

**Donald W. Helme, Ph.D.**

Department of Communication  
 College of Communication and Information  
 University of Kentucky

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**Education**

University of Kentucky	Ph.D.	Communication	2000
Eastern Michigan University	M.A.	Communication	1996
Michigan State University	B.A.	Communication	1993

**Academic Appointments****University of Kentucky, College of Communication and Information, Lexington, KY**

2022 – Present, Associate Dean of Research, College of Communication & Information  
 2021 – Present, Full Professor, Department of Communication  
 2018 – 2021, Gifford Blyton Endowed Professor of Oral Communication and Persuasion  
 2012 – 2021, Associate Professor, Department of Communication  
 2013 – 2016, Director of Undergraduate Studies, Department of Communication  
 2012 – 2013, Acting Associate Dean of Research  
 2008 – Present, Co-Director, Dissemination and Implementation Sciences Consortium  
 2008 – 2012 Assistant Professor, Department of Communication

**Wake Forest University, School of Medicine, Winston-Salem, NC**

2003 – Present, Joint/Adjunct Appointment Research Faculty

**Wake Forest University, Department of Communication, Winston-Salem, NC**

2003 – 2008, Assistant Professor

**Scholarship**

\* Graduate Student Co-Author

**Peer Reviewed Journal Articles**

Egan, K., Cox, M., **Helme, D.**, Jackson, J.T., Sesay, M., Valliani, I., Richman, A.R. (2024)  
 Development and evaluation of messages to facilitate secure storage and disposal of  
 prescribed opioid medication. *Substance Use & Addiction*, published online January  
 2024. <https://doi.org/10.1177/29767342231221010>

Walker, D. M., Lefebvre, R. C., Davis, A., Shiu-Yee, K., Jackson, R. D., **Helme, D. W.**, Oga, E.,  
 Oser, C., Stotz, C., Balvanz, P., Asman, K., Lewis, N., & Knudsen, H. K. (2024).  
 Differences in perceptions of community stigma towards opioid use disorder between  
 community substance use coalition members and the general public. *Journal of Substance  
 Use and Addiction Treatment*, 158, 209276. <https://doi.org/10.1016/j.josat.2023.209276>

Stein, M.D., Krause, C., Rogers, E., Silwal, A., **Helme, D.**, Slater, M., Beard, D., Lewis, N.,  
 Luster, J., Stephens, K., Lefebvre, C. (2023). Lessons learned from developing tailored  
 community communication campaigns in the HEALing Communities Study. *Journal of*

