

Amy Bleakley, PhD, MPH

Annenberg Public Policy Center
202 South 36th Street | Philadelphia, PA 19104
(W) 215.573.1961
ableakley@asc.upenn.edu

EDUCATION

Columbia University, New York, NY
PhD, Sociomedical Sciences (Public Health & Political Science), 2005

Columbia University, New York, NY
Master of Public Health, Sociomedical Sciences, 1998
Health Promotion, Disease Prevention

Binghamton University, Binghamton, NY
Bachelor of Arts, Political Science and Literature/Rhetoric, 1996

ACADEMIC AND RESEARCH APPOINTMENTS

Annenberg Public Policy Center, University of Pennsylvania
Senior Research Scientist, July 2011-present
Research Scientist, January 2005-June 2011

Senior Fellow, Center for Health Behavior Research at the University of Pennsylvania
In the Center for Clinical Epidemiology and Biostatistics (CCEB), 2012-present

Adjunct Scholar, Center for Clinical Epidemiology and Biostatistics, Department of Biostatistics
and Epidemiology, School of Medicine, University of Pennsylvania, 2011-present

Associate Fellow, Center for Public Health Initiatives, University of Pennsylvania, 2009-present

Mailman School of Public Health, Columbia University
Staff Associate, Center for Applied Public Health, March 2001-January 2005
Project Director, January 2000-February 2001
Project Coordinator, June 1998-December 1999
Research Assistant, October 1996-May 1998

RESEARCH GRANTS

Present

2014-2016 Principal Investigator, 1R21HD079615-01A1, "Behavioral effects of teen exposure to multiple risk behaviors in media," National Institute for Child and Human Development (R21).

2014-2017 Co-Investigator, "Reducing UV Exposure to Prevent Skin Cancer: Media Communication Messages and Strategies," SIPs #14-018, Centers for Disease Control and Prevention, PI: Karen Glanz, PhD, MPH, and Amy Jordan, PI.

2014-2016 Co-Investigator, "Developing messages that promote awareness and action about cognitive health," SIPs #14-003, Centers for Disease Control and Prevention, PI: Jason Karlawish, MD and Amy Jordan, PI.

Under Review

Principal Investigator (Co-PI with Robin Stevens), "Digital Media Neighborhood Effects on Adolescent Alcohol Use and Risk Behavior," National Institute on Alcohol Abuse and Alcoholism.

Co-Investigator, "Influence of Popular Media on Gun Beliefs, Attitudes, and Behavior in Youth," National Institutes of Health. PI: Daniel Romer, PhD and Brad Bushman, PhD.

Previous

2013 Analyst, "Evaluation point-of-sale warnings," subcontract for City of Philadelphia Department of Health, PI: Daniel Romer, PhD.

2012 Co-Investigator, "Formative Evaluation and Message Testing for Reducing Indoor Smoking in Philadelphia Homes with Young Children" subcontract for City of Philadelphia Department of Health, PI: Daniel Romer, PhD.

2011-2013 Co-Investigator, "Testing the Effects of Anti-Sugary Beverage Public Service Advertisements on Youth and Adult Audiences," Robert Wood Johnson Foundation. (Rapid Response Healthy Eating Research). PI: Amy Jordan, PhD.

2010-2012 Co-Investigator, "Communities Putting Prevention to Work," subcontract for City of Philadelphia, Centers for Disease Control and Prevention. PI: Amy Jordan, PhD

2005-2009 Project Director, "Identifying the Structural Effects of the Media on Adolescent AIDS-Related Behavior," National Institute of Child Health and Human Development (RO1). PI: Martin Fishbein, PhD

2003-2005 Project Director, "Challenges of Life Adjustment to HIV Infection in Adolescents," National Institute of Child Health and Human Development (RO1). PI: Nancy VanDevanter, DrPH RN

1998-2002 Project Coordinator & Director, "Development and Feasibility Testing of Interventions Designed to Increase Health Seeking Behavior in, & Health Care for, Populations at High Risk for Gonorrhea," Centers for Disease Control and Prevention. PI: Nancy VanDevanter, DrPH RN

TEACHING

Instructor: Annenberg School for Communication, University of Pennsylvania

- Quantitative Research Methods, undergraduate, Fall semesters 2006-2009, 2011-present.
- Adolescent Media and Behavior, undergraduate, Spring semester 2010.

