

# WEN YOU

Associate Professor | Department of Public Health Sciences | School of Medicine |  
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## Education

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

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

## Professional Experience

2019 – present / 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

2002 – 2005 / Graduate Research Assistant / Department of Agricultural Economics / Texas  
A&M University

## Selected Honors and Awards

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]

1. 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.
2. 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.
3. Zoellner, J.M., Porter, K.J., You, W., Chow, P.I., Ritterband, L.M., Yuhás, 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.
  4. 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* (2019) ibz003. [https://doi-org.eres.qnl.qa/10.1093/tbm/ibz003](https://doi.org.eres.qnl.qa/10.1093/tbm/ibz003).
  5. 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.
  6. 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.
  7. 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.
  8. 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* 89(10):809-817. doi: 10.1111/josh.12822.
  9. Goessel, 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>.
  10. 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>.
  11. Kružliakova, 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.

12. 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.
13. 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.
14. 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.
15. 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.
16. 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>.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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>.
22. 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>.
23. 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.

24. 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.
25. 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.
26. 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>.
27. 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
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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>.
34. 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.

35. 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.
36. 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.
37. 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.
38. 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>.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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>.



45. 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.
46. 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.
47. 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.
48. Zoellner, J., Cook, E., Chen, Y., You, W., Davy, B., Estabrooks, P. "Mixed methods evaluation of a randomized control pilot trial targeting sugar-sweetened beverage behaviors." *Open Journal of Preventive Medicine*. 3(2013): 51-57.
49. You, W., Mitchell, P., Nayga, R. "Improving Food Choices Among Supplemental Nutrition Assistance Program Recipients." *Health Economics*. 21(2012): 852-864. doi: 10.1002/hec.1758.
50. Zoellner, J., Estabrooks, P., Davy, B., Chen, Y., You, W. "Exploring the Theory of Planned Behavior to Explain Sugar-Sweetened Beverage Consumption." *Journal of Nutrition Education and Behavior*. 44(2012): 172-177.
51. You, W., Almeida, F., Zoellner, J., Hill, J., Pinar\*, C., Allen\*, K., Glasgow, R., Linnan, L., Estabrooks, P. "Who Participates in Internet-Based Worksite Weight Loss Programs?" *BMC Public Health* 11(2011):709. Open access at: <http://www.biomedcentral.com/1471-2458/11/709>.
52. 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.
53. You, W., Davis, G. "Childhood overweight: Does quality of parental childcare time matter?" *Journal of Family and Economic Issues* 32(2011): 219-232.
54. Zoellner, J., You, W., Connell, C., Smith-Ray, R., Allen\*, K., Tucker, K., Davy, B., Estabrooks, P. "Health Literacy is Associated with Healthy Eating Index Scores and Sugar-Sweetened Beverage Intake: Findings from the Rural Lower Mississippi Delta." *Journal of American Dietetic Association* 111(2011):1012-1020. doi: 10.1016/j.jada.2011.04.010.
55. 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.
56. 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.
57. Davis, G., You, W. "Not Enough Money or Not Enough Time to Satisfy the Thrifty Food Plan? A Cost Difference Approach for Estimating A Money-Time Threshold." *Food Policy* 36(2011): 101-107.
58. Hong\*, X., Manville, D., You, W., Nayga, R. "Consumer Preferences and Willingness to Pay for Grass-Fed Beef: Empirical Evidence from In-Store Experiments." *Food Quality and Preference*. 21(2010): 857-866.

59. You, W., Davis, G. "Household Food Expenditures, Parental Time Allocation, and Childhood Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test." *American Journal of Agricultural Economics*. 92(2010):859-872.
60. Davis, G., You, W. "The Thrifty Food Plan is not Thrifty when Labor Cost is Considered" *Journal of Nutrition*. 140(2010):854-857. doi: 10.3945/jn.109.119594.
61. Davis, G., You, W. "The Time Cost of Food at Home: General and Food Stamp Participant Profiles." *Applied Economics*. 42(2010):2537-2552.
62. 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.
63. You, W., Nayga, R. "Household Fast Food Expenditures and Children's Television Viewing: Can They Really Significantly Influence Children's Dietary Quality?" *Journal of Agricultural and Resource Economics* 30 (2005):302-314.

## **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***

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

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.

### ***On-Going Projects Funded as Co-Investigator***

- 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 SIPsmartER 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.
- 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: \$1,928,620.00  
PIs: Zoellner, J.; Estabrooks, P.  
Overall goal: to examine the feasibility and sustainability of the intervention in an economically and medically disadvantaged region.