*Health Communication, published online September 2023.*

<https://doi.org/10.1080/10810730.2023.2262948>

- Helme, D. W.**, Grant, L. F. M., Ivanov, B., Van Stee, S. K. (2021). Dimensions and validation of the print perceived message sensation value scale (PPMSV). *The Social Science Journal*, 58(4), 514-531. doi.org/10.1016/j.soscij.2019.06.001
- Helme, D. W.**, Egan, K. L., \*Lukacena-Buzzetta, K. M., \*Roberson, L., \*Zelaya, C. M., \*McCleary, M. S., & Wolfson, M. (2020). Encouraging disposal of unused opioid analgesics in Appalachia. *Drugs: Education, Prevention, and Policy*, 27(5), 407-415. doi:10.1080/09687637.2020.1711871
- Egan, K. L., Wolfson, M., \*Lukacena-Buzzetta, K. M., \*McCleary, M. S., \*Zelaya, C. M., & **Helme, D. W.** (2020). Developing a health communication campaign for disposal of unused opioid medications. *Addictive Reports*, vol 12, published online June, 2020. doi.org/10.1016/j.abrep.2020.100291
- Lefebvre, R. C., Chandler, R. K., **Helme, D. W.**, Kerner, R., Mann, S., Stein, M. D., Reynolds, J., Slater, M. D., Anakaraonye, A. R., Beard, D., Burrus, O., Frkovich, J., Hedrick, H., Lewis, N., & Rodgers, E. (2020). Health communication campaigns to drive demand for evidence-based practices and reduce stigma in HEALing Communities Study. *Drug and Alcohol Dependence*, vol 217, published online, December 2020. <https://doi.org/10.1016/j.drugalcdep.2020.108338>
- Walsh S. L., El-Bassel N., Jackson R. D., Samet, J. H., Aggarwal, M., Aldridge, A. P., Baker, T., Barbosa, C., Barocas, J. A., Battaglia, T. A., Beers, D., Bernson, D., Bowers-Sword, R., Bridden, C., Brown, J. L., Bush, H. M., Bush, J. L., Button, A., Campbell, A. N. C., Cerda, M., Cheng, D. M., Chhatwal, J., Clarke, T., Conway, K. P., Crable, E. L., Czajkowski, A., David, J. L., Drainoni, M-Lynn, Fanucchi, L. C., Feaster, D. J., Fernandez, S., Freedman, D., Freisthler, B., Gilbert, L., Glasgow, L. M., Goddard-Eckrich, D., Gutnick, D., Harlow, K., **Helme, D. W.**, Huang, T., Huerta, T. R., Hunt, T., Hyder, A., Kerner, R., Keyes, K., Knott, C. E., Knudsen, H. K., Konstan, M., Larochele, M. R., Lefebvre, C. R., Levin, F., Lewis, N., Linas, B. P., Lofwall, M. R., Lounsbury, D., Lyons, M. S., Mann, S., Marks, K. R., McAlearney, A., McCollister, K.E., McCrimmon, T., Miles, J., Miller, C. C., Nash, D., Nunes, E., Oga, E. A., Oser, C. B., Plouck, T., Rapkin, B., Freeman, P. R., Rodriguez, S., Root, E., Rosen-Metsch, L., Sabounchi, N., Saitz, R., Salsberry, P., Savitsky, C., Schackman, B. R., Seiber, E. E., Slater, M. D., Slavova, S., Speer, D., Martinez, L. S., Stambaugh, L. F., Staton, M., Stein, M. D., Stevens-Watkins, D. J., Surratt, H. L., Talbert, J. C., Thompson, K. L., Toussant, K., Vandergrift, N. A., Villani, J., Walker, D. M., Walley, A. Y., Walters, S. T., Westgate, P. M., Winhusen, T., Wu, E., Young, A. M., Young, G., Zarkin, G. A., Chandler, R.K. (2020). The HEALing (Helping to End Addiction Long-termSM) Communities Study: Protocol for a Cluster Randomized Trial at the Community Level to Reduce Opioid Overdose Deaths through Implementation of an Integrated Set of Evidence-based Practices. *Drug and Alcohol Dependence*, vol 217, published online October, 2020. <https://doi.org/10.1016/j.drugalcdep.2020.108335>
- Lash, B. N., **Helme, D. W.** (2020). Managing hearing loss stigma: Experiences of and responses to stigmatizing attitudes & behaviors. *Southern Communication Journal*, 85(5), 302-315. doi: 10.1080/1041794X.2020.1820562

