

WEN YOU

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[Last Update: 07/2022]

Education

Leadership in Academic Matters / School of Medicine / University of Virginia / Jan 2021 to Dec 2021.

High-Impact Cancer Research Certificate Program Completion with Distinction / Harvard Medical School Post Graduate Medical Education / Nov.4th 2019 to Mar. 5th, 2021

Ph.D. / Agricultural Economics / Texas A&M University / December 2005

B.A. / International Trade / Nankai University / July 2000

Professional Experience

July 2022 – present / Professor (w/ Tenure) / Department of Public Health Sciences / School of Medicine / University of Virginia

2020 – present / Director / Population Health and Cancer Outcomes Core / Cancer Center / University of Virginia

2019 – June 2022 / Associate Professor (w/ Tenure) / Department of Public Health Sciences / School of Medicine / University of Virginia

2019 – present / Adjunct Professor / Department of Agricultural & Applied Economics / Virginia Tech

2019 / Professor (w/ Tenure) / Department of Agricultural & Applied Economics / Virginia Tech

2013 – 2019 / Associate Professor (w/ Tenure) / Department of Agricultural & Applied / Virginia Tech

2017 – 2019 / Fellow / The Center for Transformative Research on Health Behaviors / Virginia Tech

2017 – 2019 / Faculty Affiliate / Department of Economics, Faculty of Health Sciences / Virginia Tech

2012 – 2017 / Faculty Affiliate / The Fralin Translational Obesity Research Center / Virginia Tech

2007 – 2013 / Assistant Professor / Department of Agricultural & Applied Economics / Virginia Tech

2006 / Assistant Research Scientist / Department of Agricultural Economics / Texas A&M University

2001 – 2005 / Graduate Research Assistant / Department of Agricultural Economics / Texas A&M University

Selected Honors and Awards

2021 / 12-Month Certificate Program Completion with Distinction / High-Impact Cancer Research Program / Harvard Medical School Postgraduate Medical Education

2021 / Excellence on the Hallmarks of Cancer Individual Project / High-Impact Cancer Research Program / Harvard Medical School Postgraduate Medical Education

2020 / Best Economic Paper Award / Food Safety and Nutrition Section / Agricultural & Applied Economics Association

2019 / Best Economic Paper Honorable Mention / Food Safety and Nutrition Section / Agricultural & Applied Economics Association

2019 / National Distinction Salary Adjustment / Virginia Tech

2017 / Scholar of the Week / Virginia Tech

2017 / Michael P. O'Donnell Paper of the Year / American Journal of Health Promotion

2016 / National Distinction Salary Adjustment / Virginia Tech

2014 / Excellence in Applied Research Award / College of Agricultural & Life Sciences / Virginia Tech

2013 / Gamma Sigma Delta Faculty Research Award / Virginia Tech

2013 / Chair of Kristen Capagrossi's dissertation that won Outstanding Dissertation Honorable Mention Award in Social Sciences, Business, Education and Humanities / Virginia Tech

2011 / Best Economic Paper Award / Food Safety and Nutrition Section / Agricultural & Applied Economics Association

2011 / Teacher of the Week / Center for Instructional Development and Educational Research / Virginia Tech

2009 / Chair of Ge Zhang's thesis that won the Preston Society Golden Watch Thesis Award / Virginia Tech

2006 / Outstanding Dissertation Award / Agricultural and Applied Economics Association

2004 / Tom Slick Senior Graduate Research Fellowship / Texas A&M University

Courses Taught

2009 – 2018 / Microeconometrics (Ph.D. core course; Yearly) / Virginia Tech

2009 – 2018 / Panel Data Econometrics (Ph.D. field course; Biennial) / Virginia Tech

2011 – 2017 / Food and Health Macroeconomics (Ph.D. field course; Biennial) / Virginia Tech

2008 – 2009 / Elementary Econometrics (M.S. core course; Yearly) / Virginia Tech

2006 / Applied Mathematical Programming / Texas A&M University

2005/ Fundamentals of Agricultural Economic Analysis / Texas A&M University

Peer-Reviewed Journal Paper Publications

[* denotes student co-author; # denotes contact author]

1. Tzeyu L. Michaud, T.L., Estabrooks, P.A., You, W., Ern, J., Scoggins, D., Gonzales, K., King, K.M., Dai, H., Su D. Effectiveness of incentives to improve the reach of health promotion programs- a systematic review and meta-analysis. *Preventive Medicine*. (forthcoming, 2022).
2. Michaud, T.L., You, W., Estabrooks, P.A., Leonard, K., Rydell, S.A., Mullane, S.L., Pereira, M.A., and Buman, M.P. Cost and cost-effectiveness of the 'Stand and Move at Work' multicomponent intervention to reduce workplace sedentary time and cardiometabolic risk. *Scand J Work Environ Health*. online first: 25 March 2022. doi:10.5271/sjweh.4022.
3. Shaffer#, K.M., Ritterband, L.M., You, W., Buysse, D.J., Mattos, M.K., Camacho, F., Glazer, J.V., Klinger, J., and Dovovan, H. Single-group trial of an internet-delivered insomnia intervention among higher-intensity family caregivers: Rationale and mixed-methods study protocol. *JMIR Res Protoc*. Jan 12 (2022) 11(1):e34792. doi: 10.2196/34792.
4. You#, W., Yuan, Y., Boyle, K.J., Michaud, T., Parmeter, C., Seidel, R.W., Estabrooks, P.A. Examining Ways to Improve Weight Control Programs' Population Reach and Representativeness: A Discrete Choice Experiment of Financial Incentives. *Pharmacoeconomics Open*. 6(2022): 193-210. <https://doi.org/10.1007/s41669-021-00310-6>.
5. You#, W., Davis, G.C., Yang*, J. Viewpoint: An Assessment of Recent SNAP Benefit Increases Allowing for Money and Time Variability. *Food Policy*. 106 (2022):102175.
6. Porter K., You W., Kirkpatrick B, Thatcher E, Reid A, Yuhas M, Zoellner J. Factors influencing the sugar-sweetened beverage intake of caregivers of adolescents in Appalachia. *Journal of Nutrition Education Behavior*. 54(2022):230-238. doi: 10.1016/j.jneb.2021.09.010.
7. Chen J., Vullikanti A., Santos J., Venkatramanan S., Hoops S., Mortveit H., Lewis B., You W., Eubank S., Marathe M., Barrett C., Marathe A. Epidemiological and Economic Impact of COVID-19 in the US. *Scientific Reports*. 11:20451, 2021. <https://doi.org/10.1038/s41598-021-99712-z>.
8. Zoellner#, J.M., Porter K, You W, Reid A, Frederick C, Hilgart M, Brock D, Tate D, Ritterband L. Study protocol for iSIPsmarter: A randomized-controlled trial to evaluate the efficacy, reach, and engagement of a technology-based behavioral intervention to reduce sugary beverages among rural Appalachian adults. *Contemporary Clinical Trials*. 110(2021): 106566. doi: 10.1016/j.cct.2021.106566.
9. Zoellner#, J., You, W., Hill, J., Brock, D.J., Yuhas, M., Price, B., Wilson, J., Montague, D., Estabrooks, P. Comparing two different family-based childhood obesity treatment programs in a medically underserved region: Effectiveness, engagement and

- implementation outcomes from a randomized controlled trial. *Pediatric Obesity*. 17(2022):e12840. DOI: 10.1111/ijpo.12840. DOI: 10.1111/ijpo.12840.
10. McCormick B.A., Porter K.J., You W., Yuhas M., Reid A.L., Thatcher E.J., Zoellner J.M. Applying the socio-ecological model to understand factors associated with sugar-sweetened beverage behaviours among rural Appalachian adolescents. *Public Health Nutr.* (2021) Jan 11;:1-11. doi: 10.1017/S1368980021000069.
 11. McClure J.J., Desai B.D., Ampie L., You, W., Smith, J.S., Buchholz A.L. "A Systematic Review of the Cost-Utility of Spinal Cord Stimulation for Persistent Low Back Pain in Patients with Failed Back Surgery Syndrome." *Global Spine Journal.* (2021) 11(1_suppl):66S-72S. doi: 10.1177/2192568220970163.
 12. Yenerall, J., You, W., Hill, J. "Beyond the Supermarket: Analyzing Household Shopping Trip Patterns that Include Food at Home and Away from Home Retailers." *BMC Public Health* (2020) 20(1):1747. <https://doi.org/10.1186/s12889-020-09882-0>.
 13. Reid*, A.L., Porter, K.J., You, W., Kirkpatrick*, B.M., Yuhas*, M., Vaught*, S.S., Zoellner, J.M. "Low Health Literacy is Associated with Energy-Balance Related Behaviors and Body Mass Index among Rural Appalachian Students." *Journal of School Health.* (2021) 91(8):608-616.
 14. Davis, G.C., You#, W., Yang*, Y. "Are SNAP Benefits Adequate? A Geographical and Food Expenditure Decomposition." *Food Policy.* (senior authorship is shared between Davis and You). (2020) 95:101917. <https://doi.org/10.1016/j.foodpol.2020.101917>.
 15. Michaud, T., Estabrooks, P.A., You, W., McGuire, T.J., Almeida, F., Karls, K., Love, K., King, K., Hill, J., Reed, J., Porter, G., Su, D. "Sustaining the Reach of A Scalable Weight Loss Intervention through Financial Incentives – A Pragmatic, Online Randomized Trial Protocol." *Contemporary Clinical Trials.* (2020) September. 98:106142. DOI:<https://doi.org/10.1016/j.cct.2020.106142>.
 16. Zoellner, J.M., Porter, J.K., You, W., Estabrooks, P.A., Perzynski, K., Ray, P., Cantrell, E. "The Reach and Effectiveness of SIPsmartER when Implemented by Rural Public Health Departments: A Pilot Dissemination and Implementation Trial to Reduce Sugary Beverages". *Translational Behavioral Medicine* (2020)10(3)L676-684. DOI: 10.1093/tbm/ibz003.
 17. Chen, J., Vullikanti, A., Hoops, S., Mortveit, H., Lewis, B., Venkatramanan, S., You, W., Eubank, S., Marathe, M., Barrett, C., Marathe, A. "Medical Costs of Keeping the US Economy Open During COVID-19." *Scientific Report* (2020)10(1):18422. <https://doi.org/10.1038/s41598-020-75280-6>.
 18. Rockwell*, M.S., Frisard, M.I., Rankin, J.W., Zabinsky, J.S., Mcmillan R.P., You, W., Davy, K.P., and Hulver, M.W. "Effects of Seasonal Vitamin D₃ Supplementation on Strength, Power, and Body Composition in College Swimmers." *International Journal of Sport Nutrition and Exercise Metabolism.* (2020) 30:165-173. DOI: <https://doi.org/10.1123/ijsnem.2019-0250>.
 19. Chen, Y., Porter, K., You, W., Estabrooks, P., Zoellner, J. "A Health/Media Literacy Intervention Improves Adults' Interpretations of Sugar-Sweetened Beverage Advertising". *Journal of Media Literacy Education* (2020) 12:70-83. <https://doi.org/10.23860/JMLE-2020-12-1-6>.

