

CONTACT INFORMATION

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Education

Ph.D.	1999	Department of Communication & Journalism University of New Mexico, Albuquerque, New Mexico	Communication Public Health (minor)
MA	1994	Ohio University, Athens, Ohio	International Affairs (Communication and Development)
BA	1990	Jadavpur University, Calcutta, India	Political Science

Academic, Research and Professional Positions

September 2012-Present	Associate Professor (Tenure Track) <i>Drexel University, School of Public Health Department of Community Health and Prevention Philadelphia, PA</i>
2012	Adjunct Professor <i>Drexel University, School of Public Health Department of Community Health and Prevention Philadelphia, PA</i>
2009-2011	Assistant Professor (Tenure Track) <i>Arcadia University, College of Health Sciences Department of Medical Sciences and Community Health Glenside, PA and Christiana, DE</i>

- 2009-2012 Research and Evaluation Officer [part-time]
Johns Hopkins Bloomberg School of Public Health
Center for Communication Programs
Research and Evaluation Division
Baltimore, MD
- 2008 Adjunct Professor
Arcadia University, College of Health Sciences
Department of Medical Sciences and Community Health
Christiana, DE
- 2006-2008 Assistant Professor,
Johns Hopkins University, Bloomberg School of Public Health
Department of Health, Behavior and Society
Baltimore, MD
- 2002-2008 Senior Program Evaluation Officer
Johns Hopkins Bloomberg School of Public Health
Center for Communication Programs
Research and Evaluation Division
Baltimore, MD
- 2000-2001 Program Evaluation Officer II
Johns Hopkins Bloomberg School of Public Health
Center for Communication Programs
Research and Evaluation Division
Baltimore, MD
- 1997-1999 Program Officer I
Johns Hopkins Bloomberg School of Public Health
Center for Communication Programs
Asia Division
Baltimore, MD
- 1997 Research Assistant
University of New Mexico, College of Arts and Sciences
Department of Communication and Journalism
Albuquerque, NM
- 1996 Research Intern
Johns Hopkins Bloomberg School of Public Health
Population Communication Services
Research and Evaluation Division
Baltimore, MD

- 1995-1997 Teaching Assistant
*University of New Mexico, College of Arts and Sciences
Department of Communication and Journalism
Albuquerque, NM*
- 1994 - 1995 Program Intern
*Johns Hopkins University, School of Public Health,
Population Communication Services, Asia Division
Baltimore, MD*
- 1993 Teaching Assistant
*Ohio University, Center for International Studies,
Communication and Development Studies
Athens, OH*
- 1992-1994 Program Assistant
*Ohio University, Center for International Studies,
Communication and Development Studies
Athens, OH*
- 1992 Counselor and Data Collector
*“Pratibha”[A Shelter for Battered Women]
Calcutta, India*
- 1991 Teacher
*“Aamra Paarbo” [Tutorial Center for adolescents from low-income families]
Calcutta, India*

Research Grants

PENDING [NEGOTIATIONS UNDERWAY]

Principal Investigator for the formative research and the design of a communication framework for maternal and neonatal health for UNICEF, Vietnam.

Principal Investigator for a Programme Cooperation Agreement (PCA) with UNICEF Communication for Development and Child Protection for Violence Against Children (VaC) related secondary analysis, research and evaluation capacity building and primary research.

CURRENT

- 2014-2018 Principal Investigator on the “Overall evaluation of Drexel University’s Dornsife Center.” Funded by the Office of University and Community Partnerships, Drexel University.
Total Award: \$375,000
- 2014-2017 Principal Researcher and Content/Curriculum Director for a Long Term Agreement with UNICEF, New York for C4D Research and Analysis and C4D Training and Capacity Building [PI: Klassen].
Total Award: TBD based on daily rate card
- 2014-2015 Co-Investigator on an Amerihealth Caritas funded project “Pennsylvania Coalition Against Rape (PCAR) Parent Involvement” [PI: Massey].
Total Award: \$30,000
- 2012-Ongoing Principal Investigator “Developing a Behavioral Monitoring Plan for a comprehensive C4D Strategy for UNICEF, Nepal. Rain Barrel Communications.
Total Award: \$41,236
- 2012-Ongoing Co Investigator “Monitoring and Evaluation for a media campaign on reducing sodium consumption among at risk populations in Philadelphia” [PI: Klassen]
Total Award: \$237,928

COMPLETED

- 2013 Co-Principal Investigator Qualitative formative research for proposed social and behavioral change interventions on maternal and child nutrition in four regions of Ethiopia. Johns Hopkins University Center for Communication Programs.
Total Award: \$ 17,789
- 2012-2013 Principal Investigator “Global systematic review of interventions utilizing social and behavioral change communication approaches to address issues of Violence Against Children” UNICEF, New York.
Total Award: \$44,957
- 2012-2013 Principal Investigator “Evaluating the implementation and effectiveness of a “Healthier U Selections Initiative” University Wellness Office. Drexel University.
Total Award: \$12,000

- 2012 Principal Investigator “Designing a conceptual framework with outcome indicators for the utilization of social norms approaches for evaluating interventions addressing child marriage in India.” UNICEF, India.
Total Award: \$10,800
- 2011-2012 Principal Investigator for “Technical Assistance on the formative research and baseline for a project on Menstrual Hygiene for adolescent girls in India.” IMACs, India
Total Award: \$11,000
- 2011 Principal Investigator “Developing a harmonized process monitoring and evaluation system for the Communication for Development (C4D) programs in UNICEF’s integrated districts.” UNICEF India.
Total Award: \$16,400
- 2010-2012 Principle Investigator “Technical assistance for the monitoring and evaluation for a radio program based on the MEENA project in North India. IMACs, India.
Total Award: \$13,750
- 2009 Principle Investigator, “Examining the implementation and impact of the Polio Eradication efforts in Uttar Pradesh, India”. UNICEF New York.
Total Award: \$11,000
- 2008-2012 Principal Investigator, “Technical Assistance for designing three rounds of evaluation on the behavioral and social impact of a community initiated program promoting breastfeeding, adolescent reproductive health, water and sanitation and girls’ education in three states of India” UNICEF, India.
Total Award: \$47,580
- 2007-2012 Principal Investigator “Overall technical assistance for research, monitoring and evaluation for the *Kishori Abhijan* Project [Empowerment of Adolescents], UNICEF, Bangladesh.
Total Award: \$236,928
- 2006-2012 Principal Investigator “Research, Monitoring and Evaluation for a entertainment-education television program, *Kyunki Jeena Issi Ka Naam Hai* based on the UNICEF ‘Facts for Life’. UNICEF, India.
Total Award: \$289,530