- Helme, D. W.**, Morris, E., \*de la Serna, A., \*Zelaya, C. M., Oser, C., & Knudsen, H. K. (2020). “Country Boys Spit and Dip”: Masculinity and rural adolescent smokeless tobacco use. *The Journal of Men’s Studies*, 29(2), 213-234. doi.org/10.1177/1060826520946458
- Helme, D. W.**, Oser, C., Knudsen, H. K., Morris, E., \*de la Serna, A., & \*Zelaya, C. (2019). Smokeless tobacco and the rural teen: How culture and masculinity contribute to adolescent use. *Journal of Health Communication*, 24(3), 311-318. doi:10.1080/10810730.2019.1601302
- Wombacher, K., Harrington, N. G., Scott, A. M., **Helme, D. W.**, & Martin, C. (2019). Communication apprehension mediates the effects of past experience discussing substance use on child and adolescent psychiatrists’ self-efficacy. *Patient Education & Counseling*, 102(4), 651-655. doi:10.1016/j.pec.2018.10.020
- \*Adams, E. T., Cohen, E., Bernard, A., \*Darnell, W., & **Helme, D. W.** (2018) Trauma trainees’ multiple competing goals in opioid prescription communication. *Qualitative Health Research*, 28(13), 1983-1996. doi:10.1177/1049732318784896
- Beckner, B. N., & **Helme, D. W.** (2018). Deaf or hearing: A hard of hearing individual’s navigation between two worlds. *American Annals of the Deaf*, 163(3), 394–412. doi:10.1353/aad.2018.0025
- Record, R. A., Harrington, N. G., **Helme, D.**, & Savage, M. W. (2018). Using the theory of planned behavior to guide focus group development of messages aimed at increasing compliance with a tobacco-free policy. *American Journal of Health Promotion*, 32(1), 143-152. doi:10.1177/0890117116687467
- \*Kiernicki, K., **Helme, D. W.** (2017). Effects of image congruency on persuasiveness and recall in direct-to-consumer prescription drug advertising. *Health Marketing Quarterly*, 34(4), 284-301. doi:10.1080/07359683.2017.1375243
- McMullen, J., Ickes, M., Noland, M., Erwin, H., **Helme, D.** (2017). Impact evaluation of “College CHEF,” a campus-based, culinary nutrition education program. *Building Healthy Academic Communities*, 1(1), 29-41. doi:10.18061/bhac.v1i2.5987
- McMullen, J., Ickes, M., Noland, M., Erwin, H., **Helme, D.** (2017). Development of “College CHEF,” a campus-based, culinary nutrition program. *American Journal of Health Education*, 48(1), 22-31, doi:10.1080/19325037.2016.1250016.
- Record, R. A., **Helme, D.**, Savage, M. W., & Harrington, N. G. (2017). Let’s clear the air: A campaign that effectively increased compliance with a University’s tobacco-free policy. *Journal of Applied Communication Research*, 45(1), 79-95. doi:10.1080/00909882.2016.1248471
- Sutfin, E. L., Swords, D. C., Song, E. Y., Reboussin, B. A., **Helme, D. W.**, Klein, E., & Wolfson, M. (2015). Screening and counseling for tobacco use in student health clinics: Reports of health care providers. *American Journal of Health Promotion*, 30 (1), e41-e49. doi: 10.4278/ajhp.130820-QUAN-436
- Starling, R., **Helme, D. W.**, Nodulman, J. A., Bryan, A., Buller, D. B., Donohew, R. L., & Woodall, W. G. (2014). Testing a risky sex behavior intervention pilot website for adolescents. *California Journal of Health Promotion*, 12(3), 24-34.
- Helme, D. W.**, Rayens, M. K., Kerckmer, S. E., Adkins, S. M., Amundsen, S. J., Lee, E., Riker, S. J., & Hahn, E. J. (2012). Rural print media portrayal of secondhand smoke and smoke-free policy. *Health Promotion Practice*, 13(6), 848-856. doi:10.1177/1524839911399429