20. Shi*, R., Meacham, S., Davis, G.C., You, W., Sun, Y., Goessl, C. "Factors Influencing High Respiratory Mortality in Coal-Mining Counties: A Repeated Cross-Sectional Study." *BMC Public Health* (2019) 19:1484. <https://doi.org/10.1186/s12889-019-7858-y>.
21. Zoellner, J.M., You, W., Hill, J.L, Brock, D.P., Yuhas, M., Alexander, R.C., Price, B., Estabrooks, P.A. "A Comparative Effectiveness Trial of Two Family-based Childhood Obesity Treatment Programs in A Medically Underserved Region: Rationale, Design & Methods." *Contemporary Clinical Trials* (2019) 84:105801. doi: 10.1016/j.cct.2019.06.015.
22. Zoellner, J.M., Porter, K.J., You, W., Chow, P.I., Ritterband, L.M., Yuhas, M., Loyd, A., McCormick, B.A., Brock, D.P. "Kids SIPsmarter, A Cluster Randomized Controlled Trial and Multi-Level Intervention to Improve Sugar-Sweetened Beverages Behaviors Among Appalachian Middle-School Students: Rationale, Design & Methods." *Contemporary Clinical Trials*. 2019 83:64-80. doi: 10.1016/j.cct.2019.06.011.
23. You, W., Davis, G.C. "Estimating Dual Headed Time in Food Production with Implications for SNAP Benefit Adequacy." *Review of Economics of the Household* (2019) 17:249-266. DOI 10.1007/s11150-018-9403-7.
24. Helmick, M., Esmond, A.C., Hedrick, V.E., Zoellner, J.M, You, W., Hill, J. "The Adoption of Healthy Eating Standards in Local After School Programs Does Not Impact Quality of Snacks." *Journal of School Health* (2019). 89(10):809-817. doi: 10.1111/josh.12822.
25. Yang*, Y., Davis, G.C., You, W. "Measuring Food Expenditure Poverty in SNAP Populations: Some Extensions with An Application to the American Recovery and Reinvestment Act." *Applied Economic Perspectives and Policy* (2019) 41:133-152. doi: 10.1093/aep/ppy004.
26. Hill, J.L., Zoellner, J.M., You, W., Brock, D., Price, B., Alexander, R.C., Frisard, M., Brito, F., Hou, X., and Estabrooks, P.A. "Participatory Development and Pilot Testing of iChoose: An Adaptation of An Evidence-based Pediatric Weight Management Program for Community Implementation". *BMC Public Health* (2019) Jan 29; 19(1):122. doi: 10.1186/s12889-019-6450-9.
27. Brito, F., Zoellner, J., Hill, J., You, W., Alexander, R., Hou, X., Estabrooks, P. "From Bright Bodies to iChoose: Using A CBPR Approach to Develop Childhood Obesity Intervention Materials for Rural Virginia". *SAGE Open* (January-March 2019): 1-14. DOI: 10.1177/2158244019837313.
28. Goessl, C., Estabrooks, P., You, W., Britigan, D., DeAlba, A., Almeida, F. "Effectiveness of DVD vs. group-initiated diabetes prevention on information uptake for high & low health literacy participants." *Patient Education and Counseling* (2019). 102(5):968-975. <https://doi.org/10.1016/j.pec.2018.12.026>.
29. Zoellner, J., You, W., Estabrooks, P., Chen, Y., Davy, B., Porter, K., Hedrick, V., Bailey, A., Kruzliakova, N. "Supporting Maintenance of Sugar-sweetened Beverage Reduction Using Automated versus Live Telephone Support: Findings from A Randomized Control Trial." *International Journal of Behavioral Nutrition and Physical Activity* (2018) 15:97. <https://doi.org/10.1186/s12966-018-0728-7>.
30. Kruzliakova, N., Estabrooks, P., You, W., Hedrick, V., Porter, K., Kiernan, M., Zoellner, J. "The Relationship between the Stanford Leisure Time Exercise Questionnaire and the Godin

- Leisure-Time Exercise Questionnaire among rural intervention participants of varying health literacy status." *Journal of Physical Activity & Health* (2018) 15(4): 269-278. doi: 10.1123/jpah.2017-0284.
31. Michaud, T., You, W., Wilson, K., Su, D., McGuire, T.J., Almeida, F.A., Bayer, A.L., Estabrooks, P.A. "Cost Effectiveness and Return on Investment of a Scalable Community Weight Loss Intervention." *Preventive Medicine* (2017) 105:295-303. doi: 10.1016/j.ypmed.2017.10.011.
 32. Yenerall*, J., You, W., Hill, J. "Investigating the Spatial Dimension of Food Access." *Int J Environ Res Public Health*. (Aug, 2017) 14(8). pii: E866. doi: 10.3390/ijerph14080866.
 33. Sun*, Y., You, W., Almeida, F., Estabrooks, P., Davy, B. "The Effectiveness and Cost of Lifestyle Intervention including Nutrition Education for Diabetes Prevention: A Systematic Review and Meta-Analysis." *Journal of the Academy of Nutrition and Dietetics*. (2017) 117(3):404-421. doi: 10.1016/j.jand.2016.11.016.
 34. Hedrick, V.E., Passro, E.M., Davy, B.M., You, W., Zoellner, J.M. "Characterization of non-nutritive sweetener intake in rural southwest Virginian adults living in a health-disparate region." *Nutrients* (2017) 9(7): pii:E757. doi: 10.3390/nu9070757.
 35. Zoellner, J., Hill, J., You, W., Brock, D., Frisard, M., Alexander, R., Silva, F., Price, B., Marshal, R., Estabrooks, P. "The Influence of Parental Health Literacy Status on Reach, Retention, Attendance and Outcomes in A Family-Based Childhood Obesity Program, Virginia, 2013-2015." *Preventing Chronic Disease* (2017) 14:E87. <http://dx.doi.org/10.5888/pcd14.160421>.
 36. Hedrick, V.E., Davy, B.M., You, W., Porter, K.J., Estabrooks, P.A., Zoellner, J.M. "Dietary Quality Changes in Response to A Sugar-Sweetened Beverage Reduction Intervention. Results from the Talking Health Randomized Controlled Clinical Trial." *The American Journal of Clinical Nutrition* (April, 2017) 105(4):824-833. doi: 10.3945/ajcn.116.144543.
 37. Estabrooks, P., You, W., Hedrick, V.E.*, Reinhold, M.*, Krzeski, E.*, Zoellner, J. "A Pragmatic Examination of Active and Passive Recruitment Methods in Improving Reach in Community Lifestyle Programs: The Talking Health Trial" *International Journal of Behavioral Nutrition and Physical Activity* (2017) 14:7. doi:10.1186/s12966-017-0462-6.
 38. Zoellner, J., Porter, K., Chen, Y., You, W., Estabrooks, P.A. "Predicting Sugar-Sweetened Behaviors with Theory of Planned Behavior Constructs: Outcome and Process Results from the SIPsmartER Behavioral Intervention". *Psychology and Health*. (2017) 32(5):509-529. doi: 10.1080/08870446.2017.1283038.
 39. Capogrossi*, K., and You, W. "Do School Nutrition Programs Influence Child Weight? A Treatment Effect Analysis" *Health Economics* (2017). 26:980-1000. DOI: 10.1002/hec.3378.
 40. Phetxumphou, K., Roy, S., Davy, B.M., Estabrooks, P.A., You, W., and Dietrick, A.M. "Write Consumer Confidence Reports Customers Can Understand" *Opflow*. American Water Works Association (AWWA) (Feb 2017): 24-26. <https://doi.org/10.5991/OPF.2017.43.0010>.
 41. Davy, B.M., Jahren, A.H., Hedrick, V.E., You, W., and Zoellner, J.M. "Influence of An Intervention Targeting A Reduction in Sugary Beverage Intake on the $\delta^{13}\text{C}$ Sugar Intake Biomarker in A Predominantly Obese, Health-Disparate Sample". *Public Health Nutrition* (Jan 2017) 20(1):25-29. <https://doi.org/10.1017/S1368980016001439>.