Under Johns Hopkins University Bloomberg School of Public Health, Center for Communication Programs (JHU.CCP) lead all the research activities on:

[* Indicates direct responsibility for between 10%-20% of total award]

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| 2011-2012 | Co-Principal Investigator/Lead researcher for the social and behavior change component of ENGINE (Empowering New Generations to Improve Nutrition and Economic opportunities) project 2011-2016, Ethiopia. USAID
Total Award: \$6,000,000* |
| 2011 | Lead researcher for content analysis of the curriculum for the Adolescent Education Program (AEP) on HIV/AIDS, India. UNICEF.
Total Award: \$200,000* |
| 2009-2011 | Principal Investigator/Lead researcher for the formative research and secondary analysis on efficacy of mass media interventions and new communication technologies for the Urban Reproductive Health in Uttar Pradesh, India. Bill and Melinda Gates Foundation.
Total Award: \$5,000,000* |
| 2008 | Principal Investigator for the evaluation of a campaign to raise awareness and generate demand for services at the Integrated Counseling and Testing Centers (ICTCs) in Maharashtra, India. USAID.
Total Award: \$120,000 |
| 2006-2008 | Research Coordinator for pretesting of a Post Abortion Care Package across different cultural contexts in 3 countries – Tanzania, Senegal and Bolivia. USAID.
Total Award: \$370,000* |
| 2006-2008 | Research Advisor for the health promotion and community health initiatives and Public-Private Partnerships (PPP) Component of the Innovations in Family Planning Services II (IFPS) project, Uttar Pradesh, India. USAID.
Total Award: Not Available |
| 2006-2008 | Research Advisor for the demand generation and evidence based behavior change interventions for maternal health [VISTAAR] project India. USAID.
Total Award: \$2,500,000* |
| 2006 | Research Coordinator for knowledge, attitudes, and practices study with poultry farmers in response to the Avian Influenza, Bangladesh. AusAID.
Total Award: \$96,314* |

- 2006 Principal Investigator/Lead researcher for examining the efficacy of the interpersonal communication and counseling component of an integrated project, Sustaining Technical Achievement in Reproductive Health/Family Planning (STARH), Indonesia. USAID.
Total Award: \$29,000,000*
- 2005-2006 Principal Investigator/Lead researcher for the evaluation of a reproductive health television campaign [*Kaisay Kahoon*] for newlyweds, Pakistan. Packard Foundation.
Total Award: \$829,728*
- 2005 Research Coordinator for monitoring the effectiveness of interventions in improving clinic-based services NGO Service Delivery Program (NSDP), Bangladesh. USAID.
Total Award: \$6,000,000*
- 2004-2009 Principal Investigator/Lead Researcher for the evaluation of the Behavior and Social Change component of the Pakistan Initiative for Mothers and Newborns (PAIMAN). USAID.
Total Award: \$94,943,857*
- 2004-2005 Principal Investigator/Lead Researcher the baseline and social and behavioral networks of high risk and marginalized populations for the Advocacy and Communication Component (ACC) of an HIV/AIDS Prevention Project (HAPP). Bangladesh. UNICEF and World Bank.
Total Award: \$2,028,870*
- 2003-2007 Research Coordinator for strategic communication initiatives under the HIV/AIDS prevention, care and support project in Maharashtra, India. USAID.
Total Award: \$2,700,000*
- 2003-2004 Principal Investigator for evaluating the community and social mobilization efforts against Polio in Uttar Pradesh and Bihar, India. UNICEF.
Total Award: \$ 110,135
- 2003-2004 Principal Investigator for an evaluation of UNICEF mass media based polio efforts in India. UNICEF.
Total Award: \$ 98,720
- 2002-2005 Principal Investigator for the baseline and formative research for the social and behavior change component of an integrated (FP, MCH, HIV/AIDS) project, the National Family Health Program (NFHP), Nepal. USAID.
Total Award: \$2,178,799*

- 2001-2003 Principal Investigator for technical Assistance on the research monitoring and evaluation of a multi-media entertainment-education project including a community component on promoting HIV/AIDS behavioral change in low prevalence states of North India.
Total Award: \$162,552
- 1999-2004 Principal Investigator/Lead researcher for the evaluation of a comprehensive multi media [SUMATA Campaign] behavior and social Change interventions of the Maternal and Neonatal Health Project, Nepal. USAID.
Total Award: \$200,000*
- 1999-2004 Principal Investigator/Lead researcher for the evaluation of a comprehensive multi media [SIAGA Campaign] behavior and social change interventions of the Maternal and Neonatal Health Project, Indonesia. USAID.
Total Award: \$1,989,116*
- 1999-2000 Principal Investigator/Lead researcher for evaluating the effectiveness of a media campaign [Suami Siaga] to promote male involvement in Maternal and Neonatal Health. UNFPA.
Total Award: \$750,000*
- 1999-2001 Principal Investigator/Lead researcher for the evaluation of a radio and community media project promoting reproductive health, Nepal. USAID.
Total Award: Not Available
- 1999-2001 Research coordinator for a community based folk media evaluation for the Innovations in Family Planning Services (IFPS) project, Uttar Pradesh, India. USAID.
Total Award: Not Available

Publications

*Denotes senior author

UNDER PREPARATION

1. **Sood S.** and Cronin C. Using behavior and social change approaches to address Violence Against Children. A Global Systematic Review.
2. **Sood, S.** Chicken or the Egg: Theorizing about Behavior change and social norms.
3. Alcala, C., **Sood S.**, Brown, J. Bertrand, K. Maternal and Child Health in Ethiopia the role of Social Support.

