobtrusive observations: Using CASM and design principles to optimize validity and reliability," St. Pete Beach, FL (May 15, 2002).
- Myllyluoma, J. (Presenter & Author), 6th National Synar Workshop, "How to increase the validity of compliance check programs: Lessons learned from teens and merchants," Washington, DC (March 12, 2002).
- Myllyluoma, J. (Presenter & Author), Greenberg, P. (Presenter & Author), 6th National Synar Workshop, "The use of a commercial database as a sampling frame for tobacco vendors," Washington, DC (March 12, 2002).
- Myllyluoma, J. (Presenter & Author), Clark, P. (Presenter & Author), Feighery, E. (Presenter & Author), Schleicher, N. (Presenter & Author), Schmitt, C. (Presenter & Author), Ribisl, K. (Presenter & Author), Wolters, C. (Presenter & Author), Greenberg, P. (Presenter & Author), Barker, D. (Presenter & Author), Slater, S. (Presenter & Author), Chaloupka, F.

(Presenter & Author), Society for Research on Nicotine and Tobacco's 8th Annual Scientific Sessions, "First national estimate of prevalence of tobacco sales to minors," Savannah, GA (February 20, 2002).

Myllyluoma, J. (Presenter & Author), (Presenter & Author), (Presenter & Author), (Presenter & Author), 2001 National Conference on Tobacco or Health, "What new do we know about optimizing compliance check programs," New Orleans, LA (November 27, 2001).

Myllyluoma, J. (Presenter & Author), Lesho, P. (Presenter & Author), Schmitt, C. (Presenter & Author), Purcell, J. (Presenter & Author), American Association of Public Opinion Research annual meeting, "Survey data collection on the palm of your hand?," Montreal, Canada (May 2001).

Myllyluoma, J. (Presenter & Author), Greenberg, P. (Presenter & Author), American Association of Public Opinion Research annual meeting, "The use of commercial databases to identify retailers of certain products: Tobacco," Montreal, Canada (May 2001).

Myllyluoma, J. (Presenter & Author), Sharp, D. (Presenter & Author), Greenberg, P. (Presenter & Author), Natanblut, S. (Presenter & Author), World Conference on Tobacco OR Health, "Where to find bidis and kreteks in 10 United States communities," Chicago, IL (August 2000).

## Media Contributions

Contributor to "#MeToo: A Work in Progress", a Perspectives feature in *Carey Business*, Spring 2018.

Focus on Women Magazine. (January 2010).

Bring on the Angels!

Focus on Women Magazine. (November 2009).

Graceful Aging: A Conversation with Downing Kay

Focus on Women Magazine. (September 2009).

Lessons from My Blossom Garden

Focus on Women Magazine. (July 2009).

The Courageous Act of Letting Go

Focus on Women Magazine. (March 2009).

Going from Worry to Action: Shifting Perspective Amidst the Financial Crisis

Focus on Women Magazine. (November 2008).

Integrity – Don't Leave Home Without It

Focus on Women Magazine. (September 2008).

Finland 101: What My Teens Did On Their Summer Vacation

Focus on Women Magazine. (June 2008).

Straight Talk About Workplace Morale

Focus on Women Magazine. (March 2008).

Cultivating Inner Strength

## Contracts, Grants and Sponsored Research

### The Johns Hopkins University, Cooperative Agreement

Myllyluoma, Jaana (Key Personnel), Spira, Adam (Co-Principal Investigator), Eaton, William (Co-Principal Investigator), "Stress, Mental Disorders, Accelerated Aging, and Dementia: a 35-year Cohort Study," Sponsored by National Institute on Aging, Federal, Funded - Active.

## TEACHING

## Teaching Experience

### The Johns Hopkins University

BU 120.601, Business Communication (2009 - )  
BU 131.301, Business Ethics – Undergraduate (*Last taught: Fall 2012*)  
BU 131.601, Business Leadership and Human Values, Onsite and Online (2008 - )  
BU 940.611, Innovation for Humanity Project: India, Rwanda (2018 - )

### Executive Education

Executive Coach for Women in Leadership Program. *Spring/Summer 2019*

## SERVICE

### School Service

Course Lead for Business Leadership and Human Values (September 1, 2016 - Present).  
Workshop on “Discovering Your Moral Compass”, with Lindsay Thompson, for Johns Hopkins University Central Development and Alumni Relations Staff. March 22, 2019.  
Member of Science of the Marketplace (SOM) MBA Curriculum Committee of the Dean at Carey Business School. November 2018 – present.  
Planning Committee member of A Conference On Entrepreneurship, Civic Engagement And Innovative Programming (USASBE) at Carey Business School, February 23, 2019.

### Professional Service

Peer Reviewer, *Business Ethics Quarterly*. 2020  
Committee Member, International Coach Federation; Ethics and Standards Committee (2010 - 2011).

### Other Service

Board Member, TUBA - The Uganda-Baltimore Alliance, Baltimore, MD. (July 2015 – December 2019).  
*Principal Responsibilities:*  
*Senior Board Member - Contributed to raising funds for launch of TUBA 2.0 program in Uganda; obtained 501.c.3 status for org; coached on management and personnel issues*  
Officer, President/Elect/Past, PEO (Philanthropic Educational Organization) - Maryland Chapter C, Baltimore, MD. (March 2012 - Present).  
*Principal Responsibilities:*  
*Chairs meetings and represents Chapter at State Convention.*  
*Served as Recording Secretary for bi-monthly meetings.*  
Officer, President/Elect/Past, Finlandia Foundation of Baltimore, Baltimore, MD. (January 2006 - December 2007).  
*Principal Responsibilities:*  
*Planned and executed 4-6 events per year; published a newsletter; developed and conducted membership survey*

### Professional Memberships

Society for Business Ethics (2018 to present)  
International Coach Federation. (March 2008 - Present).  
American Association of Public Opinion Research. (2008).

American Public Health Association. (2008).

## **CONSULTING**

Leadership Coaching, The Hewlett Foundation, Baltimore. (January 1, 2014 - Present).

The RAND Corporation, Baltimore and Pittsburgh. (July 25, 2012 - August 14, 2015; March 1, 2016 - June 30, 2016; September 2018).

Academic, Frank Chaloupka/University of Illinois at Chicago, Chicago, IL. (November 2008 - May 2012).

## **LICENSURES AND CERTIFICATIONS**

Certified Empowerment Practitioner, The Empowerment Institute. (June 9, 2012 - Present).  
*Specialization in Transformational Training Design and Empowerment Facilitation*

Certified Professional Co-Active Coach, Coaches Training Institute (CTI). (September 2008 - Present).

*Certification as a professional coach that meets the requirements of the International Coach Federation for full membership as coach practitioner.*

Outward Bound Professional. (April 2008)

*Ropes and Action Learning Course Training*