Adjunct: Department of Health and Nutrition Sciences, Brooklyn College, The City University of New York

- Principles of Health Science, mixed level undergraduate and graduate, Fall semester 2003

Graduate Teaching Assistant: Department of Epidemiology, Mailman School of Public Health, Columbia University

- Principles of Epidemiology I, graduate, Summer & Fall semesters 1997

ADVISEES

Research mentor and member of scholarly oversight committee for Amanda Lerman, Adolescent Medicine Fellow at CHOP, MSPH program; 2012-2014.

Member of dissertation committee (DSW) for Anna Gerard, doctoral candidate at School of Social Work, University of Pennsylvania (defended July 2013).

PEER REVIEWED PUBLICATIONS – UNDER REVIEW

Hennessy M, **Bleakley A**. Pseudoscience, Literacy, and the Search for Scientific Information. Social Science Research.

Lerman A, **Bleakley A**. Using the internet to meet people and sexual risk. Health Education and Behavior.

Vaala S, **Bleakley A**, Jordan A, Hennessy M. Weight stigmatization moderates the effects of sugar-sweetened beverage-related PSAs among US parents. Media Psychology (revise and resubmit).

Vaala S, **Bleakley A**, Jordan A, Castonguay. Parents' use of the V-chip and perceptions of television ratings: The role of family characteristics and the home media environment. Journal of Broadcasting and Electronic Media (revise and resubmit).

PEER REVIEWED PUBLICATIONS *(from most recent)*

Jordan A, **Bleakley A**, Hennessy M, Vaala S. Sugar-sweetened beverage-related public service advertisements and their influence on parents. *American Behavioral Scientist*, 2015; doi: 10.1177/0002764215596556.

Bleakley A, Jordan A, Hennessy M, Glanz K, Strasser A, Vaala S. Do emotional appeals in public service advertisements influence adolescents' intention to reduce consumption of sugar-sweetened beverages? *Journal of Health Communication*, 2015; 20(8): 938-948.

Khurana A, **Bleakley A**, Romer D, Jordan A. The protective effects of parental monitoring and internet restriction on adolescents' risk of online harassment. *Journal of Youth and Adolescence*, 2015; 44:1039-1047.

Hennessy M, **Bleakley A**, Piotrowski J, Mallya G, Jordan A. Sugar-sweetened beverage consumption by adult caregivers and their children: the role of drink features and advertising exposure. *Health Education and Behavior*, 2015; doi: 10.1177/1090198115577379.

Piotrowski J, Jordan A, **Bleakley A**, Hennessy M. Identifying family television practices to reduce children's television time. *Journal of Family Communication*, 2015; 15:159-74.

Vaala S, **Bleakley A**. Monitoring, mediating, and modeling: Parental influence on adolescent computer and internet use. *Journal of Children and Media*, 2015; 9(1): 40-57.

Khurana A, **Bleakley A**. Young adults' sources of contraceptive information: Variations based on demographics and sexual risk behaviors. *Contraception*, 2015; 91(2): 157-163. doi:10.1016/j.contraception.2014.09.012

Romer, D, Jamieson PE, Bushman B J, **Bleakley A**, Wang A, Langleben D, Jamieson KH. Parental desensitization to violence and sex in movies. *Pediatrics*, 2014; 134(5), 877-884.

Bleakley A, Romer D, Jamieson PE. Violent film characters' portrayal of alcohol, sex, and tobacco-related behaviors. *Pediatrics*, 2014; 133(1): 71-77.

Bleakley A, Hennessy M, Mallya G, Romer D. Home smoking policies in urban households with children and smokers. *Preventive Medicine*, 2014; 62: 30-34.

Hennessy M, **Bleakley A**, Mallya G, Romer D. The effect of household smoking bans household smoking. *American Journal of Public Health*, 2014; 104(4): 721-727.

Hennessy M, **Bleakley A**, Mallya G, Romer D. Beliefs Associated with intention to ban smoking in households with smokers. *Nicotine & Tobacco Research*, 2014; 16(1): 69-77.