4. Henderson Riley, A. and Sood. S. Measuring the relationship between behavior and norm change: An entertainment-education example from India.
5. **Sood, S.** Graeff, J., Binte Shafique, N. Research in Praxis for creating environments of change. *Environments of Change. An adolescents' empowerment project in Bangladesh.*

UNDER REVIEW

1. **Sood S.**, Shefner-Rogers, C. and Skinner, J. (2013). *Health Communication Campaigns in Developing Countries.* Manuscript Accepted for publication in the Journal of Creative Communication.
2. **Sood, S.***, Mazumdar-Dasgupta, P., Chowdary, N., Henderson-Riley, A. and Malhotra A. From Awareness-Generation to Changing Norms: Implications for Entertainment-Education. Manuscript under review for publication in the Cases in Public Health Communication and Marketing.
3. **Sood, S.**, Butt, A. A., Khan, F. A., Faby, R., Rook, K. and Safi, S. *Preaching Health: Muslim Religious Scholars "Ulama" Promoting Maternal Newborn and Child Health in Pakistan.* Manuscript under review for publication in the Journal of Health Communication.

PUBLICATIONS (PEER REVIEWED)

1. Storey, D. and **Sood, S.** (2013). *Increasing equity, affirming the power of narratives and expanding dialogue. The evolution of entertainment education over two decades.* Critical Arts: South North Cultural and Media Studies, 27:1, 9-35.
2. UlHaq, Z., **Sood, S.**, Yansen, S., Javeed, S. Ali, N. (2010). *Using TV Talk Show for Public Health Media Advocacy: A Case Study.* Journal of the Pakistan Medical Association, 60 (6), 460 – 464.
3. **Sood, S.**, Sengupta, M., Shefner-Rogers, C., and Palmer, A., (2009). *Impact of the SIAGA Maternal and Neonatal Communication Campaign on Knowledge of Danger Signs and Birth Preparedness in West Java, Indonesia.* Journal of Health and Mass Communication, 1 (1-2), 40-57.
4. **Sood, S.***, and Nambiar, D. (2006). *Comparative Cost Effectiveness of the Components of a Behavior Change Communication Campaign on HIV/AIDS in North India.* Journal of Health Communication, 11, (2), 143-162.
5. **Sood, S.**, Shefner-Rogers, C. and Sengupta, M. (2006). *The Impact of a Mass Media Campaign on HIV/AIDS Knowledge and Behavior Change in North India: Results from a Longitudinal Study.* Asian Journal of Communication, 16, (3), 231-250.

6. **Sood, S.***, Singh, P., and Sarwal, R. (2005). *Reaching the Underserved: Measuring the Impact of a Community Media Intervention, Uttar Pradesh, India*. *International Quarterly of Community Health Education*, 23 (2), 117-138.
7. Shefner-Rogers, C., and **Sood, S.** (2004). *Involving Husbands in Safe Motherhood: Effects of the “Suami Siaga” campaign in Indonesia*. *Journal of Health Communication*, 9, (3), 233 – 258.
8. **Sood, S.***, Sengupta, M., Mishra, P., and Jacoby C. (2004) ‘Come Gather around Together’: *An Examination of Radio Listening Groups in Fulbari, Nepal*. *Gazette*, 66, (1), 63-86.
9. **Sood, S.** (2002) *Using Audience Involvement to Understand how Entertainment-education Works*. *Communication Theory*, 12, (2), 153-172.
10. Boulay, M., Storey, J., and **Sood, S.** (2002). *Indirect Exposure to a Family Planning Mass Media Campaign in Nepal*. *Journal of Health Communication*, 7, (5), 379-399.
11. **Sood, S.**, and Rogers, E. M. (2000). *Dimensions of Intense Para Social Interaction by Letter Writers to a Popular Entertainment-education Soap Opera in India*. *Journal of Broadcasting and Electronic Media*, 44, (3), 386-414.
12. Papa, M., Singhal, A., Law, S., Pant, S., **Sood, S.**, Rogers, E.M., and Shefner-Rogers, C. (2000). *Entertainment-education and Social Change: An Analysis of Para Social Interaction, Social Learning and Paradoxical Communication*. *Journal of Communication*, 50, (4), 31-55.
13. Rogers, E.M., Vaughan, P., Swalehe, R.M.A., Rao, N., Svenkerud, P., and **Sood, S.** (1999). *Effects on an Entertainment-education Radio Soap Opera on Family Planning and HIV/AIDS Prevention Behavior in Tanzania*. *Studies in Family Planning*, 50, (4), 17-36.
14. Rota, J., **Sood, S.**, and White, T. (1993, April). *The Field of Development Practice: What We Have Learned and What We Should Be Doing Next*. COMDEV Newsletter. Communication and Development Studies Program, Ohio University, Athens, OH.

BOOK CHAPTERS

1. **Sood, S.** Shefner-Rogers, C., Skinner, J., and Witte, K. (2013). *Communication Campaigns in Developing Countries*. In Thompson, T. and Golson, G. (Ed.). *Encyclopedia of Health Communication*. Sage Publications (forthcoming).
2. Rimon II, J. and **Sood, S.** (2012). *Institutionalizing Communication in International Health: The USAID-Johns Hopkins University Partnership*. In Obregon, R. and Waisbord, S. (Eds.), *The Handbook of Global Health Communication*. Hoboken, NJ: Wiley Blackwell.
3. **Sood, S.**, Witte, K., and Menard, T. (2004). *The Theory behind Entertainment-Education*. In A. Singhal, M. Cody, E. M. Rogers, M. Sabido (Eds.), *Entertainment-Education and Social*

Change: History, Research, and Practice. Mahwah, NJ: Lawrence Earlbaum Associates Inc.