42. Zoellner, J., Hedrick, V.E., You, W., Chen, Y., Davy, B.M., Porter*, K.J., Bailey*, A., Lane*, H., Alexander*, R., Estabrooks, P. "Effect of A Behavioral and Health Literacy Intervention to Reduce Sugar-Sweetened Beverages: A Randomized-Controlled Trial." *International Journal of Behavioral Nutrition and Physical Activity* (2016) 13:38. doi: 10.1186/s12966-016-0362-1.
43. Zoellner, J., You, W., Almeida, F., Allen, KCA., Harden, S., Glasgow, R.E., Linnan, L., Hill, J., Estabrooks, P. "The Influence of Health Literacy on Reach, Retention, and Success in A Worksite Weight Loss Program". *American Journal of Health Promotion* (Mar 2016) 30(4): 279-282. DOI: 10.1177/0890117116639558.
44. Phetxumphou*, K., Roy*, S., Davy, B., Estabrooks, P.A., You, W., Dietrich, A. "Assessing Clarity of Message Communication for Mandated USEPA Drinking Water Quality Reports." *Journal of Water and Health* (2016) 14(2): 223-235. doi: 10.2166/wh.2015.
45. Wilson*, K., Harden, S., Almeida, F., You, W., Hill, J., Goessl, C., Estabrooks, P. "Brief Self-Efficacy Scales for Use in Weight-Loss Trials: Preliminary Evidence of Validity." *Psychological Assessment* (2016) 28(10): 1255-1264. <http://dx.doi.org/10.1037/pas0000249>.
46. Blackman, K.*, Zoellner, J., Harlow, J., Winchester, W., McCrickard, S., Hill, J.L., You, W., Estabrooks, P. "Developing mobile apps for physical activity in low socioeconomic status youth." *Journal of Mobile Technology in Medicine* (2016) 5(1): 33-44. doi:10.7309/jmtm.5.1.6
47. Zeng*, D., You, W., Mills, B., Alwang, J., Royster, M., Anson-Dwamena, R. "A Closer Look at the Rural-Urban Health Disparities: Insights from Four Major Diseases in the Commonwealth of Virginia" *Social Science & Medicine* 140(2015): 62-68. doi: 10.1016/j.socscimed.2015.07.011.
48. Yuan*, Y., Boyle, K., You, W. "Sample Selection, Individual Heterogeneity and Regional Heterogeneity in Valuing Farmland Conservation Easements" *Land Economics*(2015) 91(4):627-649. doi: 10.3368/le.91.4.627.
49. Hedrick, V.E., Davy, B.M., Myers, E.A., You, W., and Zoellner, J.M. "Changes in the Healthy Beverage Index in Response to an Intervention Targeting a Reduction in Sugar-Sweetened Beverage Consumption as Compared to an Intervention Targeting Improvements in Physical Activity: Results from the Talking Health Trial" *Nutrients* (2015) 7(12): 10168-10178. doi: 10.3390/nu7125525.
50. Blackman*, K., Zoellner, J., Kadir, A., Dockery, B., Johnson*, S., Almeida, F., McCrickard, D., Hill, J., You, W., Estabrooks, P. "Examining the Feasibility of Smartphone Game Applications for Physical Activity Promotion in Middle School Students." *Games for Health Journal* (2015) 4(5): 409-419. doi: 10.1089/g4h.2014.0120.
51. Hashemi, A., You, W., Boyle, K., Parmeter, C., Kannien, B., Estabrooks, P. "Identifying Financial Incentive Designs to Enhance Participation in Weight Loss Programs." *Journal of Obesity and Weight Loss Therapy* (2015). doi: 10.4172/2165-7904.1000247.
52. Hill, J., Olive*, N., Waters*, C., Estabrooks, P., You, W., Zoellner, J. "Lack of Healthy Food Options for Children: Findings from A Systematic Assessment of Children's Menus in A Rural Region." *Prev. Chron Disease* (2015). 12:140400. <http://dx.doi.org/10.5888/pcd12.140400>.

53. Roy*, S., Phetxumphou*, K., Dietrich, A., Estabrooks, P., You, W., Davy, B. "An Evaluation of the Readability of Drinking Water Quality Reports: A National Assessment." *Journal of Water and Health* (2015). doi:10.2166/wh.2015.194.
54. Almeida, F., You, W., Harden, S., Blackman*, K., Davy, B., Hill, J., Linnan, L., Wall, S., Yenerall*, J., Zoellner, J., Estabrooks, P. "Effectiveness of a Worksite-based Weight Loss Randomized Controlled Trial: The WORKSITE Study." *Obesity* (Feb, 2015). doi: 10.1002/oby.20899.
55. Harden, S.M., You, W., Blackman*, K., Almeida, F., Hill, J., Linnan, L., Estabrooks, P. "Does Successful Weight Loss in an Internet-Based Worksite Weight Loss Program Improve Employee Presenteeism and Absenteeism?" *Health Education & Behavior* (2015). 42(6), 769-74. doi: 10.1177/1090198115578751.
56. Hill, J., You, W., Zoellner, J. "Disparities in Obesity among Rural and Urban Residents in A Health Disparate Region." *BMC Public Health* 14(2014):1051. doi: 10.1186/1471-2458-14-1051.
57. Davy, B., You, W., Almeida, F., Wall, S., Harden, S., Comber, D., Estabrooks, P. "Impact of Individual and Worksite Environmental Factors on Water and Sugar-Sweetened Beverage Consumption Among Overweight Employees." *Preventing Chronic Disease* 11(2014). <http://dx.doi.org/10.5888/pcd11.130207>.
58. Almeida, F.A., Wall, S., You, W., Harden, S., Hill, J., Krippendorf, B., Estabrooks, P. "The Associate between Worksite Physical Environment and Employee Nutrition, Physical Activity Behavior and Weight Status." *Journal of Occupational and Environmental Medicine* 56(2014): 779-784. doi: 10.1097/JOM.000000000000180.
59. Almeida, F.A., Pardo, K.A., Seidel, R.W., Davy, B.M., You, W., Wall, S.S., Smith, E., Greenawald, M.H., Estabrooks, P.A. "Design and Methods of 'diaBEAT-it!': A Hybrid Preference/Randomized Control Trial Design Using the RE-AIM Framework." *Contemporary Clinical Trials* (2014) 38:383-96. doi: 10.1016/j.cct.2014.06.010.
60. Harden, S., Beauchamp, M., Pitts, B., Nault, E., Davy, B., You, W., Weiss, P., Estabrooks, P. "Group-based lifestyle sessions for gestational weight gain management: a mixed method approach." *American Journal of Health Behavior* 38(2014): 560-569. doi: 10.5993/AJHB.38.4.9.
61. Zoellner, J., Chen, Y., Davy, B. You, W., Hedrick, V., Corsi, T., Estabrooks, P. "Talking Health, A Pragmatic Randomized-Controlled Health Literacy Trial Targeting Sugar-Sweetened Beverage Consumption among Adults: Rationale, Design & Methods." *Contemporary Clinical Trials* 37(2014):43-57. doi: 10.1016/j.cct.2013.11.003.
62. Seidel, R., Pardo, K., Estabrooks, P., You, W., Wall, S., Davy, B., Almeida, F. "Beginning A Patient-Centered Approach in the Design of a Diabetes Prevention Program." *International Journal of Environmental Research and Public Health* 11(2014):2003-2013. doi: 10.3390/ijerph110202003.
63. Davis, G., and You, W. (senior authorship shared) "Estimates of Returns to Scale, Elasticity of Substitution, and the Thrifty Food Plan Meal Poverty Rate from A Direct Household Meal

Production Function" *Food Policy* 43(2013):204-212.

<https://doi.org/10.1016/j.foodpol.2013.09.002>.

64. Baral*, R., Davis, G., You, W. "National, Regional, and State-Level Estimates of Returns to Scale in the Expanded Food and Nutrition Education Program." *Journal of Agricultural & Applied Economics* 45(2013):203-216.
65. Capogrossi*, K., and You, W. "Academic Performance and Childhood Misnourishment: A Quantile Approach." *Journal of Family and Economic Issues* 34(2013):141-156. doi: 10.1007/s10834-012-9315-2.
66. Baral*, R., Davis, G., Blake, S., You, W., Serrano, E. "Utilizing National Data to Estimate Average Cost Effectiveness of EFNEP Outcomes by State/Territory." *Journal of Nutrition Education and Behavior*. 45(2013): 183-187. doi: 10.1016/j.jneb.2012.04.015.
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71. Baral*, R., Davis, G., You, W. "Consumption Time in Household Production: Implications for the Goods-Time Elasticity of Substitution." *Economics Letters* 112(2011): 138-140.
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74. Yu, T.H., Hart, E, You, W. "Evaluating Food-Fuel Trade-Offs via Market Choice: The Case of Iowa Corn Producers." *GREEN* 1(2011): 123-126.
75. Hu, W., Woods, T., Bastin, S., Cox, L., You, W. "Assessing Kentucky Consumer Willingness to Pay for Value-Added Blueberry Products using A Payment Card Survey." *Journal of Agricultural & Applied Economics* 43(2011):243-258.
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81. You, W., Zhang*, G., Davy, B., Carlson, A., Lin, B. "Food Consumed Away from Home Can Be a Part of a Healthy and Affordable Diet." *Journal of Nutrition*. 139(2009): 1994-1999. doi: 10.3945/jn.109.107615.
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Book

You, W. *Time Well Spent: How Watching Time can Reduce the Chances of Having Overweight Children*. VDM Verlag Dr. Muller. ISBN: 978-3-8364-3926-8. May 2008.

Government Report

- Salehi-Isfahani, D., Sarangi, S., You, W., Alsharawy*, A., Alkhuzam, S., Alhumaid, B., Alsultan*, H. "Positive Peer Pressure: Leveraging Peer Effects to Motivate Job Search among Youth." Policy Insights, Harvard Kennedy School Evidence for Policy Design, November 2018.
- Davis, G.C., You, W. "Where is the Threshold? The Money-Time Poverty Threshold in at Home Food Production". Contractor and Cooperator Report to USDA (2011).
- McIntosh, A., G.C. Davis, R.M. Nayga, J. Anding, C. Turres, K. Kubena, E. Perusquia, G. Yeley, and W. You. "Parental Time, Role Strain, and Children's Fat Intake and Obesity-Related Outcomes." Contractor and Cooperator Report No. 19. USDA: (June 2006).

Extramural Grant Support

On-Going Projects Funded as Primary Investigator

- 2021-2022 Title: A Pilot Assessment of Utilities for Cancer-Related Health States to Inform Treatment Decisions of Older Women with Early-Stage Breast Cancer
 Agency: UVA Cancer Center
 Total Amount: \$27,735.00
 Overall goal: develop a multi-dimensional financial toxicity

2020-2022 Title: Developing a Scalable and Comprehensive Financial Toxicity Screening Algorithm Using Existing Health Records and Understand Cancer Patients' Willingness-to-Accept towards Financial Navigation Services
Agency: National Cancer Institute, National Institute of Health
Total Amount: \$149,983.00
Overall goal: develop a multi-dimensional financial toxicity screening algorithm to improve financial hardship screening effectiveness and understand barriers and preferences of cancer patients in financial assistance services' uptake.