Jeong M, Gilmore JS, **Bleakley A**, Jordan A. Local news media framing of obesity in the context of a sugar-sweetened beverage reduction media campaign. *Journal of Nutrition Education and Behavior*, 2014; 46: 583-588.

Romer D, Jamieson P, Bushman B, **Bleakley A**, Wang A, Langleben D, Jamieson KH. Parental desensitization to violence and sex in movies. *Pediatrics*, 2014; 134(5): 877-884.

Bleakley A, Jordan A, Hennessy M. Relationship between parents' and children's television viewing. *Pediatrics*, 2013; 132(2): e364-e371.

Bleakley A, Piotrowski J, Hennessy M, Jordan A. Predictors of parents' intention to limit children's television viewing. *Journal of Public Health*, 2013; 35(4): 525-532.

Gottfried J, Vaala S, **Bleakley A**, Hennessy M, Jordan A. Does the effect of exposure to TV sex on adolescent sexual behavior vary by genre? *Communication Research*, 2013; 40: 73-95.

Bleakley A, Jamieson PE, Romer D. Trends of sexual and violent content by gender in top-grossing US films, 1950-2006. *Journal of Adolescent Health*, 2012; 51(1): 73-79.

Bleakley A, Hennessy M, Fishbein M. The quantitative analysis of reasoned action theory. *The Annals of the American Academy of Political and Social Science*. 2012; 640(1): 28-41.

Hennessy M, **Bleakley A**, Fishbein M. Measurement models for reasoned action theory. *The Annals of the American Academy of Political and Social Science*. 2012; 640(1): 42-57.

Jordan A, Piotrowski JT, **Bleakley A**, Mallya G. Developing media interventions to reduce household sugar-sweetened beverage consumption. *The Annals of the American Academy of Political and Social Science* 2012; 640(1): 118-135.

Bleakley A, Hennessy M, Fishbein M. A model of adolescents' seeking of sexual content in their media choices. *Journal of Sex Research* 2011; 48(4): 309-15.

Bleakley A, Hennessy M, Fishbein M, Jordan A. Using the Integrative Model to explain how exposure to sexual media content influences adolescent sexual behavior. *Health Education and Behavior* 2011; 38(5): 530-540.

Gottfried J, Vaala S, **Bleakley A**, Hennessy M, Jordan A. Does the effect of exposure to TV sex on adolescent sexual behavior vary by genre? *Communication Research* 2011; (online first) doi: 10.1177/0093650211415399.

Hull S, Hennessy M, **Bleakley A**, Fishbein M, Jordan A. Identifying causal pathways from religiosity to delayed adolescent sexual behavior. *Journal of Sex Research* 2011; 48(6): 543-53.

VanDevanter N, Duncan A, Burrell-Piggott T, **Bleakley A**, Birnbaum J, Siegel K, Lekas H, Schrimshaw E, Cohall A, Ramjohn D. The influence of substance use, social sexual environment, psychosocial factors, and partner characteristics on high-risk sexual behavior among young Black and Latino men who have sex with men living with HIV. A qualitative study. *AIDS Patient Care and STD* 2011; 25(2) 113-121.

Jordan A, **Bleakley A**, Manganello J, Hennessy M, Stevens R, Fishbein M. The role of television access in viewing time of U.S. adolescents. *Journal of Children and Media* 2010; 4(4): 355-370.

Busse P, Fishbein M, **Bleakley A**, Hennessy M. The role of communication with friends in sexual initiation. *Communication Research* 2010. 37(2): 239-255.

Bleakley A, Hennessy M, Fishbein M. Predicting preferences for types of sex education in U.S. Schools. *Sexuality Research and Social Policy* 2010; 7(1): 50-57.

Hennessy M, **Bleakley A**, Fishbein M, Brown L, DiClemente R, Romer D, et al. Differentiating between precursor and control variables when analyzing reasoned action theories. *AIDS and Behavior* 2009; 14(1): 225-236.

Hennessy M, **Bleakley A**, Fishbein M, Jordan A. Estimating the longitudinal association between adolescent sexual behavior and exposure to sexual media content. *Journal of Sex Research* 2009; 46, 1-11.

Bleakley A, Hennessy M, Fishbein M, Jordan A. How sexual information sources relate to adolescents' beliefs about sex. *American Journal of Health Behavior* 2009; 33(1): 37-48.