PROJECT REPORTS [AVAILABLE ONLINE]

1. **Sood, S.,** Maru, S. and Edwards, M. (2010, June). *Ulama as a Medium for Development Communication*. In *Ulama – Agents for Social Change: Muslim Scholars Speak for Mothers’ Rights*. Islamabad, Pakistan. Johns Hopkins Bloomberg School for Public Health, Baltimore, MD. Available at: <http://paiman.jsi.com/Resources/Docs/ulama-agents-for-social-change.pdf>
2. **Sood, S.,** Nambiar, D., and Shuaib, M. (2007, April). *Kishori Abhijan Empowerment of Adolescents Project. Report on Baseline Findings*. Submitted to UNICEF, Bangladesh. Available at: http://www.unicef.org/bangladesh/KAP_Report-sep22.pdf
3. **Sood, S.,** Arjumand, F., and Rizvi, N. (2006, July). *Qualitative Formative Research Findings – Summary*. Final Report Pakistan Initiative for Mothers and Newborns (PAIMAN) Project. Available at: <http://paiman.jsi.com/Resources/Docs/qfrf-summary-vol1-formative-research.pdf>
4. **Sood, S.,** Arjumand, F., and Rizvi, N. (2006, July). *Qualitative Formative Research Findings – Study 2*. Final Report Pakistan Initiative for Mothers and Newborns (PAIMAN) Project. Available at: <http://paiman.jsi.com/Resources/Docs/qfrf-study2.pdf>
5. **Sood, S.,** Chandra, U., Palmer, A., and Molyneux, I. (2004, June). *Measuring the Effects of the SIAGA Campaign in Indonesia with Population Based Survey Results*. Final Report submitted to JHPIEGO Corporation, Baltimore: MD. Available at: http://pdf.usaid.gov/pdf_docs/PNADA613.pdf
6. **Sood, S.,** Chandra, U., Mishra, P., and Neupane, S. (2004, January). *Measuring the Effects of Behavior Change Interventions in Nepal with Population Based Survey Results*. Final Report submitted to JHPIEGO Corporation, Baltimore: MD. Available at: http://www.jhpiego.org/files/mnhSurveyRpt_Nepal.pdf
7. Singhal, A., Sood, S., Rogers, E.M., Law, S., and Vaughan, P. (September, 1998). *Effects of "Tinka Tinka Sukh" a radio soap opera in India on gender equality, women's rights and family planning*. A document of research findings shared at the ICPD +5 (International Conference on Population and Development + 5 years). Available at: http://utminers.utep.edu/asinghal/Reports/TR_Singhal_Sood_Rogers_Law_Vaughan_1998_ICPD.pdf

PROJECT REPORTS

1. **Sood, S.** and Cronin, C. (April 2014). *Everyday Heroes: Behavioral Monitoring Plan*. Submitted to UNICEF, Nepal through Rain Barrel Communications, New York.

2. **Sood, S.**, and Cronin, C. and Adams, J. (December 2013). Using C4D Approaches to Address Violence Against Children: A Systematic Review. Submitted to UNICEF, New York
3. **Sood, S.**, and Cronin, C. (December 2013). Using C4D Approaches to Address Violence Against Children: A UNICEF Country-Office Survey Report. Submitted to UNICEF, New York
4. Klassen, A. **Sood, S.**, and Summers, A. (August 2013). *Formative Evaluation for the Salt and Portion Size Media Campaign Final Report - Year 1*. Submitted to the Philadelphia Department of Public Health.
5. **Sood, S.** and Confair, A. (June 2013). *Healthier U Selections Evaluation Report*. Submitted to the Office of University Wellness, Drexel University.
6. **Sood, S.** and Thatte, A. (December 2012). *Conceptual Model to Operationalize a Social Norms Approach for Child Marriage*. Submitted to UNICEF, India.
7. **Sood, S.** (October 2013). Literature Review on Maternal Infant and Young Child Feeding Practices for the Empowering New Generations in Improved Nutrition and Economic Opportunities (ENGINE) Project in Ethiopia. Submitted to Johns Hopkins University Center for Communication Programs
8. **Sood, S.**, Dasgupta, P. and Narendra, B. (2012, May). *Summary Report on the End line Findings from the Kyunki... Facts for Life Project in India*. Submitted to UNICEF, India.
9. **Sood, S.** (2011, November). *Harmonized Monitoring and Evaluation Plan for C4D interventions in the Integrated Districts Approach*. Submitted to UNICEF, India.
10. **Sood, S.**, and Shuaib, M. (2011, April). *Kishori Abhijan Empowerment of Adolescents Project. Report on Endline Findings*. Submitted to UNICEF, Bangladesh.
11. **Sood, S.**, Dasgupta, P. Narendra, B. (2010, July). Summary Report on the Mid-term Findings from the Kyunki... Facts for Life Project in India.
12. **Sood, S.** (2006, September). *Interpersonal & Spousal Communication among Adolescents and Young Adults in Pakistan*. Pakistan Youth First Project.
13. **Sood, S.** (2006, July). *Psychosocial Characteristics of Urban Youth in Pakistan: Gender-related Attitudes, Self-efficacy and Interpersonal Support*. Pakistan Youth First Project.
14. **Sood, S.** (2006, June). *Key Findings Report*. Pakistan Youth First Project.

15. **Sood, S.**, Bala, A., Deepak, N., Garg, V., Saradhi, R., Garg, D., and Bhattacharya, D. (2003, October). *Answering the “Why” Question. Post-midline Qualitative Research.* Report prepared for the BBC/World Service Trust, New Delhi, India.
16. **Sood, S.**, Saradhi, R., and Garg, D. (2003, August). *Impact Evaluation of a Media Campaign for Promoting HIV/AIDS Behavioral Change in Low Prevalence States of North India. A Midline Survey.* Final Report prepared for the BBC/World Service Trust, New Delhi, India.
17. **Sood, S.**, Bala, A., Deepak, N., Garg, V., Saradhi, R., Garg, D., and Bhattacharya, D. (2003, July) *Let’s Talk About Sex! Case Studies with Young Unmarried Sexually Active Males.* Report prepared for the BBC/World Service Trust, New Delhi, India.
18. **Sood, S.**, Bala, A., Deepak, N., Garg, V., Saradhi, R., Garg, D., and Bhattacharya, D. (2003, June). *How Could a Woman Possibly Know the Difference Between Right and Wrong? Domestic Violence Case Studies.* Report prepared for the BBC/World Service Trust, New Delhi, India.
19. **Sood, S.**, Saradhi, R., and Garg, D. (2002, April). *Impact Evaluation of a Media Campaign for Promoting HIV/AIDS Behavioral Change in Low Prevalence States of North India. A Baseline Survey.* Final Report prepared for the BBC/World Service Trust, New Delhi, India.
20. Singhal, A., **Sood, S.**, Vaughan, P., Law, S., Rogers, E. M., Papa, M. Pant, S., and Shefner-Rogers, C. L. (1999, May). *Effects of "Tinka Tinka Sukh" an Entertainment-education Radio Soap Opera, on Status of Women and Family Planning in India.* Athens, OH: Ohio University, School of Interpersonal Communication. Final Report submitted to Packard Foundation.