- Helme, D. W.**, Cohen, E., & \*Parrish, A. (2012). Health, masculinity and smokeless tobacco use among college-aged men. *Health Communication, 27*(5), 467-477.  
doi:10.1080/10410236.2011.610257
- Spangler J. G., Song, E. Y., Pockey, J. R., Sutfin, E. L., **Helme, D. W.**, Jones, C., & Foley, K. L. (2012). Predictors of clinician tobacco intervention counseling in six North Carolina free clinics. *Tobacco Use Insights, 5*, 11-16 doi:10.4137/TUI.S9350
- Foley, K. L., Pockey, J. R., **Helme, D. W.**, Song, E. Y., Stewart, K., Jones, C., Spangler, J. G. & Sutfin, E. L. (2012). Integrating evidence-based tobacco cessation interventions in free clinics: Opportunities and challenges. *Health Promotion Practice, 13*(5), 687-695.  
doi:10.1177/1524839911433465
- Pockey, J. R., Song, E. Y., Sutfin, E. L., Spangler, J. G., Jones, C., **Helme, D. W.**, & Foley, K. L. (2012). The need for tobacco cessation in a free clinic population. *Addictive Behaviors, 37*, 1299-1302. doi:10.1016/j.addbeh.2012.03.032
- Sutfin, E. L., McCoy, T. P., Berg, C. J., Champion, H., **Helme, D. W.**, O'Brien, M. C. & Wolfson, M. (2012). Tobacco use by college students: A comparison of daily and nondaily smokers. *American Journal of Health Behavior, 36*(2), 218-229.  
doi:10.5993/AJHB.36.2.7.
- Buller, D. B., Bettinghaus, E. P., **Helme, D. W.**, Young, W. F., Borland, R., Maloy, J. A., Cutter, G. R., Andersen, P. A., & Walther, J. B. (2011). Supporting tobacco control: Stimulating local newspaper coverage with a technical assistance website for local coalitions. *Health Promotion Practice, 12*(S2), 186S-194S. doi:10.1177/1524839911414563
- Helme, D. W.**, Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2011). In-depth investigation of interpersonal discussions in response to a safer-sex mass media campaign. *Health Communication, 26*(4), 366-378.  
doi:10.1080/10410236.2010.551582
- Buller, D. B., Young, W. F., Bettinghaus, E. P., Borland, R., Walther, J. B., **Helme, D. W.**, Andersen, P., Cutter, G. R., Zhang, J., Maloy, J. A., DeLeeuw, K., & Montgomery, D. (2011). Continued benefits of a technical assistance website to local tobacco control coalitions during a state budget shortfall. *Journal of Public Health Management and Practice, 17*(2), E10-E19. doi:10.1097/PHH.0b013e3181df7f6c
- Helme, D. W.**, Hight, A. E., & Mitra, A. (2010). Instant messaging as social interaction in college: Behavioral and gender correlates of use. *Kentucky Journal of Communication, 29*(2), 75-98.
- Noar, S. M., Harrington, N. G., & **Helme, D. W.** (2010). The contributions of health communication research to campaign practice. *Health Communication, 25*(6) 593-594.  
doi:10.1080/10410236.2010.496832
- Krcmar, M., Giles, S. M., & **Helme, D. W.** (2008). Understanding the process: How mediated and peer norms affect young women's body esteem. *Communication Quarterly, 56*(2), 111-130. doi:10.1080/01463370802031844
- Zimmerman, R. S., Donohew, L., Cupp, P., Feist-Price, S., Sionean, C. & **Helme, D. W.** (2008). Effects of a school-based, theory-driven HIV and pregnancy prevention curriculum. *Perspectives on Sexual and Reproductive Health, 40*(1), 42-51. doi:10.1363/4004208
- Helme, D. W.**, Donohew, R. L., Baier, M., & Zittleman, L. (2007). A classroom-administered simulation of a television campaign on adolescent smoking: Testing an activation model of information exposure. *Journal of Health Communication, 12*(4), 399-415.  
doi:10.1080/10810730701325947

- Anderson, P. A., Buller, D. B., Voeks, J. H., Borland, R., **Helme, D. W.**, & Bettinghaus, E. P. (2007). Predictors of government officials' support for youth tobacco control policies. *Journal of Public Health Management Practice, 13*(6), 621-629. doi:10.1080/10810730701325947
- Giles, S. M., **Helme, D. W.**, & Krcmar, M. (2007). Predicting disordered eating intentions among incoming college freshman: An analysis of social norms and body esteem. *Communication Studies, 58*(4), 395-410. doi:10.1080/10510970701648608
- Helme, D. W.**, Borland, R., Young, S., Nycum, C., & Buller, D. B. (2006). The development and validation of a coding protocol to measure change in tobacco control newspaper coverage. *Health Promotion Practice, 7*(1), 103-109. doi:10.1177/1524839904266798
- Stephenson, M. T., & **Helme, D. W.** (2006). Authoritative parenting and sensation seeking as predictors of adolescent cigarette and marijuana use. *Journal of Drug Education, 36*, 247-270. doi:10.2190/Y223-2623-7716-2235
- Anderson, P. A., Buller, D. B., Voeks, J. H., Borland, R., **Helme, D. W.**, Bettinghaus, E. P., & Young, W. S. (2006). Predictors of support for environmental tobacco smoke bans in state government. *American Journal of Preventive Medicine, 30*(4), 292-299. doi:10.1016/j.amepre.2005.12.002
- Helme D. W.**, & Harrington, N. G. (2004). Patient accounts for noncompliance with diabetes self-care regimens and the physician compliance gaining response. *Patient Education and Counseling, 55*(2), 281-292. doi:10.1016/j.pec.2003.10.004
- Helme, D. W.** (2002). Gaining patient satisfaction through empathic comforting: An examination of the nonverbal communicative context of touch in the patient/provider relationship. *Communication and Cognition, 35* (1/2), 123-135.
- Helme, D. W.** (2002). Indicators of deception in marriages – Why do we still rely on nonverbal cues? *Communication and Cognition, 35* (3/4), 139-171.