On-Going Projects Funded as Co-Investigator

2022-2024 Title: weSurvive: Improving Quality of Life and Health Behaviors of Rural Cancer Survivors
Agency: American Cancer Society
Total Amount: \$719,971.00
PI: Porter
Overall goal: to test the efficacy of weSurvive which is a behavioral intervention for rural Appalachian cancer survivors that targets dietary and PA behaviors and incorporates telehealth activities and short message service (SMS) messages

2021-2026 Title: A randomized controlled trial of eSCCIP: An eHealth psychosocial intervention for English and Spanish speaking parents of children with cancer
Agency: National Institute of Health
Total Amount: \$3,910,480.00.
PI: Canter K.
Overall goal: This effectiveness trial evaluates an eHealth intervention for English- and Spanish-speaking (PCCC) with study endpoints focused on decreasing negative psychosocial sequelae (acute distress, posttraumatic stress, and anxiety) and improving coping abilities (coping self-efficacy, cognitive coping strategies).

2021-2022 Title: Real-world patterns and impact of CDK4/6 inhibitor treatment of Metastatic Breast Cancer
Agency: American Cancer Society
Total Amount: \$75,000.00
PI: Anderson

Overall goal: we will use Flatiron data to describe real world patterns of use of CDK4/6i, outside of a clinical trial and estimate cost-effectiveness of CDK4/6i use and sequence in the community oncology setting.

2020-2024 Title: iSIPsmarter: An RCT to evaluate the efficacy, reach, and engagement of a technology-based behavioral and health literacy intervention to reduce sugary beverages among rural Appalachian adults

Agency: National Institute On Minority Health and Health Disparities, National Institute of Health

Total Amount: \$3,435,862.00

PIs: Ritterband, L.; Zoellner, J.

Overall goal: It aims to test the efficacy of iSIPsmarter, a technology-based behavioral and health literacy intervention targeting sugar-sweetened beverages (SSB) reduction and weight reduction/maintenance.

2020-2025 Title: Stand & Move at Work II: Effectiveness and Implementation

Agency: National Cancer Institute

Total Amount: \$3,708,908.00

PIs: Buman M.; Pereira M.

Overall goal: The goal of this hybrid type II effectiveness-implementation trial is to test an evidence-based intervention, Stand & Move at Work, to reduce sedentary time in the workplace, and to test the role of expert facilitation for improving intervention fidelity.

2018-2023 Title: Kids SipSmartER: A Multi-level Behavioral and Health Literacy Intervention to Reduce Sugar-Sweetened Beverages among Appalachian Middle-School Students

Agency: National Institute on Minority Health and Health Disparities, National Institute of Health

Total Amount: \$3,750,816.00

PI: Zoellner, J.

Overall goal: Kids SIPsmarterER is a 6-month, school-based, behavior and health literacy curriculum aimed at improving SSB behaviors among middle school students. The program also integrates a two-way short service message (SMS) strategy to engage caregivers in SSB role modeling and supporting home SSB environment changes.

Completed Projects Funded as Primary Investigator

- 2018-2020 Title: How Much Are We Valuing Food Access: A Hedonic Analysis
 Agency: Economic Research Services, U.S. Department of Agriculture
 Total Amount: \$30,000.00
 PI: Wen You
 Overall goal: contribute to the quantification of population's preference towards food environment through a creative usage of existing data.
- 2018-2020 Title: Nutrition, Money, and Time: An Assessment of SNAP Benefit Adequacy
 Agency: Economic Research Services, U.S. Department of Agriculture
 Total Amount: \$30,000.00
 PIs: Wen You and George C. Davis
 Overall goal: we will provide a more comprehensive picture of the food expenditure, time expenditure, and nutrient profile of households by socioeconomic and demographic characteristics, including SNAP participation through creatively overcoming data needs.
- 2016-2018 Title: Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants
 Agency: University of Kentucky Center for Poverty
 Total Amount: \$47,846.00
 MPs: You, W; Davis, G.
 Overall goal: to access food poverty when comparing national threshold with local threshold and examine the SNAP benefit adequacy in alleviating food poverties when local food baskets and price differences are accounted for.
- 2011-2013 Title: Dynamic Interactions of Monetary and Nonmonetary Incentives in Weight Loss Interventions
 Agency: National Heart Lung and Blood Institute, National Institute of Health
 Total Amount: \$407,586.00 [1R21HL097308-01A2]
 Overall goal: is to examine the impacts of different aspect of financial incentives (e.g., magnitude, type and timing) on individuals' decision in joining weight loss programs and design programs that will have higher reach.
- 2011-2012 Title: An Analysis of the Relationship between School Meal Programs, Childhood Health and Academic Performance
 Agency: National Heart Lung and Blood Institute, National Institute of Health

Total Amount: \$17,427.00

Overall goal: is to investigate the causal impact of the School Breakfast Program and National School Lunch Program on the weight of rural and low-income children as well as the spillover effects of the programs on academic performance.

2007-2010 Title: The Costs and Nutritional Consequences of Incorporating Convenience and Time Dimensions in Food Plans

Agency: Economic Research Services, U.S. Department of Agriculture

Total Amount: \$29,998.00

Overall goal: is to understand the time, monetary cost, and nutritional implications of differentiating and incorporating the consumption of convenience food and food away from home in food plans.

Completed Projects Funded as Co-Investigator

2017-2020 Title: A Randomized-Controlled Trial to Compare the Reach, Effectiveness and Maintenance of Two Family-based Childhood Obesity Treatment Programs in A Medically Underserved Region

Agency: Patient-Centered Outcomes Research Institute (PCORI)

Total Amount: \$1,954,788.00

PIs: Zoellner, J.; Estabrooks, P.

Overall goal: to examine the feasibility and sustainability of the intervention in an economically and medically disadvantaged region.

2016-2018 Title: Peer Effects for Job Search and On-the-job Training of Saudi Youth

Agency: Evidence for Policy Design, Harvard University

Total Amount: \$99,792.00

PI: Salehi-Isfahani, D.

Overall goal: to conduct field investigation to further develop a pilot project that aims at improving Saudi youth job searching effectiveness.

2016-2018 Title: SIPsmartER Southwest Virginia: A Systems-based Approach to Disseminate and Implement An Effective Sugar-Sweetened Beverage Intervention

Agency: National Institute of Health

Total Amount: \$442,750.00 [R21]

PI: Zoellner, J.

Overall goal: to develop, establish feasibility, and determine the potential utility of an implementation strategy for SIPsmartER, which will reflect system-level needs and resources specific to SIPsmartER, as well as build general capacity related to organizational health literacy.

- 2012-2017 Title: The Reach and Effectiveness of Technology-Enhanced Diabetes Prevention Programs
Agency: National Institute of Diabetes and Digestive and Kidney Diseases, National Institute of Health
Total Amount: \$3,204,750.00
PI: Almeida, F.
Overall goal: is to determine the effectiveness of small group or DVD delivered diabetes prevention self-management support when coupled with automated telephone counseling. Reach of the programs will also be assessed.
- 2011-2016 Title: SIPsmartER: A Nutrition Literacy Approach to Reducing Sugar-Sweetened Beverages
Agency: National Cancer Institute, National Institute of Health
Total Amount: \$2,947,383.00 [R01]
PI: Zoellner, J.
Overall goal: is to determine the effectiveness of two different theory-based interventions to reduce sugar sweetened beverage consumption in individuals with lower health literacy.
- 2013-2016 Title: Dan River Region POPS: Partnering for Obesity Planning and Sustainability
Agency: National Institute on Minority Health and Health Disparities, National Institute of Health
Total Amount: \$790,323.00 [R34]
MPIs: Zoellner, J.; Estabrooks, P.
Overall goal: is to initiate a systems-based approach to address childhood obesity in the Dan River Region within the context of The Dan River Partnership for a Healthy Community (DRPHC).
- 2007-2013 Title: Tailored Worksite Weight Control Program
Agency: National Institute of Diabetes and Digestive and Kidney Diseases, National Institute of Health
Total Amount: \$2,855,157.00 [R01]

PI: Estabrooks, P.

Overall goal: is to determine the effectiveness of an internet and incentive-based weight loss program delivered in the work place.

Non-Competitive Grant Support

Completed Projects Funded as Primary Investigator

- 2018-2019 Title: Costs and Benefits of Public Guardianship in Florida
Agency: Office of Public and Professional Guardians, Department of Elder Affairs
Total Amount: \$34,999.00
PIs: Teaster, P.; You, W.
Overall goal: quantify costs and benefits of Public Guardianship in Florida for better budgeting and program effectiveness.
- 2018 Title: Examining Honey Crystallization Influencing Factors
Agency: Sweet Harvest Foods, Inc.
Total Amount: \$12,000.00
PIs: Davis, G.; You, W.
Overall goal: to examine the honey crystallization influencing factors using first hand data set.
- 2015-2016 Title: Bringing the food environment home: The effect of a systematically measured food environment on parent choices and childhood obesity
Agency: Virginia Tech Fralin Translational Obesity Research Center
Total Amount: \$5,200.00
Overall goal: examine food environmental influence on parents and child's dietary behaviors using FoodAPS data set.

Invited Keynote and Seminar Talks

Keynote Talks

1. "A Look Forward into the Future of Clinical Health Psychology through a Population Health Lens" Keynote Panel Talk at *Training for the Future: From Clinic to Community via Population Health*, 2022 Mid-Winter Meeting (Virtual), Feb 17&18, 2022.