CONFERENCE PAPERS (PEER REVIEWED)

1. **Sood, S.**, Butt, A. A., Khan, F. A., Faby, R. and Rook, K. (May, 2011). *Preaching Health: Muslim Religious Scholars “Ulama” Promoting Maternal Newborn and Child Health in Pakistan.* Paper presented at the International Communication Association Conference at Boston, MA.
2. **Sood, S.**, Yansen, S. and Omair, A. (November 2006). *Meeting the Challenge: Investing in Newlywed Counseling for Young People in Pakistan.* Paper presented at the Population Association of Pakistan’s Seventh Annual Population Research Conference. University of Peshawar, Pakistan.
3. **Sood, S.**, Shefner-Rogers, C., and Sengupta, M. (June, 2006). *The Impact of a Mass Media Campaign on HIV/AIDS Knowledge and Behavior Change in North India: Results from a Longitudinal Study.* Paper presented at the Health Communication Division of the International Communication Association Annual Conference. Dresden, Germany.

4. **Sood, S.** and Sengupta, M. (November, 2005). *Multi-format HIV/AIDS-related Mass Media Exposure and HIV/AIDS Knowledge and Behavior Outcomes*. Paper presented at the Health Communication Division of the National Communication Association Annual Conference. Boston, MA.
5. **Sood, S.**, Sengupta, M., Palmer, A., and Chandra, U. (November, 2005). *Do Intentions Lead to Actions? Intention To Use and Actual Use of Skilled Birth Attendants in Indonesia*. Paper presented at the Health Communication Division of the National Communication Association Annual Conference. Boston, MA.
6. **Sood, S.**, and Sengupta, M. (May, 2005). *Impact of a Public Health Communication Campaign Integrating a Mass Media Component and Community Mobilization Activities on Awareness, Preparedness and Behaviors related to Maternal and Neonatal Health*. Paper presented at the Health Communication Division of the International Communication Association Annual Conference. New York, NY.
7. **Sood, S.** and Sengupta, M. (May, 2004). *More is More! The Dose-Effect Relationship Between HIV/AIDS-Related Mass Media Exposure and HIV/AIDS Knowledge and Behavior Outcomes*. Paper presented at the Health Communication Division of the International Communication Association Annual Conference. New Orleans, LA.
8. **Sood, S.**, Sengupta, M., Mishra, P., and Jacoby C. (May, 2003). *'Come Gather Around Together': An Examination of Radio Listening Groups in Fulbari, Nepal*. Paper presented at the International Communication Association Annual Conference at San Diego, CA.
9. **Sood, S.** (September, 2000). *Audience Involvement and Entertainment-Education*. Paper presented at the Third International Entertainment Education Conference for Social Change in Arnhem and Amsterdam, The Netherlands.
10. **Sood, S.** (June, 2000). *Is Audience Involvement a Multidimensional Construct? Evidence from an Entertainment-education Radio Soap Opera in India*. Paper presented at the Mass Communication Division of the International Communication Association, Acapulco, Mexico.
11. **Sood, S.** and Boulay, M. (June, 2000). *Examining Couple Co-orientation on Family Planning Perceptions, Communication, and Use: A Dyadic Analysis of the Impact of a Radio Communication Project in Nepal*. Paper presented at the Health Communication Division of the International Communication Association, Acapulco, Mexico.
12. **Sood, S.**, Law, S., and Singhal, A. (April, 1998). *Audience Effects of "Tinka Tinka Sukh", a Radio Soap Opera in India*. Paper presented at a Workshop on the Social Use of Soap Operas, Mexico City, Mexico.
13. **Sood, S.**, Singhal, A., and Law, S. (May, 1997). *Analysis of Educational Themes and Listeners' Feedback to "Tinka Tinka Sukh," an Entertainment-education Soap Opera in India*. Paper

presented at the 2nd International Conference on Entertainment-Education and Social Change, Athens, OH.

14. **Sood, S.** (February, 1997). *Stories People Tell About Themselves: A Narrative Analysis of Personal Home Pages on the World Wide Web*. Paper presented at the Language and Social Interaction Division of the Western States Communication Association, Monterey Bay, CA.
15. Rao, N., Svenkerud, P., **Sood, S.**, and Alford, K. L. (February, 1997). *Mass Media Effects Through Interpersonal Communication: The Effects of "Twende Na Wakati" on the Adoption of HIV Prevention in Tanzania*. Paper presented at the Mass Communication Division of the Western States Communication Association, Monterey Bay, CA.
16. **Sood, S.** and Rogers, E.M. (November, 1996). *Para Social Interaction by Letter Writers with an Entertainment-education Soap Opera, "Hum Log" (We People) in India*. Paper presented at the Mass Communication Division, Speech Communication Association, San Diego.
17. Storey, J. D. and **Sood, S.** (July, 1996). *The Effects of Attitudes on Family Planning Use, Intentions, and Unmet Need in Nepal: Implications for Population Communication Programs*. Paper presented at the Health Communication Division, International Communication Association, Montreal.
18. Rao, N., **Sood, S.**, and Svenkerud, P. (May, 1996). *The Effects of "Twende Na Wakati" on the Adoption of HIV/AIDS Prevention in Tanzania*. Paper presented at the Health Communication Division, International Communication Association, Chicago.