Bleakley A, Hennessy M, Fishbein M, Jordan A. It works both ways: The relationship between sexual content in the media and adolescent sexual behavior. *Media Psychology* 2008; 11(4): 443-461.

Hennessy M, **Bleakley A**, Busse P, Fishbein M. What is the appropriate policy response to wardrobe malfunctions? Fining stations for TV sex and violence. *Journal of Broadcasting and Media* 2008; 52,387-407.

Turow J, Hennessy M, **Bleakley A**. Consumers' understanding of privacy rules in the marketplace: Findings from a national survey. *Journal of Consumer Affairs* 2008; 42: 411-424.

Bleakley A, Merzel C, Messeri P, VanDevanter N, Gift T, Malotte CK, Middlestadt S. Check Out That Body: A community awareness campaign in New York City. *Journal of Primary Prevention* 2008 (Jul); 29(4): 331-339.

Bleakley A, Fishbein M, Hennessy M, Jordan A, Chernin A, Stevens R. Developing respondent-based multi-media measures of exposure to sexual content. *Communication Methods and Measures* 2008; 2(1 & 2): 43 – 64.

Bleakley A, Fishbein M, Holtgrave D. An assessment of the relationship between condom labels and HIV-related beliefs and intentions. *AIDS and Behavior* 2008; 12(3): 452-458.

Hennessey M, **Bleakley A**, Fishbein M, Jordan A. Validating a sexual behavior index using psychosocial theory and social trait correlates. *AIDS and Behavior* 2008; 8: 321-31.

Bleakley A, Hennessey M, Fishbein M. Public opinion on sex education in American schools. *Archives of Pediatric and Adolescent Medicine* 2006; 160:1151-1156.

Hogben M, Ledsky R, Middlestadt S, VanDevanter N, Messeri P, Merzel C, **Bleakley A**, Malotte CK, Sionean C, St. Lawrence J. Psychological mediating factors in an intervention to promote adolescent health care-seeking. *Psychology, Health & Medicine* 2005; 10: 64-77.

VanDevanter N, Messeri P, Middlestadt S, **Bleakley A**, Merzel C, Hogben M, Ledsky R, Malotte C, Cohall R, St. Lawrence J. Community-based intervention to increase preventive health care seeking in adolescents: The Gonorrhea Community Action Project. *American Journal of Public Health* 2005 (Feb); 95 (2): 331-337.

Bleakley A, Merzel C, VanDevanter N, Messeri P. Computer use and internet access among urban youth. *American Journal of Public Health* (May) 2004; 94: 744 – 746.

Merzel CR, VanDevanter N, Middlestadt S, **Bleakley A**, Ledsky R, Messeri P. Attitudinal and contextual factors associated with discussion of sexual issues during adolescent health visits. *Journal of Adolescent Health* 2004 (Aug); 35(2); 108-15.

Bleakley A, Ellis JA. The role of public health research in the shaping adolescent health policy. Editorial. *American Journal of Public Health* (Nov) 2003; 93: 1801-2.

Shinn M, VanDevanter N, **Bleakley A**, Niang KT, Perl S, Cohen NL. Use of social and behavioral sciences by public health departments in major cities. *Journal of Urban Health* 2003; 80(4):616-624.

VanDevanter N, Shinn M, Tannert KT, **Bleakley A**, Perl S, Cohen N, BSSI Task Force. The role of social and behavioral science in public health practice: A study of the New York City Department of Public Health. *Journal of Urban Health* 2003; 80(4):625-634.

VanDevanter N, Hennessey M, Howard J, **Bleakley A**, Peake M, Millet S, Cohall A, Levine D, Weisfuse I, Fullilove R. Developing a collaborative community, academic, health department partnership for STD prevention: The Gonorrhea Community Action Project in Harlem. *Journal of Public Health Management and Practice* 2002; 8(6): 62-8.

Fortenberry JD, McFarlane M, **Bleakley A**, Bull S, Fishbein M, Grimley DM, Malotte CK, Stoner BP. Relationships of stigma and shame to gonorrhea and HIV screening. *American Journal of Public Health* 2002; 92:378-81.

