

Jaana Myllyluoma

**Johns Hopkins Carey Business School
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Education

Ph D, Johns Hopkins University, Bloomberg School of Public Health, 1988
Major: Demography with secondary focus on Epidemiology

MA, Georgetown University, 1980
Major: Demography

BA, George Mason University, 1978
Major: Geography

Academic Positions

Senior Lecturer, Johns Hopkins University Carey Business School (2021 – present)

Joint faculty appointment at Johns Hopkins Bloomberg School of Public Health (2018-present)

Lecturer, Johns Hopkins University Carey Business School (2016-2020)

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

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).

Outward Bound Professional, Facilitator for leadership development, teamwork, conflict resolution (2007-2008)

Awards and Distinctions

Award for Faculty Excellence, Carey Business School, July 2023

Award for Faculty Excellence, Carey Business School, July 2022

Award for Faculty Excellence, Carey Business School, July 2021

Award for Faculty Excellence, Carey Business School, July 2020

Dean's Award for Faculty Excellence, Carey Business School, June 2019

Post-doctoral Fellowship, Johns Hopkins University, Bloomberg School of Public Health, 1988

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.

Sharp D., Mowery P., Myllyluoma J., Giovino G., Pechacek T., Eriksen M. (2000) Community context of minors' access to tobacco in 20 communities in the United States. In: Lu R., Mackay J., Niu S., Peto R. (eds) *Tobacco: The Growing Epidemic*. Springer, London.

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., Chiqui, 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.
- Badawi, MA, Eaton, W, Myllyluoma, J, Weimer, LG, Gallo, J. (1999). Psychopathology and attrition in the Baltimore ECA 15-Year Follow-up 1981–1996. *Social Psychiatry and Psychiatric Epidemiology* 34(2):91-8. DOI: 10.1007/s001270050117
- Soldo, Beth, Myllyluoma J. (1983) Caregivers who live with dependent elderly. *The Gerontologist*. 23(6):605-11. DOI: 10.1093/geront/23.6.605

Other Publications

- Myllyluoma, J. (2000). *Coordinated Evaluation of State-wide Tobacco Control Efforts in the United States*. Report to Centers for Disease Control and Prevention.
- Myllyluoma, J., Greenberg, P. (2000). *Exploratory Study to Identify Bidi Retailers*. Report to the Food and Drug Administration.
- Myllyluoma, J, Salamon, L. (1992). *The San Francisco Bay Area Nonprofit Sector: An Update*. Institute for Policy Studies at the Johns Hopkins University, for the San Francisco Foundation.
- Salamon, L., Altschuler, D, Myllyluoma, J. (1990) *More Than Just Charity: The Baltimore Area Nonprofit Sector in a Time of Change*. Institute for Policy Studies at the Johns Hopkins University.

Conference Presentations and Seminars

- Wanigatunga, S. (Presenter & Author), Nyhuis, C. (Presenter & Author), Arrizza, I. (Presenter & Author), Myllyluoma, J (Author). "Proven Methods and Insights for Including Sleep Measurement Using Wearables in Field Studies". International Field Directors and Technologies Conference, Cleveland, OH (April 2024).
- Myllyluoma, J. (Presenter & Author), Klaren, A. (Presenter & Author), Thompson, L. (Presenter & Author), Workshop on Teaching Moral Resilience. Teaching Ethics at Universities Conference, Brigham Young University, Provo, Utah (June 2019).
- Myllyluoma, J. (Presenter & Author), Klaren, A. (Presenter & Author), Thompson, L. (Presenter & Author), Society for Business Ethics Conference, Workshop: "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, Workshop: "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. (Author #6), McBride, D. (Author), Terry-McElrath, Y. (Author), Bovard, M. (Author), Vanderwaal, C. (Presenter & Author), Chriqui, J. (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. (Author #5), Terry-McElrath, Y. (Presenter & Author), Harwood, E. (Author), Erickson, D. (Author), Fabian, L. (Author), Slater, S. (Author), Chaloupka, F. (Author), 13th Alcohol Policy Conference, "Retailers and the American alcohol point-of-purchase environment: 2000–2001," Boston, MA (March 14, 2003).
- Myllyluoma, J. (Author #3), Clark, P. (Presenter & Author), Feighery, E. (Author), Ribisl, K. (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. (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. (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. (Author #5), Clark, P. (Author), Feighery, E. (Author), Schleicher, N. (Author), Schmitt, C. (Author), Ribisl, K. (Author), Wolters, C. (Author), Greenberg, P. (Author), Barker, D. (Author), Slater, S. (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. (Author #2), Sharp, D. (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. (Author), Schmitt, C. (Author), Purcell, J. (Author), American Association of Public Opinion Research annual meeting, "Survey data collection on the palm of your hand?," Montreal, Canada (May 2001).
- Myllyluoma, J. (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. (Author #2), Sharp, D. (Presenter & Author), Greenberg, P. (Author), Natanblut, S. (Author), World Conference on Tobacco OR Health, "Where to find bidis and kreteks in 10 United States communities," Chicago, IL (August 2000).