### Edited Book Chapters and Encyclopedia Entries

- \*Hord-Helme, A. K., & **Helme, D. W.** (2019). Smokeless tobacco use in Appalachian men. In J. Parsons (Ed.) *Appalachian Americans: Issues and concerns for counseling and psychotherapy*. Hauppauge, NY: Nova.
- Harrington, N. G., **Helme, D. W.**, & Noar, S. (2015). Message design approaches to health risk behavior prevention. In L. Scheier (Ed.) *Handbook of adolescent drug use prevention: Research, intervention strategies, and practice*. Washington DC: American Psychological Association.
- Helme, D. W.**, Savage, M., & Record, R. (2014). Health communication campaigns & interventions. In N. Harrington (Ed.) *Health communication: Theory, method, and application* (1<sup>st</sup> ed., pp 397-427). New York, NY: Routledge.
- Helme, D. W.**, & \*Lash, B. (2014). *Moderating variables and audience effects: Violence*. In Teresa L. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage.
- Helme, D. W.**, & \*Lash, B. (2014). *Program strategies: Campaigns*. In Teresa L. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage.

### Published Book Review

- Helme, D. W.** (2010). A review of: "Wright, K. B., Sparks, L., S. O'Hair, D. (2008). Health communication in the 21st century." *Journal of Health Communication 15*(1), 108 -110. doi:10.1080/10810730903460583

### Peer Reviewed Conference Presentations

- Helme, D. W.**, Lewis, N., Broughton, A., & Adkins, K. (2021, August). *Kentucky: A rural community experience of the HEALing Communities Study campaign*. As part of *The HEALing Communities Study Health Communication Campaigns: Lessons Learned from Rural and Urban Communities*. Panel presented at the virtual National Conference on Health Communication Marketing and Media, Atlanta, GA.
- Helme, D. W.**, Egan, K. L., \*Lukacena-Buzzetta, K. M., \*Mazariegos Zelaya, C., \*McCleary, M. S., & Wolfson, M. (2019, October). *Motivating proper disposal of unused prescription opioids in Appalachia: A community-based approach*. Presented at the 9<sup>th</sup> annual meeting of the Appalachian Translational Research Network Conference, Columbus, Ohio.
- Helme, D. W.**, Morris, E., \*de la Serna, X., \*Zelaya, C. M., Oser, C., & Knudsen, H. (2019, May). *Country boys spit and dip: How masculinity and family contribute to rural adolescent smokeless tobacco use*. Paper presented at the 2019 International Communication Association Conference, Washington, DC.
- Helme, D. W.**, Egan, K. L., \*Lukacena-Buzzetta, K. M., \*Roberson, L. B., \*McLeary, M., \*Zelaya, C. M., & Wolfson, M. (2019, April). *Motivating proper disposal of unused prescription opioids in Appalachia: A Community-based approach*. Paper presented at the DC Conference on Health Communication, Washington, DC.
- \*Zelaya, C. M., **Helme, D. W.**, & Dragojevich, M. (2019, May). *Not your grandma's IUD: Identifying memorable messages about LARCS*. Paper presented at the 2019 International Communication Association Conference, Washington, DC.
- \*De la Serna, A. X., **Helme, D.**, \*Zelaya, C., Morris, E., Oser, C., & Knudsen, H. (2018, November). *Because we are country: Dipping as a community of practice*. Paper presented at the 2018 National Communication Association Conference, Salt Lake City, UT.
- Helme, D. W.**, Oser, C., Knudsen, H., Morris, E., \*de la Serna, A. X., & \*Zelaya, C. M. (2018, November). *"Country Boys Spit and Dip": How masculinity and family contribute to rural adolescent smokeless tobacco use*. Paper presented at the 2018 National Communication Association Conference, Salt Lake City, UT.
- Wolfson, M., **Helme, D. W.**, Egan, K. L., \*Lukacena-Buzzetta, K. M., \*Roberson, L. B., & \*McLeary, M. (2018, September). *Community perspectives on organized disposal of opioids and other prescription drugs in Appalachia*. Presented at the 8<sup>th</sup> annual meeting of the Appalachian Translational Research Network Conference, Lexington, Kentucky.
- Helme, D. W.**, Wolfson, M., Egan, K., \*Lukacena, K. M., \*Spencer, E., \*Roberson, L. (2018, April). *Improving messaging to promote organized disposal and prevent abuse of prescription drugs in Appalachia: Community perspectives*. Presented at the 2018 Kentucky Conference on Health Communication, Lexington, Kentucky.
- Helme, D.**, Knudsen, H. K., Oser, C., Morris, E., \*de la Serna, A. X., & \*Zelaya, C. M. (2018, April). *Smokeless Tobacco and the Rural Male: How Culture and Masculinity Contribute to Adolescent Use*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- \*Olson, M., \*Sheff, S., **Helme, D.**, & Scarduzio, J. A. (2018, May). *College student perception and defensive avoidance strategies as a reaction to sexual harassment on Tinder*. Paper presented at the International Communication Association Conference, San Diego, CA.