BOOK CHAPTERS

Romer D, Jamieson P, **Bleakley A**, Jamieson KH. Cultivation Theory: Its History, Current Status and Future Directions. Forthcoming; In *The International Handbook of Media and Mass Communication Theory*. Eds. R. Fortner & M Fackler. Blackwell Publishers.

Bleakley A, Vaala S, Jordan A, Romer D. The Annenberg Media Environment Survey: Media Access and Use in US Homes with Children and Adolescents. 2014; In *Media and the Well-Being of Children and Adolescents*. Eds. A. Jordan and D. Romer, pp. 1-19. New York, NY: Oxford University Press.

Hogben M, VanDevanter N, Malotte CK, Middlestadt SE, Messeri P, Ledsky R, **Bleakley A**, Larro M, Hennessy MH, St. Lawrence JS, GCAP Study Group. Community-tailored interventions to promote adolescent and young adult health care seeking. 2008; In *New perspectives on knowledge, attitudes and behaviors in health* Ed. F. Columbus , pp. 47-69. Binghamton, NY: Nova.

Editorials

“Lessons Miley teaches about sexuality.” Op/ed. *Philadelphia Inquirer*, September 1, 2013.

“Teaching abstinence isn’t enough.” Op/ed. *Philadelphia Inquirer*, April 24, 2007.

“Media have a role in sex ed,” with Amy Jordan (1st author) and Michael Hennessy. Op/ed. *Philadelphia Inquirer*, April 8, 2010.

SELECTED PRESENTATIONS

Organizer and participant of roundtable presentation at SRCD, March 2015.

Conversation Roundtable: Youth health and well-being in the new digital frontier: Emerging research insights and health promotion opportunities

Participants:

Moderator: Amy Jordan, AJordan@asc.upenn.edu, The Annenberg Public Policy Center

Panelist: Amy Bleakley, ableakley@asc.upenn.edu, University of Pennsylvania

Panelist: Robin Stevens, robin.stevens@rutgers.edu, Rutgers University

Panelist: Jennifer Manganello, jmanganello@albany.edu, University at Albany School of Public Health

Panelist: Sarah Vaala, sarah.vaala@vanderbilt.edu, Vanderbilt University, School of Nursing

Invited speaker at Children's Hospital of Pennsylvania for Continuing Medical Education credit, April 8, 2014. "Mapping the Media Landscape of Families' Home Media Environments."

(Invited speaker.) Workshop on measuring exposure to the mass media. April 19-20, 2007. Co-sponsored by the Annenberg School and Public Policy Center, the Abramson Center Center, and the Dana Farber Cancer Institute.

Bleakley A, Hennessy M, Fishbein M, Jordan A. It works both ways: The relationship between sexual content in the media and adolescent sexual behavior. Paper accepted for oral presentation at International Communication Association Conference, San Francisco, CA, May 2007.

Bleakley A, Hennessy M, Fishbein M. Sex Talk: Policy Preferences for Sex Education in American Schools. Oral presentation at American Public Health Association Conference, Boston, MA, November 2006.

Bleakley A, Fishbein M, Hennessy M, Smith-McLallen A, Chernin A, Jordan A, Davis E, Stevens R. Exposure to sexual content in the media and adolescents' intentions to have sex. Oral presentation at American Public Health Association Conference, Boston, MA, November 2006.

Bleakley A, Hennessy M, Fishbein M, Jordan A. Everyone's a sexpert: Where adolescents learn about sex. Poster presentation at the American Public Health Association Conference, Boston, MA, November 2006.

Bleakley A, Hennessy M, Fishbein M. Sex talk: Policy preferences for sex education in American schools. Annenberg National Health Communication Survey Conference, Los Angeles, CA, February 2006.

Bleakley A, Messeri P. Effects of state politics and tobacco control policy on youth smoking rates. Poster presentation at the American Public Health Association Conference, Philadelphia, PA, December 2005.

Bleakley A, Messeri P. School-based tobacco control policy: Is implementation of CDC Best Practices Guidelines associated with lower rates of youth smoking? Poster presentation at the American Public Health Association Conference, Philadelphia, PA, December 2005.