2. "Behavioral Economics as An Implementation Strategy to Improve Reach." Invited Keynote talk, 2019 Dissemination & Implementation Science Workshop: A Focus on Implementation Strategies. University of Nebraska Medical Center, Great Plains IDeA, Clinical and Translational Research. August 15th to 16th, 2019.
3. "The Economic Evaluation of Implementation Strategies." Invited Keynote talk, 2019 Dissemination & Implementation Science Workshop: A Focus on Implementation Strategies. University of Nebraska Medical Center, Great Plains IDeA, Clinical and Translational Research. August 15th to 16th, 2019.
4. "Smart Design of Health Policies: Role of Preference Heterogeneity." Invited Keynote talk, the 2nd International Symposium on Public Service, Research Center of Public Service and Performance Evaluation, Zhejiang University, Hangzhou, P.R. China, Dec. 15th to 16th, 2017.
5. "Incentive for Promoting Healthy Lifestyle: A Complex and Gestalt Concept." Invited Keynote talk at Workshop on "Aging and Health: Policy and Economics in an Era of Longevity", Center for Health Economics and Aging, Institute for Advanced Research, Shanghai University of Finance and Economics, December 2nd, 2015.

Seminar and Workshop Talks

1. "Challenges and bottlenecks of working with administrative data" Invited panelist talk at AAEA post-conference workshop (titled "Evidence-Based Policymaking for Applied Economists"), virtual workshop, October 1st and 8th, 2021.
2. "A Multi-Dimensional & Dynamic Assessment of Financial Toxicity of Cancer Patients Using Existing Health Records." Invited talk at Cancer Control and Population Health meeting, University of Virginia Cancer Center, September 16th, 2021.
3. "Tips for Successful Grantsmanships in Food and Health Research." Invited panelist talk at CWAE and GSS Track session (titled "Grants in Applied Economics: Funding sources and recipe for success") at the AAEA & WAEA joint annual meeting, Austin Texas, August 2nd, 2021.
4. "Differential Impact of Social Distancing on COVID-19 Spread in U.S.: by Rurality and Social Vulnerability." Invited seminar talk at Department of Agricultural Economics, Texas A&M University, April 14th, 2021.
5. "Preference Assessment of Early Stage ER+ Breast Cancer Patients." Invited talk at Breast Cancer Translational Research Group, University of Virginia, December 2nd, 2020.
6. "Health Economics and Applied Econometrics in Translational Research." Invited seminar talk at Center for Behavioral Health and Technology, University of Virginia, November 19th, 2020.
7. "Differential Impact of Social Distancing on COVID-19 Spread in U.S.: by Rurality and Social Vulnerability." Invited Grand Round seminar talk at Department of Public Health Sciences, School of Medicine, University of Virginia, August 31st, 2020.
8. "How Much Does Food Environment Matter?: A Case Study of the Value of Food Environment in Dan River Region." Invited seminar talk at Southwestern University of Finance and Economics, April 12th, 2019.
9. "Household Relative Deprivation Effects on Chinese Children's Health" Invited seminar talk at Fuzhou University, April 9th, 2019.
10. "The Role of Preference Heterogeneity in Smart Health Policy Design" Invited Grand Round seminar talk at Department of Public Health Sciences, School of Medicine, University of Virginia, February 25th, 2019.

11. "Aging in Style Through Lenses of Health Economics" VT Center for Gerontology 5X5X5 Forum Invited Talk, February 20th, 2019.
12. "How Much Does Food Environment Matter?" Invited seminar talk at the Academic Salon Serie#73 in Institute of State Governance, Sun Yat-sen University, P.R. China, June 7th, 2018.
13. "Estimating Dual-Headed Time in Food Production with Implications for SNAP Benefit Adequacy" Invited seminar talk at the Seminar Series on Big Data and Smart Medicine and Health Services, Zhejiang University, Hangzhou, P.R. China, Dec 18th, 2017.
14. "How Much Does Food Environment Matter: A Case Study of the Value of Food Environment in Dan River Region" Invited seminar talk at the Seminar Series on Big Data and Smart Medicine and Health Services, Zhejiang University, Hangzhou, P.R. China, Dec 18th, 2017.
15. Key Panelist for the 3rd Shanghai University of Finance and Economics Workshop of Economics and Business, December 20th, 2017.
16. "Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants." Invited workshop presentation at USDA Economic Research Service and University of Kentucky Center for Poverty Research Workshop: "Understanding the Relationship between SNAP, Food Security, and Health in the National Health Interview Survey and National Household Food Acquisition and Purchase Survey", Washington D.C., October 20th, 2017.
17. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk at College of Economics and Management, South China Agricultural University, P.R. China, Dec 28th, 2016.
18. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk at Fuzhou University, P.R. China, Dec 20th, 2016.
19. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk in Department of Health Promotion, Social, and Behavioral Health, University of Nebraska Medical Center, May 2nd, 2016.
20. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk to the Virginia Tech Student Chapter of Institute for Operations Research and the Management Sciences (INFORMS), April 13th, 2016.
21. "Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis" Invited seminar talk at Fuzhou University, P.R. China, December 7th, 2015.
22. "Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis" Invited seminar talk at School of Business, Shanghai University of International Business and Economics, December 1st, 2015.
23. "Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis" Invited seminar talk at School of Economics, Shanghai University of Finance and Economics, November 30th, 2015.
24. "Food Access and Health Outcomes: A Multidimensional Examination" Invited seminar talk at Research Triangular Institute, North Carolina, October 21st, 2015.
25. "Food Access and Health Outcomes: A Multidimensional Examination" Invited seminar talk at Department of Agricultural and Resource Economics, North Carolina State University, October 20th, 2015.
26. "What Can Be Done to Increase Weight Control Programs' Public Health Impact?" Invited seminar talk at Fuzhou University, P.R. China, April 7th, 2015.
27. "What Do Self-Reported Measures of Weight Status Capture?" Invited seminar talk at Department of Agricultural & Applied Economics, Virginia Tech, January 30th, 2015.

28. "What Do Self-Reported Measures of Weight Status Capture?" Invited seminar talk at quarterly meeting of The Fralin Translational Obesity Research Center, January 15, 2015.
29. "How to Best Engage Obese Adults in Weight Loss Programs: A Closer Look at Financial Incentive Arms." Invited conference talk in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
30. "Childhood Overweight: Does Quality of Parental Childcare Time Matter?" Invited talk at Weight of the State: A Virginia Statewide Conference on Childhood Obesity, October 2011.
31. "What, When and How Much?: The Search for Financial Incentive Designs to Enhance the Reach of A Weight Loss Program." Invited Seminar presentation in the Department of Agricultural Economics, Texas A&M University, May 9th, 2011.
32. "Food and Health Economists: Who? What? Why?." Invited presentation at Obesity Research Group, CRC, Virginia Tech, April 28th, 2010.
33. "Household Food Expenditures, Parental Time Allocation, and Childhood Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test." Invited seminar presentation in Department of Applied Economics, University of Minnesota, March 24th, 2010.
34. "Incorporating Food Away From Home into the Thrifty Food Plan: Nutritional and Feasibility Implication." Invited seminar presentation in Department of Human Nutrition Food and Exercise, Virginia Tech, April 20th, 2009.
35. "Time Well Spent: How Watching Time can Reduce the Chances of Having Overweight Children." Invited seminar presentation in Institute for Operations Research and the Management Sciences (INFORMS), Virginia Tech, October 29th, 2008.
36. "Household Food Expenditures, Parental Time Allocation, and Childhood Obesity" Invited seminar presentation in Department of Agricultural Economics, University of Kentucky, October 26th, 2007.
37. "Incorporating Convenience and Time Dimensions in TFP Type Market Baskets: Some Possible Approaches." Invited presentation at USDA-ERS Washington DC, March 15th, 2007.
38. "Obesity Causes Investigation and Policy Intervention." Invited presentation in Obesity Cluster Group Meeting in Virginia Tech, Feb 6th, 2007.

Papers and Posters Presented at Professional Meetings

*Paper Presentations (bold for presenter; * for student)*

1. **Pilehvari***, A., You, W., Shi, R. "Are We Identifying the Needy Cancer Patients who are under Financial Hardship?: A Comparison among Different Financial Toxicity Measurements." Invited presentation at the 11th Annual Conference of American Society of Health Economists, June 26th-29th, 2022.
2. **You, W.** Shi, R., Ji, X., Ah, JW. "How Much are We Valuing Healthy Food Environment: Evidence from Housing Markets" Invited presentation at the International Conference on Food Economics and Agricultural Sustainability, [Virtual], December 10th, 2021.

3. **Shi*, R.**, You, W. "A Multi-Dimensional and Dynamic Screen Tool of Financial Toxicity Among Cancer Patients" Selected Paper Presentation at Agricultural & Applied Economics Association annual meeting, [Virtual], August 1st – August 3rd, 2021.
4. **Shi*, R.**, You, W. "Examining Barriers and Preferences of Cancer Patients towards Financial Navigation Services: A Discrete Choice Experiment" Selected Paper Presentation at the Annual Conference of the American Society of Health Economists. [Virtual], June 21st – June 23rd, 2021.
5. **Shi*, R.**, You, W., Xinde Ji, Jae-Wan Ahin. "How Much Are We Valuing Food Access?: A Hedonic Analysis" Selected Paper Presentation at Agricultural & Applied Economics Association annual meeting. [Virtual], August 10th – 11th, 2020.
6. Pilehvari*, A., **You, W.**, Lin, X. "How Does Retirement Impact Elderly Health: What Role Does Social Network Play?" Selected Long Oral Presentation at the International Health Economics Association World Congress, Basel, Switzerland, July 13th – July 17th, 2019.
7. **Chen, S.**, You, W. "Nutritional Assistance Program Impacts on Dietary Quality & Nutrient Intake of the Elderly" Selected Short Oral Presentation at the International Health Economics Association World Congress, Basel, Switzerland, July 13th – July 17th, 2019.
8. **Davis, G.**, You, W., Jo, Y. "SNAP Benefit Adequacy Profile Investigation" Track Session Presentation at Agricultural & Applied Economics Association annual meeting, Atlanta, G.A., July 21st – July 23rd, 2019.
9. **Woo*, Y.**, You, W., Boyle, K., Estabrooks, P. "Is 'Crowding Out' Evidence Driven by Disproportional Reach by Motivation Type?" Selected Paper Presentation at the 8th Conference of the American Society of Health Economists, Washington, DC, June 23rd – June 26th, 2019.
10. **Shi*, R.**, You, W. "Incentives of local governments and service-level selection in China's New Cooperative Medical Scheme" Selected Paper Presentation at the American Economic Association annual meeting, Atlanta, G.A., January 4th – January 6th, 2019.
11. Sun*, Y., **You, W.** "Household Relative-Deprivation Effects on Chinese Children's Health". Selected Paper Presentation at Southern Economic Association annual meeting, Washington D.C., November 2018.
12. **Zoellner, J.**, You, W., Estabrooks, P., Chen, Y., Davy, B., Porter, K., Hedrick, V., Bailey, A., Kruzliakova, N. "Supporting maintenance of sugar-sweetened beverage reduction using automated versus live telephone support: Findings from a randomized controlled trial" Selected Paper Presentation at 2018 International Congress of Behavioral Medicine, Santiago, Chile, November 01 2018.
13. Kim*, N., **You, W.** "Does Paid Sick Leave Induce Welfare Burden?" Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington D.C., August 5th – August 7th, 2018.
14. Sun*, Y., **You, W.** "Health Effects Associated with Marital Status Transition among Elders in China." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington D.C., August 5th – August 7th, 2018.