Presentations

WORKSHOPS

1. **Sood, S.** and Cronin, C. Violence Against Children: A Systematic Review of C4D Approaches. UNICEF West and Central Africa Regional Learning Workshop on C4D in Child Protection, October 2013.
2. **Sood, S.** Theory based monitoring and evaluation. UNICEF West and Central Africa Regional Learning Workshop on C4D in Child Protection, October 2013.
3. **Sood, S.** Measuring C4D. Focus on Formative Evaluation. Central and Eastern Europe, Commonwealth of Independent States (CEE/CIS), Regional C4D Workshop, November 2012.
4. **Sood, S.** C4D Research, Monitoring and Evaluation Overview. UNICEF/Ohio University C4D Training Course, June 2012.

5. **Sood, S.** C4D Process Evaluation. UNICEF/Ohio University C4D Training Course, June 2012.

INVITED

1. **Sood, S.** Measuring social norms around Child Marriage: The Kishori Abhijan Project, Bangladesh. University of California San Diego's Center on Global Justice, Conference on Social Norms Measurement. October 2012
2. **Sood, S.** Using Interpersonal and Mediated Communication: Bridging the Gap with Entertainment-Education. Center for Communication Programs, Bloomberg School of Public Health, Johns Hopkins University. February, 2009
3. **Sood, S.** Evaluation of Entertainment-Education Programs for Behavior and Social Change. Center for Communication Programs, Bloomberg School of Public Health, Johns Hopkins University. February, 2007.
4. **Sood, S.** Measuring the “how” and “how much” of behavior change campaigns. Launch of the 20th anniversary celebrations of the Comm-Dev Program at Ohio University, October 2006.
5. **Sood, S.** Involving Husbands in Safe Motherhood: The Suami Siaga Campaign in Indonesia. SARC Meeting, Bali, Indonesia, February 2001.
6. **Sood, S.** Using Audience Involvement to understand on Entertainment-Education Works. 3rd International Entertainment-Education Conference for Social Change. September, 2000.

ORAL (PEER REVIEWED)

1. **Sood, S.** and Cronin, C. (2013). Changing norms around Violence Against Children: What behaviour and social change approaches bring to the table. Presentation at the American Public Health Association (APHA) Annual Conference in Boston, MA.
2. **Sood, S.,** Kohler, C., Kawamura, Y. (2011). *Direct and Indirect Effects of BodyLove: A US based radio serial drama for prevention and control of chronic diseases among African American adults.* Presentation at the 5th International Entertainment-Education Conference in New Delhi, India.
3. **Sood, S.,** Butt, A. A., Khan, F. A., Faby, R., Rook, K. and Safi, B. (October, 2011) *Muslim religious scholars impact maternal and newborn health in Pakistan.* Presentation at the American Public Health Association (APHA) Annual Conference in Washington DC.
4. **Sood, S.,** Nambiar, D. Maru, S. and Mohammad, S. (November, 2009). *I AM... ” - using free listing techniques to guide program design in an adolescent health intervention in Bangladesh.* Presentation at the American Public Health Association (APHA) Annual Conference in Philadelphia, PA.

5. Thaddeus, S., Palmer, A., and **Sood, S.** (June, 2001). *Indonesia's SIAGA Campaign: Reducing Delays in Obstetric Emergencies*. Presentation at the Global Health Council Annual Conference, Washington DC.
6. Fishel, J., and **Sood, S.** (May, 2001). *Birth Preparedness for Safe Motherhood Interventions: Issues in Measurement*. Presentation at the American Public Health Association (APHA) Annual Conference, Atlanta, GA.
7. Chandrashekhar, V., Williams, J.R., and **Sood, S.** (November, 1998). *Mela (Festival) Exhibitions: An Innovative Training Technique for Family Planning Service Providers in Uttar Pradesh, India*. Presentation at the American Public Health Association (APHA) Annual Conference in Washington DC.

Posters (Peer reviewed)

1. **Sood, S.**, and Cronin, C. (November 2013). *Behaviour and Social Change Approaches Addressing Violence Against Children*. Poster at the Children Hospital of Philadelphia Global Conference on Violence Against Children.
2. **Sood, S.**, Nambiar, D., Mohammad, S., and Maru, S. (November, 2011). *Drawing (out) Environments of Change: Lessons from the Kishori Abhijan Project in Bangladesh*. Poster at the American Public Health Association (APHA) Annual Conference in Washington DC.
3. **Sood, S.** *Improving breastfeeding practices through cognitive, emotional and social change: A case study from India*. (November, 2011). Poster at the American Public Health Association (APHA) Annual Conference in Washington DC.
4. **Sood, S.**, Kumar, P. and Malhotra, A. (November, 2009). *Improving breastfeeding practices using strategic communication: A case study from India*. Poster at the American Public Health Association (APHA) Annual Conference in Philadelphia, PA.
5. **Sood, S.**, Yansen, S., and Omair, A. (March, 2007). *Psychosocial Characteristics of Urban Youth in Pakistan: Gender-related Attitudes, Self-efficacy and Interpersonal Support*. Poster at the Population Association of America Annual Conference, New York.
6. Khan, M.A., **Sood, S.**, Haque, S. and Shahjahan, M. (April, 2006). *Condom Use among Pre-Marital or Extra-Marital Sexual Partners: The Issues of HIV/AIDS in Bangladesh*. Poster at the Population Association of America Annual Conference, Los Angeles, CA.
7. **Sood, S.**, Deepak, N. N., and Garg, V. (August, 2003). *Linking the Old and the New: Expanding the Reach of a Television Drama in North India through Internet Initiatives*. Poster at the STD/HIV Prevention and the Internet Conference, Washington DC.

8. **Sood, S.**, Mishra, P., and Neupane, S. (November, 2003). *'Let's Talk About Me For A Minute! Key Findings from and on Female Community Health Volunteers in Nepal.'* Poster at the American Public Health Association (APHA) Annual Conference, San Francisco, CA.