Bleakley A, Larro M, Malotte CK, VanDevanter N, Rose K, Merzel C, Messeri P, Hogben M, St. Lawrence J, Middlestadt S. Implementing and evaluating a multimedia community awareness campaign targeted at adolescents and young adults in two different communities. Panel presentation at the American Public Health Association Conference, Philadelphia, PA, November 2002.

Bleakley A. The Gonorrhea Community Action Project. STD Prevention Partnership Meeting. Washington D.C. May 2002. Keynote speaker.

Bleakley A, one of five presenters for Middlestadt, SE, VanDevanter N, Malotte CK, Gift T, Messeri P, Ledsky R, Merzel C, Bleakley A, Larro M, St Lawrence JS, Hogben M, Pequegnat W. The Gonorrhea Community Action Project. Panel presentation at the National STD Prevention Conference, San Diego, CA, March, 2002.

Bleakley A, VanDevanter N, Merzel C, Messeri P, Peake M, Malotte CK, Middlestadt S. Implementing and evaluating a community-based multimedia campaign targeted to adolescents and young adults in an urban, low income community. Oral Presentation. American Public Health Association Annual Meeting, Atlanta, GA, October 2001.

Bleakley A, VanDevanter N, Merzel C, Messeri P, Peake M, Malotte K, Middlestadt S. Developing a community based multimedia campaign to increase health care seeking among adolescents and young adults in an urban, low income community. Poster Presentation. American Public Health Association Annual Meeting, Atlanta, GA, 2001.

Bleakley A, Castrucci B. A review of internet websites for adolescents on sexually transmitted diseases. Poster presentation. American Social Health Association Annual STD Conference, Milwaukee, Wisconsin, December 2000.

Bleakley A, Cohall A. A closer look at the stigma of sexually transmitted diseases among adolescents. Poster presentation. American Public Health Association Annual Meeting, Chicago, IL, November 1999.

Bleakley A, VanDevanter N, Millet S, Hennessy M, McFarlane M, Fortenberry JD, Grimely D, Davis RK, Jones C. Self treatment and alternative care seeking among patients with sexually transmitted diseases. Oral presentation. American Public Health Association Annual Meeting, Washington, D.C., 1998.

Bleakley A, Cohall R. Report card on adolescent Services under Child Health Plus. Adolescents and Child Health Plus: Enrollment and Utilization Issues Conference. Riverside Church, New York, NY, May 1999.

Bleakley A. Adolescent sexual risk taking. Guest lecturer for Safer Sex Practices Seminar. Summer session 1999. Mailman School of Public Health of Columbia University, Sociomedical Sciences Department.

RESEARCH CONSULTANCIES

Population Services International, Washington, D.C., December 2008-October 2010

Mailman School of Public Health, Columbia University, February 2005-2008

New York City Department of Health and Mental Hygiene, June 2001- March 2002

Association for the Schools of Public Health, Washington, D.C., July 2000- January 2001

SPECIALIZED TRAINING

Longitudinal Data Analysis. Given by Dr. Paul Allison, University of Pennsylvania, December 2009.

Latent Variable and Growth Modeling with Mplus. Given by Dr. Bengt Muthén, Johns Hopkins School of Public Health, October, 2006.

Mixture Modeling in Mplus. Given by Dr. Bengt Muthén, University of Maryland, May, 2006.

Public Health Disparities Geocoding Project Training Course, Harvard School of Public Health, Boston, MA. June, 2006.

Annenberg Summer Institute for Methods and Statistics (ASIMS), Palm Desert, CA, June, 2005.
Course: Rolling Cross Sectional Analysis

PROFESSIONAL MEMBERSHIPS AND SERVICE

- Journal Reviewer: American Journal of Public Health, American Journal of Preventive Medicine, Archives of Sexual Behavior, Journal of Sex Research, Health Education and Behavior, Perspectives on Sexual and Reproductive Health, AIDS and Behavior, Preventive Medicine, Pediatrics, JAMA Pediatrics, Journal of Children and Media, Tobacco Control, Journal of Health Communication, Journal of Communication, Communication Theory, Journal of Community Psychology, Journal of Applied Developmental Psychology, Social Science and Medicine, Sex Roles
- Member, American Public Health Association, September 1996- present
- Member, International Communication Association, October 2011-present