15. **Woo***, Y., Davis, G.C., You, W. "Does Nutrition Education Reduce Delay Discounting?" Selected Paper Presentation at the Virginia Association of Economists, April 05 – April 06, 2018.
16. **Shi***, R., You, W. "Measuring Adverse Selection in China's New Cooperative Medical Scheme." Selected Paper Presentation at the Chinese Economists Society 2018 North America Conference, Athens, GA, April 5th – April 7th, 2018.
17. **You, W.**, Davis, G.C., Yang*, Y. "Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Chicago, IL, July 30th – August 1st, 2017.
18. **Xie***, C., Grant, J., You, W. "On the Impact of Sanitary and phytosanitary Measures on Agri-Food Trade: New Evidence from Chinese Firm-Level Data." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Chicago, IL, July 30th – August 1st, 2017.
19. **You, W.**, Davis, G.C., Yang*, Y. "Measuring Food Poverty for SNAP Participants: A Composition of National Versus Local Thrifty Food Plan Thresholds using FoodAPS." Selected Paper Presentation at the International Health Economics Association World Congress, Boston, MA, July 8th – July 11th, 2017.
20. Yu*, S., **You, W.** "Effect of Income Disparities on Child Health in China." Selected Paper Presentation at the International Health Economics Association World Congress, Boston, MA, July 8th – July 11th, 2017.
21. **You, W.**, Yu*, L., Hill, J. "How Much Does Food Environment Matter: A Case Study of The Value of Food Environment in Dan River Region." Selected Paper Presentation at the International Health Economics Association World Congress, Boston, MA, July 8th – July 11th, 2017.
22. **You, W.**, Davis, G. "Incorporating Time Costs into SNAP Allotment Calculation: A Home Food Production Time Use Analysis." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Boston, MA, July 31st- August 2nd, 2016.
23. **Sun***, Y., You, W. "Relative-deprivation effects on child health in China." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Boston, MA, July 31st- August 2nd, 2016.
24. Yenerall*, J., **You, W.** "Food Access and Food Expenditures: A Multidimensional Examination." Paper presentation at the American Economic Association meeting, San Francisco, CA, January 3rd – January 5th, 2016.
25. **Yenerall***, J., You, W., Davis, G., Estabrooks, P. "Examining Ways to Handel Non-Random Missingness in CEA through Econometrics and Statistics Lenses." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, San Francisco, CA, July 26th – July 28th, 2015.
26. **Yenerall***, J., You, W., Hill, J. "A Multidimensional View of Food Environment Impact on Consumption and Food Security." Selected Paper Presentation at the Agricultural &

- Applied Economics Association annual meeting, San Francisco, CA, July 26th – July 28th, 2015.
27. **Yuan***, **Y.**, You, W., Boyle, K. "Mixing Distributions for the Mixed Logit Model." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, San Francisco, CA, July 26th – July 28th, 2015.
 28. **You, W.**, Parmeter, C., Yuan*, Y., Boyle, K., Estabrooks, P. "What Do Self-Perceived Weight Status Measures Capture?" Selected Paper Presentation at the International Health Economics Association 11th World Congress on Health Economics, Milan, Italy, July 12th – July 15th, 2015.
 29. Yenerall*, J., **You, W.**, Estabrooks, P. "Examining Ways to Handel Non-Random Missingness in CEA through Econometrics and Statistics Lenses." Selected Paper Presentation at the International Health Economics Association 11th World Congress on Health Economics, Milan, Italy, July 12th – July 15th, 2015.
 30. **You, W.**, Yuan*, Y, Boyle, K. "Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs." Selected Paper Presentation at the American Society of Health Economists 5th Biennial meeting, Los Angeles, June 22nd – June 25th, 2014.
 31. **Yenerall***, **J.**, You, W., Estabrooks, P. "Deeper Look At Weight Loss Program Effectiveness: Beyond Prevalence Rate Reduction." Selected Paper Presentation at the American Society of Health Economists 5th Biennial meeting, Los Angeles, June 22nd – June 25th, 2014.
 32. You, W., **Yuan***, **Y.**, Boyle, K. "Decision Frame Heterogeneity Across Intensive and Extensive Margins and Attributes Nonattendance: A Case Study in a Weight Loss Study." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.
 33. **Davis, G.C.**, You, W., Sauyma, R. "Meeting Nutritional Guidelines in the United States: The Prevalence, Depth, and Severity of Money and Time Poverty for Food Stamp Targeted Households." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.
 34. **Capogrossi***, **K.L.**, You, W. "School Meal Program Menus: A Moral Hazard Problem." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.
 35. **Davis, G.C.**, You, W. "Some Theoretical Notes on Tradeoffs Between Prices, Time and Nutrition from a Producer's Perspective." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.
 36. **Baral***, **R.**, Davis, G.C., Serrano, E., McFerren, M., You, W. "The Cost Effectiveness of Educating Limited Resource Youths on Food and Nutrition." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.

37. **Vinoles*, M.V.**, You, W., Nayga, R.M. "Parental Nutrition Label Usage and Children's Dietary-Related Outcomes." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Washington DC, August 4th – August 6th, 2013.
38. **You, W.**, Yuan*, Y., Boyle, K., Seidel, R., Kanninen, B., Almeida, F., Wall, S., Estabrooks, P. "How to Best Engage Obese Adults in Weight Loss Programs: A Closer Look at Financial Incentive Designs." Selected Paper Presentation at the International Health Economics Association 9th World Congress on Health Economics, Sydney, Australia, July 7th – July 10th, 2013.
39. **Yuan*, Y.**, You, W., Boyle, K. "An Integrated Framework to Examine Social Networks' Influence on Weight Loss Intervention Reach and Effectiveness." Selected Short Oral Presentation at the International Health Economics Association 9th World Congress on Health Economics, Sydney, Australia, July 7th – July 10th, 2013.
40. Davis, G.C., **You, W.**, Sauyama*, R. "Meeting Nutritional Guidelines in the United States: The Prevalence, Depth, and Severity of Money and Time Poverty for Food Stamp Targeted Households." Selected Paper Presentation at the International Health Economics Association 9th World Congress on Health Economics, Sydney, Australia, July 7th – July 10th, 2013.
41. **Li*, Y.**, and You, W. "A Closer Look at Patient-Physician Relationship at 'Internet Age': From A Principal-Agent Model Perspective." Selected Paper Presentation at Medicine 2.0 5th World Congress on Social Media, Mobile Apps, Internet/Web 2.0, Boston, MA, September 15th – September 16th, 2012.
42. **You, W.**, and Davis, G.C. "Understanding Conflicting and Compatible Incentives for Retailers in Promoting Healthy Eating." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 12th – August 14th, 2012.
43. **Zeng*, D.**, You, W., Mill, B.F., and Always, J. "Exploring Rural-Urban Health Disparities: Lessons from Four Major Diseases in the Commonwealth of Virginia." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 12th – August 14th, 2012.
44. **Baral*, R.**, Davis, G.C., and You, W. "Evaluation of the Youth Expanded Food and Nutrition Education Program: What Contributes to Its Effectiveness?" Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 12th – August 14th, 2012.
45. **Kaul*, S.**, You, W., and Boyle, K. "Delivery at Home vs. Delivery at a Health Care Facility – A Case Study of Bihar, India." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 12th – August 14th, 2012.
46. **Yuan*, Y.**, Boyle, K., You, W., and Fuller, H.F. "A Nationwide Comparison of Farmland Conservation and Easement Valuation." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 12th – August 14th, 2012.

47. **Goodwin, S.**, Hosig, K., Serrano, E., Redican, K., Schroeder, A., You, W., Anderson, E. Association between perceived university environment and physical activity in college students. The annual meeting of American Public Health Association, November 1st, 2011.
48. **Capogrossi*, K.** and You, W. "Does Weight Pass the Test?" Selected presentation at Weight of the State: A Virginia Statewide Conference on Childhood Obesity, October 2011.
49. **You, W.**, Hashemi*, A., Boyle, K., Estabrooks, P.A., Parmeter, C., and Kanninen, B. "Incentive Design to Enhance Reach of a Weight Loss Program." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 24th – July 26th, 2011.
50. **Baral*, R.**, Davis, G.C., and You, W. "Returns to Scale and the Effectiveness of Money Spent on the Expanded Food and Nutrition Education Program." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 24th – July 26th, 2011.
51. **Davis, G.C.**, and You, W. "Direct household Meal Production Function Estimation: Returns to Scale, Elasticity of Substitution, and Poverty Thresholds." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 24-26, 2011.
52. **Xue*, H.**, You, W., Nayga, R.M. "Childhood Obesity Risk and the Role of Primary Caregivers: A Triangular Semi-parametric Simultaneous Equations Approach." Selected Paper Presentation at the Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 24th – July 26th, 2011.
53. **You, W.**, Hashemi*, A., Boyle, K., Estabrooks, P.A., Parmeter, C., and Kanninen, B. "Incentive Design for a Weight Loss Program to Enhance Reach." Selected Paper Presentation at the International Health Economics Association 8th World Congress on Health Economics, Toronto, Canada, July 8th – July 10th, 2011.
54. **Estabrooks, P.**, You, W., Hashemi*, A., Summers, S. "Type, Value, and Timing: The Relationship between Incentives for Weight Loss and Potential Program Reach." The Annual Meeting of the Society of Behavioral Medicine, Washington D.C., April 2011.
55. Baral*, R., **Davis, G.C.**, You, W. "An Average Cost Effectiveness Analysis of the EFNEP Effects." Experimental Biology, Washing D.C., April 12th, 2011.
56. **Xue*, H.**, Mainville, D., You, W., Nayga, R. "Nutrition Knowledge, Sensory Characteristics and Consumers' Willingness to Pay for Pasture-Fed Beef". Selected paper for presentation at Agricultural & Applied Economics Association annual meeting, Milwaukee, Wisconsin, July 2009.
57. **Luo*, J.**, Mainville, D., You, W., Nayga, R. "Taste and Visual Influences on Hispanic Consumers' Preferences and Willingness-to-Pay". Selected paper for presentation at Agricultural & Applied Economics Association annual meeting, Milwaukee, Wisconsin, July 2009.
58. Davis, G.C., **You, W.** "The Money-Time Poverty Threshold in at Home Food Production: A Cost Difference Approach". Selected paper presentation at the International Health

Economics Association 7th World Congress on Health Economics, Beijing, P.R. China, July 2009.