- \*Bachman, A. S., **Helme, D.**, \*de la Serna, X., \*Wombacher, K., & Radalescu, A. (2017, April). *Physicians' perceptions of adolescent obesity: An ecological approach*. Poster presented at the D.C. Health Communication Conference, Washington, D.C.
- \*de la Serna, X., **Helme, D.**, \*Wombacher, K., & \*Bachman, A. S., & Radalescu, A. (2017, April). *Accommodating and non-accommodating messages of high BMI adolescents and their parents*. Poster presented at the D.C. Health Communication Conference, Washington, D.C.
- \*Dai, M., \*De La Serna, A., & **Helme, D. W.** (2015, June). *Effects of visual warnings on cigarette packages on smoking among young college students*. Paper presented at the National Conference on Health Communication, Marketing, and Media.
- Cohen, E., \*Head, K. J., Crosby, R., \*Parrish, A. J., **Helme, D. W.**, \*Reno, J. E., \*Wombacher, K., & \*Bachman, A. (2015, April). *"Protect Their Future": Video intervention improves parental intentions to vaccinate adolescents*. Paper presented at the 2015 Society of Behavioral Medicine Annual Conference, San Antonio, TX.
- Cohen, E. L., \*Head, K. J., \*Parrish, A., **Helme, D. W.**, \*Reno, J. E., \*Wombacher, K., \*Vos, S., Crosby, R., \*Bachman, A., & Grace Jones, M. (2015, May). *"Protect their Future": Evaluating the effectiveness of a brief video intervention to improve adolescent immunization*. Paper presented at the International Communication Association Annual Conference, San Juan, Puerto Rico.
- \*Record, R. A., **Helme, D. W.**, Harrington, N. G., & Savage, M. (2015, May). *Using the theory of planned behavior to design messages aimed at increasing compliance with a tobacco-free policy*. Paper presented at the International Communication Association Annual Conference, San Juan, Puerto Rico.
- \*Kiernicki, K., & **Helme, D. W.** (2013, November). *Effects of image congruency on persuasiveness and recall in direct-to-consumer prescription drug advertising*. Paper presented at the National Communication Association Annual Conference, Washington, D.C.
- \*Lash, B. N., & **Helme, D. W.** (2013, June). *Deaf or hearing: A hard of hearing individual's navigation between two worlds*. Paper presented at the International Communication Association Annual Conference, London, England.
- \*Mejia, M. G., Hahn, E. J., **Helme, D. W.**, Knudsen, H. K., & Studts, J. L. (2013, March). *Consumer perspectives on electronic cigarettes: A content analysis*. Poster presented at the Society of Behavioral Medicine Annual Conference.
- Helme, D. W.** (2012, November). Panel participant for session: *Beyond pamphlets and powerpoints: Innovative health promotion practices in child and adolescent health*. Presented at the National Communication Association Annual Conference, Orlando, FL.
- Foley, K. L., Richardson, P., Dronner, D., Phipps, J., Easterling, D. V., & **Helme, D. W.** (2012, August). *Personal no-smoking policies and challenges of asking others not to smoke among members of the Haliwa-Saponi Indian tribe*. Paper presented at the Society for Research on Nicotine and Tobacco Control Annual Conference, Helsinki, Finland.
- Helme, D. W.**, Woodall, G., Buller, D. B., Bryan, A., Donohew, L., Starling, R. (2012, April). *Bready4it: A web-based program to help teens make smart choices about sex, drugs, and alcohol*. Paper presented at the 2012 Kentucky Conference on Health Communication, Lexington, KY.
- Foley, K. L., Song, E. Y., Stewart, K., **Helme, D. W.**, Pockey, J. R., Spangler, J., Sutfin, E. L., & Jones C. (2011, November). *Short-term impact of a randomized, clinic-based trial to*