University Teaching and Mentoring

DREXEL UNIVERSITY SCHOOL OF PUBLIC HEALTH, COMMUNITY HEALTH AND PREVENTION

Teaching

Winter 2013 PBHL 673. Outcome Measures in Community Health and Prevention

Winter 2014

Spring 2012 PBHL 672. Theory and Practice of Health Communication

Spring 2013

Spring 2014

Winter 2014 PBHL 803. Theory and Practice of Community Health and Prevention II

Mentoring

Doctoral Advisees: Yvonne Acheampong, Amy Henderson Riley

Member of Doctoral Research Committee: Jenne Massie

MPH Master's Research (CBMP):

Cronin, C. (2014). Development of a Participatory Behavioural Monitoring Plan for UNICEF Nepal.

Persaud, S. (2014). Designing a Nutrition Education Program for Mothers in Restauración, Dominican Republic

Forbes, L (2013). Improving the Cultural Competency of a CenteringPregnancy® Program in Northwest Philadelphia.

MPH/MD (Dual Degree) Masters' Research (CBMP):

Urbanski, L. (2013). Assessing the Needs of a Community Partner: Qualitative Evaluation and Curriculum Modification.

Wang, A. (2013). Contraceptive Needs Assessment of Female Bhutanese and Iraqi Refugees in Philadelphia.

Practicum Preceptor: 4 MPH Students (Srinidhi Bhatt, Mena el Turkey , Andrew Issa and Anuja Thatte).

CBMP Preceptor: Sarah Dwyer [Health Management and Policy Concentration].

First Year MPH Student Advisees 2012-2013: Kimberly Arnold, Amanda Capici and Carmen Cronin.

First Year MPH Student Advisees 2013-2014: Emily Anderson, Danielle Fernandez, Siyun He and Brogan Piecara.

Opening Doors: 2 students. Carmen Cronin (Systematic Review of Social and Behavioral Change Approaches to Address Violence Against Children) and Cecilia Alcala (Barriers and Motivators for Optimal Nutrition Behaviors for mothers and children in Ethiopia)

ARCADIA UNIVERSITY COLLEGE OF HEALTH SCIENCES, DEPARTMENT OF MEDICAL SCIENCES AND COMMUNITY PREVENTION.

Teaching

Spring 2011 PBH 695. Fieldwork

Fall 2010

Fall 2009

Spring 2010 PBH 640. Research Design and Methods in Public Health

Spring 2010 PBHL 689. Internship/Independent Study

Fall 2009

Fall 2009 PBH/HE 630. Program Planning and Evaluation

Fall 2010

Summer 2009 HE 683 Health Communication

Spring 2011 PBH 645 Program Evaluation of Public Health Programs Case Studies

Spring 2010

Spring 2009

Spring 2009 PBH 530. Theories and Principles of Health Education and Health Behavior

Fall 2009 HE 690. Fieldwork

Fall 2009 PA 504. Co-taught Research Methods and Evidence Based Medicine

Fall 2008

Mentoring (Thesis Supervision)

2008-2009 (Health Education Culminating Thesis Projects)

Czajkowski, K. (2009). *Exercise Adherence in Young Women: A Self-Determination Theory Approach to Facilitating a More Intrinsically Motivated Physical Fitness Environment.*

Roy, V. L. (2009). *A Healthcare Intervention Program to Assist Obese Adults with Loss of Weight and Inches: Continuum with a Physician and a Specialist in the Treatment of Obesity (STO)*.

Tunstall, C. (2009). *Project SAVE (Sexual Health for Adolescents through Vaccination and Education): A Collaborative Approach to HPV Prevention*.

Wilson, F. (2009). *Child Health Promotion and Protection Program for Child Care Centers in Philadelphia: "Connect Five"*.

2009-2010 (Public Health Thesis Projects)

Nicksic, K. (2010). *Nurse practitioner and physician assistants' perceptions of intimate partner violence in clinical practice*.

Speares, J. (2010). *Cultural health beliefs of ethnic Karen former refugees in Rochester, NY*.

Van Tiem, A. (2010). *Improving Child Health in Tanzania: Recognizing the interconnection of malnutrition, diarrhea, HIV/AIDS and malaria*.

Witte, K. (2010). *Actual and Perceived Health Literacy in the Elderly*.

Ward, T. (2010). *The social construct of "kids food" and its influence on parent decision making regarding their children's eating behaviors*.

2010-2011 (Public Health Thesis Projects)

Archila, E. (2011). *Posthumous Organ Donation: Perceptions of Organ Donation and their Influence on a person's intention to register as an organ donor and to permit next of kin's organs to be donated*.

Derival, R. (2011). *Collaboration, Coordination and the Information Gathering Process: Imagining Solutions for Haiti*.

Hooper, C. L. (2011). *Marcellus Shale: Environmental Risk Perceptions among Pennsylvania Residence*.

Jackson, K. C. (2011). *Utilizing Interactive Health Communication Technologies to Address Obesity in American Young Adult*.

Stauff, K. (2011). *Using tailoring to adapt Abstinence only programs: The True Love Waits Program. A Case Study*.

Sykes, K. (2011). *An Exploration of the Impact of being HIV+ on the lives of single mothers in Kenya*.

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH, DEPARTMENT OF HEALTH, BEHAVIOR AND SOCIETY.

Teaching

Spring 2007 PBHL 673. Social and Behavioral Determinants of Health (Seminar on Health
Spring 2008 Communication)

Mentoring

2008-2009 Doctoral committee member for two Ph.D. students at the Dept. of Health
Behavior and Society and International Health

2008 Capstone Advisor for one MPH student in Epidemiology and Biostatistics

2008 Faculty mentor for an undergraduate public health major

UNIVERSITY OF NEW MEXICO

1997 C&J 101 Co-Taught Introduction to Communication

1996 C&J 226 Interpersonal Communication

1996 C&J 330 Communication For Teachers

SHORT COURSES AND WORKSHOPS

2010 Lead for an online training module on planning, implementing, monitoring
2011 and evaluating program interventions for UNICEF technical staff.
2012 [4 weeks - online]

2006 Using Entertainment-Education to promote individual and social change
For Breakthrough, a Human Rights Organization based in New York City
[1/2 day]

2005 Conducting and managing quantitative monitoring and assessment of behavior
and social change interventions
For UNICEF Program Communication Officers from South Asia
[3 days]

2005 Research for strategy design and program development. For a UNICEF and
World Bank funded HIV/AIDS Prevention Project. Bangladesh.
[3 days]