59. **You, W.**, Zhang*, G., Davy, B.M., Carlson, A., Lin, B.H. "Adding Food-Away-From-Home to the Thrifty Food Plan: Feasibility and Nutritional Implications". Selected paper presentation at Western Agricultural Economics Association annual meeting, Kauai, Hawaii, June 2009.
60. **Davis, G.C.**, You, W. "The Money-Time Poverty Threshold in at Home Food Production: A Cost Difference Approach". Selected paper presentation at Western Agricultural Economics Association annual meeting, Kauai, Hawaii, June 2009.
61. Xue*, H., **Mainville, D.**, You, W., Nayga, R. "Nutrition Information, Nutrition Knowledge and Consumers' Willingness to Pay for Pasture-Fed Beef: Empirical Evidence from In-Store Experiments". Selected paper for presentation at International Food and Agri-business Management Association annual conference, Budapest, Hungary, June 2009.
62. Luo*, J., **Mainville, D.**, You, W., Nayga, R. "Hispanic Consumers' Preferences and Willingness-to-Pay for Pasture-Fed Beef in Virginia". Selected paper for presentation at International Food and Agri-business Management Association annual conference, Budapest, Hungary, June 2009.
63. Luo*, J., **Mainville, D.**, You, W. "Hispanic Consumers' Preferences and Willingness-to-Pay for Pasture-Fed Beef." Selected Paper Presentation at the Food Distribution Research Society Annual Conference, Dublin, Ohio, October 2008.
64. **You, W.**, Zhang*, G., Davis, G.C., McCarl, B., Carlson, A., Lin, B.H. "What Does It Take to Add A Little Time?: Impact of considering time constraint in USDA food plans" Agricultural & Applied Economics Association annual meeting, Orlando, Florida, July 2008.
65. Davis, G.C., **You, W.** "Childhood Obesity: Does the Quality of Parental Time matter?" Agricultural & Applied Economics Association annual meeting, Orlando, Florida, July 2008.
66. Burner, J.*, You, W., **Mainville, D.** "Demand Driven Pricing: An Alternative Pricing Strategy for Direct Marketers of Beef." Selected Paper Presentation at the International Food and Agribusiness management Association annual conference. Monterrey, California, June 2008.
67. **Davis, G.C.**, You, W. "The Cost of Time in Food Preparation at Home: General and Food Stamp Participant Profiles." Paper presented at International Association for Time Use Research, XXVIII Conference, Washington DC., October, 2007.
68. Davis, G.C., **You, W.** "Childhood Obesity: Does the Quality of Parental Time matter?" Paper presented at International Association for Time Use Research, XXVIII Conference, Washington DC., October, 2007.
69. **You, W.**, Davis, G.C. "Household Food Expenditures, Parental Time Allocation, and Childhood Obesity." Selected paper accepted and presented at Agricultural & Applied Economics Association annual meeting, Portland, Oregon, July 2007.

70. **McCarl, B.**, Cornforth, J., You, W., Adams, D., Alig, R., Latta, G., Murray, B. "Agriculture in the Climate Change and Energy Price Squeeze." Scheduled to be presented at Fourth USDA Greenhouse Gas Conference: Positioning Agriculture and Forestry to Meet the Challenges of Climate Change, Baltimore, Maryland, February, 2007.

Poster Presentations (bold for presenter; * for student)

1. Sun, Y., Liu, G., **You, W.**, Wang, M. "Effects of Health Insurance on Income Distribution in China." Selected Poster Presentation at Agricultural & Applied Economics Association annual meeting, Atlanta, G.A., July 21st – July 23rd, 2019.
2. **You, W.**, Davis, G., Shi*, R., Jo, Y. "Food Expenditure Poverty of SNAP Participant: Total Cost (Money and Time) Perspective". Selected Poster Presentation at the International Health Economics Association World Congress, Basel, Switzerland, July 13th – July 17th, 2019.
3. **Pilehvari***, A., You, W., Lin, X. "How Does Retirement Impact Elderly Health: What Role Does Social Network Play?" Selected Poster Presentation at the 8th Conference of the American Society of Health Economists, Washington, DC, June 23rd – June 26th, 2019.
4. **Almeida, F.**, You, W., Seidel, R., Greenawald, M., Davy, B., Wall, S., Goessl*, C., Brito, F., and Estabrooks, P. "Short-term Effectiveness of A Technology-based Translation of the Diabetes Prevention Program: The Diabeatit Study." Society for Behavioral Medicine, Washington D.C., March 6th 2019.
5. **Shi, R.**, You, W. "Measuring Adverse Selection in China's New Cooperative Medical Scheme." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Washington D.C., August 5th – August 7th, 2018.
6. **Shi, R.**, You, W. "Measuring Adverse Selection in China's New Cooperative Medical Scheme." Selected poster presentation at American Society of Health Economists meeting, Atlanta, G.A., June 10th – June 13th, 2018.
7. **Yenerall***, J., You, W., Hill, J. "Shopping Trip Patterns and Purchase Quality." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Chicago, IL, July 30 – August 1, 2017.
8. Yu*, Sun, **You, W.**, Davis, G.C. "The Joy of Cooking? Analysis of Well-Being in Food Activities and Implications for Nutrition Policies" Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Chicago, IL, July 30 – August 1, 2017.
9. **Yu*, L.**, You, W., Hill, J. "How Much Does Food Environment Matter: A Case Study of the Value of Food Environment in Dan River Region" Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Chicago, IL, July 30 – August 1, 2017.
10. **Zoellner, J.**, Hedrick, V.E., You, W., Chen Y., Davy, B., Porter, K., Bailey, A., Lane, H., Alexander, R., Estabrooks, P.A. "Effects of A Multi-Component Behavioral and Health Literacy Intervention to Reduce Sugar-Sweetened Beverages: A Randomized-Controlled Trial." American Public Health Association. Nov 2016.
11. **Yuan***, Y., You, W., Boyle, K., Parmeter, C. "Evaluation of an Alternative Attribute Non-Attendance Elicitation format." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, San Francisco, CA, July 26-28, 2015.
12. **Yuan***, Y., You, W., Boyle, K., Estabrooks, P. "Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs" Selected poster

- presentation at Agricultural & Applied Economics Association annual meeting. Minneapolis, MN, July 27–29, 2014.
13. **Yuan* Y.**, You, W., Boyle, K., Estabrooks, P. "Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs" Poster presentation at VT Institute for Critical Technology and Applied Science (ICTAS) poster session. Blacksburg, VA, April 16, 2014.
 14. **Yenerall*, J.**, W. You, F. Almeida, S. Harden, B. Davy, J. Hill, P. Estabrooks. "Beyond Prevalence Rates: Capturing Health Risks in Weight Loss Intervention Treatment Effects." Poster presented in the Society of Behavioral Medicine Conference, Philadelphia, PA, April 2014.
 15. **Yuan*, Y.**, You, W., Boyle, K., Estabrooks, P. "A Systematic Look at Designing Financial Incentives to Maximize Participation and Representativeness of Target Populations in Low-intensity Weight Loss Programs." E-Poster Presentation at the International Health Economics Association 9th World Congress on Health Economics, Sydney, Australia, July 7-10, 2013.
 16. **Yuan*, Y.**, You, W., Boyle, K., Estabrooks, P. "Effect of Financial Incentive Designs on Participation in Weight Loss Programs." Poster presentation in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
 17. **Yenerall*, J.**, You, W., Almeida, F., Harden, S., Davy, B., Hill, J., Estabrooks, P. "It's More than just BMI: Capturing the Full Effect of an Incentivized Weight Loss Program on Participants' Overall Well Being." Poster presentation in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
 18. **Capogrossi*, K.L.**, You, W. "Spillover Effects of SBP and NSLP on Academic Performance." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 2012.
 19. **Capogrossi*, K.L.**, You, W. "Do School Lunch Programs Influence Child Weight? A Treatment Effect Analysis." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 2012.
 20. **Rudi*, J.**, Davis, G.C., and W. You. "The Goods-Time Elasticity of Substitution in Home Food Production for Food Stamp/SNAP Participants." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Seattle, WA, August 2012.
 21. **You, W.**, S*. Liao, and T.H. Yu. "Instrument Selection through Bayesian Model Average and Directed Acyclic Graph Approaches: A Case Study in Childhood Obesity and Parental Time Allocation." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 2011.
 22. **Capogrossi*, K.** and W. You. "Academic Performance and Childhood Misnourishment: A Quantile Approach." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Pittsburg, PA, July 2011.
 23. **You, W.**, G.* Zhang, B.H. Lin, A. Carlson. "The Impact of Regional Food Cost Differences on the TFP Recommendations." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Denver, Colorado, July 2010.
 24. **You, W.**, G.* Zhang, R.M. Nayga. "Socio-Economic Profiles of Nutrition Label Users." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Denver, Colorado, July 2010.
 25. **Xue*, H.**, D. Mainville, W. You, and R.M. Nayga. "The Influence of Endogenous Nutrition Knowledge on Consumers' Willingness-to-Pay for Healthful Food Products." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Denver, Colorado, July 2010.