- improve tobacco cessation services in free clinics.* Paper presented at 139<sup>th</sup> annual meeting of the American Public Health Association, Washington, D.C.
- Helme, D. W.,** Cohen, E., & \*Parrish, A. (2011, June). *Health, masculinity, and smokeless tobacco use among men.* Paper presented at the annual conference of the International Communication Association, Boston, MA.
- Cohen, E. L., **Helme, D. W.,** & Hahn, E. (2010, November). *Evaluating the impact of a tobacco-free university policy on student attitudes and tobacco use.* School Health Education and Services Section. Paper presented at the 138<sup>th</sup> annual meeting of the American Public Health Association, Denver, CO.
- Helme, D. W.,** Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, June). *In-depth investigation of interpersonal discussions in response to a safer-sex mass media campaign.* Paper presented at the annual conference of the International Communication Association, Singapore. ***Awarded Top Paper by the Health Communication Division of ICA.***
- Wolfson, M., Sutfin, E. L., Reboussin, B. A., Song, E., Phillips, K. C., Martin, B. A., & **Helme, D. W.** (2009). *College administrators' views on campus tobacco use, secondhand smoke exposure, and tobacco policy.* Poster presented at the annual conference of the Society for Nicotine and Tobacco Research. Dublin, Ireland.
- Buller, D. B., Young, W. F., Borland, R., Bettinghaus, E. P., Walther, J. B., **Helme, D. W.,** Anderson, P. A., Cutter, G. R., Zhang, J., Maloy, J. A., Burns Birney, L., & DeLeeuw, K. (2008, November). *Continued Benefits of a Technical Assistance Website to Local Tobacco Control Coalitions During a State Budget Shortfall.* Paper presented at the convention for the National Communication Association, San Diego, CA.
- Giles, S. M., Krcmar, M., **Helme, D. W.** (2008, May). *Is thin really in? A longitudinal analysis of disordered eating and college peer and media norms.* Paper presented at the annual conference of the International Communication Association, Montreal, Canada.
- Krcmar, M., Giles, S., & **Helme, D.** (2007, May). *Problem behavior syndrome: An examination of disordered eating as risk taking behavior.* Paper presented at the annual conference of the International Communication Association, San Francisco, CA.
- Mitra, A., McCoy, T., O'Brien, M, **Helme, D.,** & Champion, H. (2006, October). *Developing a profile of heavy instant messaging users.* Paper presented at the conference for Computers and Advanced Technology in Education, Lima, Peru.
- Helme, D. W.,** \*Hight, A. E., & Mitra, A. M. (2006, November). *Drunk IM'ing" and the college experience: Instant messaging for social interaction.* Paper presented at the 2006 annual conference for the National Communication Association, San Antonio, TX.
- Helme, D. W.,** Donohew, R. L., Baier, M., Zittleman, L. (2006, June). *A classroom-administered simulation of a television campaign on adolescent smoking: Testing an activation model of information exposure.* Paper presented at the 2006 convention of the International Communication Association, Dresden, Germany
- Giles, S. M., **Helme, D. W.,** Krcmar, M. B., \*Bollmer, G., & \*Rudolph, S. (2006, June). *The effect of sensation-seeking and social norms on disordered eating among college freshman.* Paper presented at the 2006 convention of the International Communication Association, Dresden, Germany
- Giles, S. M., **Helme, D. W.** & Krcmar, M. (2005). *Predicting disordered eating behavior among incoming college freshman: An analysis of social norms and body esteem.* Poster presented at the 13th Annual Meeting of the Society for Prevention Research.