Myllyluoma, J. (Author and Presenter) and Sharp, D (Author). "Practical, Legal, and Ethical Considerations in the Involvement of Underage Youth as Partners in Survey Research." Presented at the Annual Meeting of the American Association for Public Opinion Research, Norfolk, VA, (May 18, 1997).

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

R01 AG080829-01 Rebok, Spira and Thorpe (MPI's) 03/01/2023 – 02/28/2028
Earlier-Life Predictors of Midlife Risk Factors for Alzheimer's Disease: A 35-Year Follow-up
National Institute on Aging. (Full 5-year funding)
This research will clarify links of earlier-life stress exposures with midlife dementia risk, identify vulnerable subgroups for possible targeted AD/DRD prevention research, elucidate the role of social inequities in determining racial disparities in AD/DRD, and establish a midlife cognitive baseline for future follow-up of these unusually well-characterized longitudinal, primarily AA cohorts.
Role: Co-Investigator

R01AG075996 Spira & Maher (MPIs) 09/30/2021-05/31/2026
Microbial Impact on NeuroDegeneration in Alzheimer's Dementia: MIND-AD
National Institute on Aging (\$466,487 Y1 direct costs)
This research will elucidate the extent to which infection with Herpes Simplex Virus Types 1 and 2, Cytomegalovirus, Epstein-Barr Virus, Toxoplasma gondii—measured four times over ~25 years—and SARS-CoV-2 (the virus that causes COVID-19) are associated with subsequent cognitive and functional decline and diagnoses of mild cognitive impairment and dementia, measures of Alzheimer's disease pathology from blood samples, and accelerated biological aging.
Role: Co-Investigator

R56 AG074496-01A1 Rebok & Spira (MPI's) 09/30/2021 – 08/31/2022
Earlier-Life Predictors of Midlife Risk Factors for Alzheimer's Disease: A 35-Year Follow-up
National Institute on Aging (Special Interest Year 1 funding)
Role: Co-Investigator

U01AG052445-01 Spira & Eaton (MPIs) 09/01/2016 - 05/31/2022

Stress, Mental Disorders, Accelerated Aging, and Dementia: a 35-year Cohort Study

This study investigates links of 35-year histories of stress-related exposures (e.g., depression, anxiety disorders, poor sleep, stressful/traumatic events) with cognitive and functional decline and cellular aging.

Role: Key Staff (Director of Field Operations)

1R01CA86232-01 Clark, Pamela (PI) 07/31/2000 – 06/30/2004

Business Practices and Minors' Access to Tobacco

The aims of this study were to determine the national prevalence of merchant incentives and retail sales of cigarettes to minors, characterize “tobacco-friendliness” of stores, and determine what influences on the retail environment contribute to or help prevent the illegal sale of cigarettes to minors.

Role: Co-Investigator

1R01CA093955-01 Clark, Pamela (PI) 09/28/2001 – 09/01/2004

Community Surveillance and Novel Tobacco Products

This study screened a representative sample of stores in 75 US communities to determine where novel tobacco products were available over a two-year period. Findings led to policy decisions restricting advertising and access of novel tobacco products to minors.

Role: Co-Principal Investigator

TEACHING

Teaching Experience

The Johns Hopkins University, Carey Business School

BU 120.601, Business Communication (2009 - 2017)

BU 131.301, Business Ethics – Undergraduate (*Last taught: Fall 2012*)

BU 131.601, Business Leadership and Human Values, Onsite and Online (2008 - present)

BU 940.611, Innovation for Humanity Project: India (2018), Rwanda (2019,2020)

Carey Business School, Executive Education

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

SERVICE

School Service

Mentoring of Junior Faculty. Fall 2022

Course Lead or co-Course Lead for Business Leadership and Human Values (September 1, 2016 - 2023).

Co-Chair for Teaching Evaluation Task Force, Fall 2019 – 2022.

Faculty Representative on Carey Graduation Speaker Committee, Spring and Summer 2021

Interactive workshop for Carey Office of Education on the BLHV course, April 13, 2021

Participated in the AACSB CIR Site Visit on November 15, 2021

Core Faculty Member for development of Carey COLLAB (Faculty-led business consulting practice bridging students and the local business community) 2019 - 2021

“Lunch and Learn” speaker for Carey staff, February 2020.

Chair of Ad-hoc committee on Course Evaluations for Active Learning Courses. Spring-Summer 2019.

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 – March 2019.

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 of abstracts for AAPOR (American Association of Public Opinion Research) Conference 2024.

Peer Reviewer of abstracts for AAPOR (American Association of Public Opinion Research) Conference 2023.

Peer Reviewer, *Business Ethics Quarterly*. Winter 2020

Committee Member, International Coaching 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:

*Chaired meetings and represented 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

AAPOR (American Association of Public Opinion Research) – 2021 - present

Society for Business Ethics (2018 to present)

International Coaching Federation. (March 2008 - Present).

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