26. **Baral*, R.**, W. You, and G.C. Davis. "Consumption Time in Household (Food) Production: Implications for the Goods-Time Elasticity of Substitution." Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Denver, Colorado, July 2010.
27. **You, W.**, Zoellner, J.M., Almeida, F.A., Hill, J., Robert, C.A., Allen K.C., Glasgow, R.E., Linnan L., Estabrooks, P.A. "Who Participates in Internet-Based Worksite Surveys and Weight Loss Programs?" Rapid Communication poster presentation at the 31st Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine. Seattle, April 7-10, 2010.
28. **Zhang*, G.**, W. You, B.M. Davy, A. Carlson, B.H. Lin. "Incorporating Food Away from Home Into the Thrifty Food Plan: Feasibility and Nutrition Implications" Selected poster presentation at Agricultural & Applied Economics Association annual meeting, Milwaukee, Wisconsin, July 2009.
29. **You, W.**, G.C. Davis. "Household Food Expenditures, Parental Time Allocation, and Child Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test". Selected poster presentation at the 7th World Congress on Health Economics, Beijing, P.R. China, July 2009.
30. **You, W.**, G.C. Davis. "Economics of Obesity: A Programmatic Overview" Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007.
31. **Zhang*, G.**, W. You, and G.C. Davis. "The Costs and Nutritional Consequences of Incorporating Convenience and Time Dimensions in Food Plans." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007.
32. **Xue*, H.**, W. You, and D. Mainville. "Consumers' Willingness to Pay for Pasture-Fed Beef." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007.
33. **Davy, K.**, G.C. Davis, B., Davy, P. Estabrooks, D. Good, M. Hulver, J. Rankin, E. Serrano, W. You, K. Zhou. "From Cells to Society: Virginia Tech's Response to the Obesity Epidemic." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007.
34. **You, W.**, G.C. Davis. "Equitable Agriculture To Fight Obesity" Poster presented for Farm Bureau Visit, Sep 24, 2007.

Media Press Releases and Interviews

April, 2017 / interviewed on issues regarding rising participation of Supplemental Nutrition Assistance Program / Virginia Public Radio

March, 2017 / interviewed on school meal program issues / With Good Reason Radio

Fall, 2016 / my work on school meal program evaluation was featured / Virginia Tech Magazine

2016 / interviewed on my work school meal program evaluation / NPR radio, New York Times, Food Management Magazine, Foodservice Group, Morning Newswatch on WJPF in Southern Illinois, Channel 10, WDBJ7

2013 / The project on financial incentive design for weight loss program funded by NIH was featured in International Innovation Research Spotlight (May 2013 page 97 to 100)

Summer, 2010 / interviewed for my work on SNAP evaluation / "Being Thrifty may not Make You Healthy" / Virginia Tech Research Magazine

2007 / My Comments are featured in "Opportunity in China's Meltdown." Blue Ridge Business Journal, Vol. 19, Sep 10, 2007

Outreach and Extension Publications

1. **Harden, S.**, Almeida, F., You, W., Davis, G., Estabrooks, P. "Implementation of A Community Physical Activity Program: Time Requirements and Delivery as Intended." *Revista Familia, Ciclos de Vida e Saude no Contexto Social* (2014), 2(2):70-7.
2. **Ferguson, K.**, Davy, B., Zoellner, J., You, W., Nsiah-Kumi, P. (2011). Demographic factors and beverage consumption patterns: Health literacy, education and income level. *The Digest, Research Dietetic Practice Group, Summer-Fall. Vol 47. No.1.*
3. **Boyle, K.**, Davis, G.C., Estabrooks, P., Good, D., King-Casas, B., Marathe, A., You, W. (May 2011). Translational economic research: Integrating genetics, neurosciences and behavioral sciences. *Association of Environmental and Resource Economists, AERE newsletter. Vol 31. No.1.*

Professional Service

Grant Proposal Review Service

2020 / National Institute of Health / National Institute of Diabetes and Digestive and Kidney Diseases Special Emphasis Panel

2020 / Schiff Foundation Proposal Review / Cancer Center / University of Virginia

2016, 2017 / National Institute of Food and Agriculture (NIFA) Grant Review

2012 – present / Research Grant Council of Hong Kong Grant Review

2008 / Healthy Eating Research Grant Review / Robert Wood Johnson Foundation

2007 / Food Assistance and Nutrition Research Program (FANRP) / US Department of Agriculture Economic Research Services

Editorships

2012 – 2018 / Associate Editor / Public Health Nutrition

2015 – present / Editorial Council / Journal of Agricultural and Resource Economics

2016 – 2019 / Editorial Board / China Health Review

Professional Association Service

2017 – 2019 / Trust Committee Member / Agricultural & Applied Economics Association

2013 – 2015 / Galbraith Forum and Award Committee Member / Agricultural & Applied Economics Association

2013 / Topic Leader / Agricultural & Applied Economics Association

2012, 2017, 2021 / Best Economic Paper Award Selection Committee / Food Safety and Nutrition Session / Agricultural and Applied Economics Association

Journal Reviewer Service

I have been invited to conduct peer review services for the following journals over the years:

- Administration & Society
- Advances in Medical Education and Practice
- Agricultural and Applied Economics
- Agricultural Economics
- Agricultural and Resource Economics Review
- American Journal of Agricultural Economics
- American Journal of Preventive Medicine
- Canadian Journal of Agricultural Economics
- Choices
- Climate Change
- Contemporary Economics
- Contemporary Economic Policy
- Economics Bulletin
- Economic Letters
- Empirical Economics
- Economic Inquiry
- European Review of Agricultural Economics
- Food Policy
- Food Quality and Preference
- Health Psychology
- International Food and Agribusiness Management Review
- Journal of Agricultural and Applied Economics
- Journal of Agricultural and Resource Economics
- Journal of Applied Economic Perspectives & Policy
- Journal of Consumer Affairs
- Journal of Family and Economic Issues
- Journal of Food Distribution Research

- Journal of Integrative Agriculture
- Journal of Marriage and Family
- Journal of Medical Internet Research
- Journal of Nutrition
- Journal of Personal Finance
- Journal of Preventive Medicine
- Medical Decision Making
- Nutrients
- Obesity Research and Clinical Practice
- Preventing Chronic Disease
- Preventive Medicine
- Public Health Nutrition
- Review of Economics of the Household
- Singapore Economic Review
- The International Journal of Environmental Research and Public Health

Government Report Review Service

2007, 2013, 2014, 2016 / Economic Research Services / US Department of Agriculture

2007 / Center for Nutrition and Policy Promotion / US Department of Agriculture

Conference Paper/Abstract Review Service

I have been invited to review submitted abstracts for the following conferences over the years:

- American Society of Health Economists annual meetings
- International Health Economics Association World Congress meetings
- Society for Medical Decision-Making meetings
- Agricultural and Applied Economics Association annual meetings
- Southern Agricultural Economics Association annual meetings

Professional Meetings, Panels, Workshops Led or Organized

2018 / Co-organizer / Organized Symposium: "Accommodating Diverse Cultural Backgrounds among Instructors and Students: Challenges, Reflections, and Suggestions" / Agricultural and Applied Economics Association annual meeting, Washington DC

2010 / Organization committee member / Pre-conference Workshop: "Behavioral and Experimental Economics, Food, and Health" / Agricultural and Applied Economics Association annual meeting, Denver, Colorado

2008 / Co-organizer / Organized Symposium: "There Must be 50 Ways to Price a Burger – Pricing the Foods We Eat" / Agricultural and Applied Economics Association annual meeting in Orlando, Florida

University/College/Departmental Service

University Level Service

2018 – 2019 / member of research subcommittee and engagement subcommittee / Policy Strategic Growth Area / Virginia Tech

2016 – 2019 / member of Policy Strategic Growth Area Stakeholder Committee / Virginia Tech

2016 - 2017 / member of Schwarzman Scholarship Interview Committee

2007, 2011 / judge for annual graduate student research symposium / Virginia Tech

College Level Service

2013 – 2016 / member of the Committee for Extension and Research Program Policy / College of Agriculture & Life Science / Virginia Tech

Departmental Level Service

2009 – 2019 / member of Departmental Graduate Committee / Department of Agricultural & Applied Economics / Virginia Tech

2016 – 2019 / chair of Qualify Exam Committee / Department of Agricultural & Applied Economics / Virginia Tech

2011 – 2015 / member of Qualify Exam Committee / Department of Agricultural & Applied Economics / Virginia Tech

2012 – 2016 / member of Departmental Seminar Committee

2016 – 2017 / member of online-MS program launch committee

2011, 2017 / member of Department Head Search Committee

2016 – 2019 / member of Departmental Promotion and Tenure Committee

2008 – 2009 / member of Department Award Committee

Mentoring

During my tenure at Virginia Tech (2007-2019), I have served a total of 92 graduate students. Among those, I served as chair/co-chair for 23 of them (17 Ph.D., 6 M.S.) and as member for 69 of them (39 Ph.D., 30 M.S.). Those graduate students I have mentored came from 9 different departments across 6 different colleges within Virginia Tech and one came from the University of Nebraska Medical Center. The following is a list of the college and department:

- College of Agriculture and Life Science:

- Department of Agricultural and Applied Economics (AAEC)
 - Department of Human Nutrition Food and Exercise (HNFE)
- College of Science:
 - Department of Economics
 - Department of Statistics
- College of Liberal Arts and Human Sciences:
 - Apparel, Housing, and Resource Management
- College of Architecture and Urban Studies:
 - School of Public and International Affairs: Center for Public Administration and Policy
- Pamplin College of Business:
 - Business Information Technology
 - Finance, Insurance, and Business Law
- VT Carilion School of Medicine and Research Institute:
 - Translational Biology, Medicine, and Health

Professional Affiliations

- International Health Economics Association
- American Society of Health Economists
- American Economic Association
- Agricultural & Applied Economics Association
- International Association of Time Use
- The Chinese Economist Society