## **Completed Projects Funded as Primary Investigator**

- 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  
MPIs: You, W; Davis, G.  
Overall goal: to assess 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**

- 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.
- 2012-2018    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. "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 15<sup>th</sup> to 16<sup>th</sup>, 2019.
2. "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 15<sup>th</sup> to 16<sup>th</sup>, 2019.
3. "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. 15<sup>th</sup> to 16<sup>th</sup>, 2017.
4. "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 2<sup>nd</sup>, 2015.

### **Seminar and Workshop Talks**

1. "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 12<sup>th</sup>, 2019.
2. "Household Relative Deprivation Effects on Chinese Children's Health" Invited seminar talk at Fuzhou University, April 9<sup>th</sup>, 2019.
3. "The Role of Preference Heterogeneity in Smart Health Policy Design" Invited seminar talk at Department of Public Health Sciences, School of Medicine, University of Virginia, February 25<sup>th</sup>, 2019.
4. "Aging in Style Through Lenses of Health Economics" VT Center for Gerontology 5X5X5 Forum Invited Talk, February 20<sup>th</sup>, 2019.

5. "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 7<sup>th</sup>, 2018.
6. "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 18<sup>th</sup>, 2017.
7. "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 18<sup>th</sup>, 2017.
8. Key Panelist for the 3rd Shanghai University of Finance and Economics Workshop of Economics and Business, December 20<sup>th</sup>, 2017.
9. "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 20<sup>th</sup>, 2017.
10. "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 28<sup>th</sup>, 2016.
11. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk at Fuzhou University, P.R. China, Dec 20<sup>th</sup>, 2016.
12. "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 2<sup>nd</sup>, 2016.
13. "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 13<sup>th</sup>, 2016.
14. "Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis" Invited seminar talk at Fuzhou University, P.R. China, December 7<sup>th</sup>, 2015.
15. "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 1<sup>st</sup>, 2015.
16. "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 30<sup>th</sup>, 2015.
17. "Food Access and Health Outcomes: A Multidimensional Examination" Invited seminar talk at Research Triangular Institute, North Carolina, October 21<sup>st</sup>, 2015.
18. "Food Access and Health Outcomes: A Multidimensional Examination" Invited seminar talk at Department of Agricultural and Resource Economics, North Carolina State University, October 20<sup>th</sup>, 2015.
19. "What Can Be Done to Increase Weight Control Programs' Public Health Impact?" Invited seminar talk at Fuzhou University, P.R. China, April 7<sup>th</sup>, 2015.
20. "What Do Self-Reported Measures of Weight Status Capture?" Invited seminar talk at Department of Agricultural & Applied Economics, Virginia Tech, January 30<sup>th</sup>, 2015.
21. "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.



22. "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.
23. "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.
24. "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 9<sup>th</sup>, 2011.
25. "Food and Health Economists: Who? What? Why?." Invited presentation at Obesity Research Group, CRC, Virginia Tech, April 28<sup>th</sup>, 2010.
26. "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 24<sup>th</sup>, 2010.
27. "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 20<sup>th</sup>, 2009.
28. "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 29<sup>th</sup>, 2008.
29. "Household Food Expenditures, Parental Time Allocation, and Childhood Obesity" Invited seminar presentation in Department of Agricultural Economics, University of Kentucky, October 26<sup>th</sup>, 2007.
30. "Incorporating Convenience and Time Dimensions in TFP Type Market Baskets: Some Possible Approaches." Invited presentation at USDA-ERS Washington DC, March 15<sup>th</sup>, 2007.
31. "Obesity Causes Investigation and Policy Intervention." Invited presentation in Obesity Cluster Group Meeting in Virginia Tech, Feb 6<sup>th</sup>, 2007.

## Papers and Posters Presented at Professional Meetings

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

1. 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 13<sup>th</sup> – July 17<sup>th</sup>, 2019.
2. **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 13<sup>th</sup> – July 17<sup>th</sup>, 2019.
3. **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 21<sup>st</sup> – July 23<sup>rd</sup>, 2019.
4. **Woo\***, **Y.**, You, W., Boyle, K., Estabrooks, P. "Is 'Crowding Out' Evidence Driven by Disproportional Reach by Motivation Type?" Selected Paper Presentation at the 8<sup>th</sup>

Conference of the American Society of Health Economists, Washington, DC, June 23<sup>rd</sup> – June 26<sup>th</sup>, 2019.

5. **Shi\*, Ruo., 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 4<sup>th</sup> – January 6<sup>th</sup>, 2019.
6. 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.
7. **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.
8. 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 5<sup>th</sup> – August 7<sup>th</sup>, 2018.
9. 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 5<sup>th</sup> – August 7<sup>th</sup>, 2018.
10. **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.
11. **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 5<sup>th</sup> – April 7<sup>th</sup>, 2018.
12. **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 30<sup>th</sup> – August 1<sup>st</sup>, 2017.
13. **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 30<sup>th</sup> – August 1<sup>st</sup>, 2017.
14. **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 8<sup>th</sup> – July 11<sup>th</sup>, 2017.
15. 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 8<sup>th</sup> – July 11<sup>th</sup>, 2017.