2002 Content analysis of media outputs and presentation of research findings
For research Staff at the BBC World Service Trust in New Delhi
[1/2 day]

- 2002 Using SPSS to conduct quantitative analysis
For research Staff at the BBC World Service Trust in New Delhi
[1 day]
- 2001 Analysis and presentation of formative research qualitative and quantitative data
including pre-testing of media messages and materials [1 day]

University Service

INSTITUTIONAL – DREXEL UNIVERSITY

- 2013-2014 Fulbright Applications Committee
- 2012-2013 Study Group for New Faculty Ideas
- 2012-2013 Faculty Learning Group on Teaching International Students

SCHOOL – DREXEL SCHOOL OF PUBLIC HEALTH

- 2014 Member, Drexel University West Philadelphia Neighborhood Involvement
Committee
- 2012 - present Member, MPH Admissions Committee
- 2012 – present Member of the Maternal and Child Health Working Group (MCHWG)
- 2012-present Faculty representative, School of Public Health, Accepted Students event

DEPARTMENT - COMMUNITY HEALTH AND PREVENTION, DREXEL SCHOOL OF PUBLIC HEALTH

- 2012-2013 Member, CHP DrPH Comprehensive Exam Committee
- 2012-Present Committee Member, DrPH Admissions

SCHOOL - COLLEGE OF HEALTH SCIENCES, ARCADIA UNIVERSITY

- 2010-2011 Committee on the Protection of Research Subjects (COPRS), Expedited
Review Committee

DEPARTMENT - MEDICAL SCIENCES AND COMMUNITY HEALTH, ARCADIA UNIVERSITY

- 2010-2011 CEPH Accreditation Committee for MPH Program
- 2009-2011 Dual Degree Admissions Committee, Christiana Campus
- 2009-2011 Internship Coordinator, Christiana Campus

SCHOOL – BLOOMBERG SCHOOL OF PUBLIC HEALTH, JOHNS HOPKINS UNIVERSITY

- 2007-2008 Review Committee Member – Center for a Livable Future

2008-2009 Pre-doctoral Fellows Program Member

DEPARTMENT – HEALTH BEHAVIOR AND SOCIETY, JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

2007-2008 Examination Committee for Ph.D. Comprehensives

2006-2008 Admissions Committee for Ph.D. Candidates

2006-2008 Research Affairs Committee

Professional Service

2014 Invited as an external expert to present at the Global Violence Against Children Meeting. From Research to Action: Advancing Prevention and Response to Violence Against Children Hosted by the Government of the Kingdom of Swaziland and Together for Girls Partners in May 2014 in Mbabane, Swaziland. May 28th – 30th, 2014.

2014 Invited by UNICEF, Sierra Leone to design a monitoring and evaluation framework to measure implementation and effectiveness of the Child Welfare Policy implemented by the Ministry of Social Welfare, Gender and Children’s Affairs. March 22nd – 28th, 2014.

2014 Invited by UNICEF, New York for a Communication for Development Consultation of a new Strategic Vision and Policy Framework for the new Strategic Framework for 2014-2017. February 24th and 25th, 2014

2013 Invited to the UNICEF West and Central Africa Regional Learning Workshop on C4D in Child Protection in Dakar, Senegal. September 28th – October 3rd, 2013.

2013 Invited by the Department of Economics at the University of Zurich, the UNICEF Office of Research and the Swiss National Committee for UNICEF for a symposium titled *Social Norms and Human Development* at the University of Zurich, March 16th, 2013.

2012- Present Member of the UN Commission on Life-Saving Commodities Recommendation 7 (demand creation) working group.

2012 Respondent for Panel Discussion on Challenges, Recommendations for Research, Monitoring and Evaluation Capacity Development. UNICEF C4D Trainers and Facilitator’s Meeting.

2011 Invited by the Bill and Melinda Gates Foundation to attend a two day meeting on

“Achieving Lasting Impact at Scale: Behavior Change and the Spread of Family Health Innovations in Low-Income Countries” in Seattle, WA.

- 2010 Invited by the Hollywood, Health & Society (HH&S) program at USC Annenberg’s Norman Lear Center to participate in two-day research agenda-setting conference on entertainment education and global health policy in Santa Monica, CA.
- 2005 Chair of International Communication Association (ICA), Health Communication Division session on Using Entertainment-Education for Behavior and Social Change Session, New York.
- 2000 Chair, Panel Session on Research and Measurement at the 3rd International Entertainment-Education Conference for Social Change, Arnhem and Amsterdam, The Netherlands.

GRANT REVIEWER

- 2008 Expert advisor for a study testing the efficacy of the Meatless Monday Campaign, Center for a Livable Future, Johns Hopkins Bloomberg School of Public Health.
- 2007 Expert external evaluator for production proposals submitted to UNICEF, India for the design and implementation of an entertainment-education television drama and community extension activities.
- 2007 Expert external evaluator for research proposals on evaluating the impact of an television drama serial on HIV/AIDs for ICCDRB, Bangladesh.

PEER REVIEWER

American Journal of Media Psychology

American Journal of Public Health

Asian Journal of Communication

Communication for Development and Social Change

Communication Theory

Communication Yearbook

Health Promotion International

Health Promotion Practice

Human Communication Research

International Quarterly of Community Health Education

Journal of Health Communication

Maternal and Child Health

Social Science and Medicine

Studies in Family Planning

PROFESSIONAL SOCIETY MEMBERSHIPS

American Public Health Association (APHA)

International Communication Association (ICA)

National Communication Association (NCA)

Population Association of America (PAA)

Awards and Honors

1999 Passed dissertation defense with distinction

1998 Co-authored a top ranked paper in the Development Communication Division at the International Communication Association's Conference in Jerusalem

1996 Outstanding Teaching Assistant Award from the Instructional Communication Division of the International Communication Association

1990 Silver-medal winner, ranked second out of 35 students in the BA graduating class

Consulting Positions

UNICEF New York

IMACS [ICRA Management Consulting Services], India

UNICEF, India

UNICEF, Bangladesh

SURCH Survey Research House, Dhaka Bangladesh

BBC World Service Trust