16. **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 8<sup>th</sup> – July 11<sup>th</sup>, 2017.
17. **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 31<sup>st</sup>- August 2<sup>nd</sup>, 2016.
18. **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 31<sup>st</sup>- August 2<sup>nd</sup>, 2016.
19. Yenerall\*, J., **You, W.** "Food Access and Food Expenditures: A Multidimensional Examination." Paper presentation at the American Economic Association meeting, San Francisco, CA, January 3<sup>rd</sup> – January 5<sup>th</sup>, 2016.
20. **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 26<sup>th</sup> – July 28<sup>th</sup>, 2015.
21. **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 26<sup>th</sup> – July 28<sup>th</sup>, 2015.
22. **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 26<sup>th</sup> – July 28<sup>th</sup>, 2015.
23. **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 11<sup>th</sup> World Congress on Health Economics, Milan, Italy, July 12<sup>th</sup> – July 15<sup>th</sup>, 2015.
24. 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 11<sup>th</sup> World Congress on Health Economics, Milan, Italy, July 12<sup>th</sup> – July 15<sup>th</sup>, 2015.
25. **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 5<sup>th</sup> Biennial meeting, Los Angeles, June 22<sup>nd</sup> – June 25<sup>th</sup>, 2014.
26. **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 5<sup>th</sup> Biennial meeting, Los Angeles, June 22<sup>nd</sup> – June 25<sup>th</sup>, 2014.

27. 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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
28. **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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
29. **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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
30. **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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
31. **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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
32. **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 4<sup>th</sup> – August 6<sup>th</sup>, 2013.
33. **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 9<sup>th</sup> World Congress on Health Economics, Sydney, Australia, July 7<sup>th</sup> – July 10<sup>th</sup>, 2013.
34. **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 9<sup>th</sup> World Congress on Health Economics, Sydney, Australia, July 7<sup>th</sup> – July 10<sup>th</sup>, 2013.
35. 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 International Health Economics Association 9<sup>th</sup> World Congress on Health Economics, Sydney, Australia, July 7<sup>th</sup> – July 10<sup>th</sup>, 2013.
36. **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 5<sup>th</sup> World Congress on Social Media, Mobile Apps, Internet/Web 2.0, Boston, MA, September 15<sup>th</sup> – September 16<sup>th</sup>, 2012.

37. **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 12<sup>th</sup> – August 14<sup>th</sup>, 2012.
38. **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 12<sup>th</sup> – August 14<sup>th</sup>, 2012.
39. **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 12<sup>th</sup> – August 14<sup>th</sup>, 2012.
40. **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 12<sup>th</sup> – August 14<sup>th</sup>, 2012.
41. **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 12<sup>th</sup> – August 14<sup>th</sup>, 2012.
42. **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 1<sup>st</sup>, 2011.
43. **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.
44. **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 24<sup>th</sup> – July 26<sup>th</sup>, 2011.
45. **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 24<sup>th</sup> – July 26<sup>th</sup>, 2011.
46. **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.
47. **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 24<sup>th</sup> – July 26<sup>th</sup>, 2011.
48. **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 8<sup>th</sup> World Congress on Health Economics, Toronto, Canada, July 8<sup>th</sup> – July 10<sup>th</sup>, 2011.
  49. **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.
  50. Baral\*, R., **Davis, G.C.**, You, W. "An Average Cost Effectiveness Analysis of the EFNEP Effects." Experimental Biology, Washing D.C., April 12<sup>th</sup>, 2011.
  51. **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.
  52. **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.
  53. 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 7<sup>th</sup> World Congress on Health Economics, Beijing, P.R. China, July 2009.
  54. **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.
  55. **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.
  56. 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.
  57. 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.
  58. 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.



59. **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.
60. Davis, G.C., **You, W.** "Childhood Obesity: Does the Quality of Parental Time matter?" Agricultural & Applied Economics Association annual meeting, Orlando, Florida, July 2008.
61. 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.
62. **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.
63. 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.
64. **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.
65. **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 21<sup>st</sup> – July 23<sup>rd</sup>, 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 13<sup>th</sup> – July 17<sup>th</sup>, 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 8<sup>th</sup> Conference of the American Society of Health Economists, Washington, DC, June 23<sup>rd</sup> – June 26<sup>th</sup>, 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 6<sup>th</sup> 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 5<sup>th</sup> – August 7<sup>th</sup>, 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 10<sup>th</sup> – June 13<sup>th</sup>, 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 9<sup>th</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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 31<sup>st</sup> 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 7<sup>th</sup> 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**

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 – 2019 / Editorial Council / Journal of Agricultural and Resource Economics  
2016 – present / 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 / 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