- Stephenson, M. T. & **Helme, D. W.** (2005, November). *Parenting your sensation-seeking adolescent: implications of parenting styles for buffering cigarette and marijuana use.* Paper presented at the 2005 annual convention for the National Communication Association, Boston, MA.
- Giles, S. M., **Helme, D. W.**, & Krmar, M. B. (2005, November). *Predicting disordered eating behavior among incoming college freshman: An analysis of social norms and body esteem.* Paper presented at the 2005 Annual convention for the National Communication Association, Boston, MA.
- Krmar, M. B., Giles, S. M. & **Helme, D. W.** (Fall 2005). *Understanding the process: How mediated and peer norms affect young women's body esteem.* Paper presented at the 2005 Annual Convention for the National Communication Association, Boston, MA.
- Andersen, P. A., Buller, D., Voeks, J., Borland, J., **Helme, D.** & Bettinghaus, E. (2005, March) *Controlling exposure to environmental tobacco smoke: Predictors of government officials' support in an American state.* Paper presented at the Society for Research on Nicotine and Tobacco's 11th Annual Meeting and 7th Annual SRNT European Conference. Prague, Czechoslovakia.
- Helme, D. W.** (December, 2003). *Results of a brief media-based cessation program for adolescents.* Poster presented at the National Conference on Tobacco or Health, Boston, MA
- Montgomery, D. L., Young, W. S., **Helme, D. W.**, & Buller, D. B. (December, 2003). *Building Tobacco Control Capacity: An On-Line Training Tool.* Poster presented at the National Conference on Tobacco or Health, Boston, MA
- Helme, D. W.** (2001). *Diabetes adherence to self-care regimens: The interrelation of physician-patient social and communication issues.* Paper presented at the 2001 Society for Prevention Research Conference, Washington, DC.
- Helme, D. W.**, Zimmerman, R. S. (2001). *The relationship between awareness of HIV prevention messages in media and perceptions of HIV risk status and sexual behavior among teens.* Paper presented at the 2001 International Communication Association Conference, Health Communication Division, Washington, DC.
- Helme, D. W.**, Ebreo, A., & Zimmerman, R. S. (2001). *Initiation of sexual intercourse among adolescents with different sexual intentions.* Paper presented at the 2001 Society for Prevention Research Conference, Washington, DC.
- Helme, D. W.**, Zimmerman, R. S., Atwood, K. & Edge, C. (2000, August). *Oral contraception, alcohol, relationship status, and condom use in adolescents.* Paper presented at the 2000 American Psychological Association National Conference, Washington, D.C.
- Atwood, K., **Helme, D. W.**, Ebreo, A., & Zimmerman, R. S. (2000, June). *Use of alcohol with sex among 8<sup>th</sup> through 11<sup>th</sup> grade students: What are the correlates of use and how do they change over time?* Paper presented at the 2000 Society for Prevention Research National Conference, Montreal, Canada.
- Ebreo, A., Zimmerman, R. S., Atwood, K., & **Helme, D. W.** (2000, June). *The relations among adolescent personality factors, relationship status, alcohol expectancies and alcohol use: Implications for intervention.* Paper presented at the 2000 Society for Prevention Research National Conference, Montreal, Canada.
- Helme, D. W.** (2000, November). *A basic description of the essential similarities and differences among the interpretive/language based theories and the critical theories.*

Paper presented at the 2000 National Communication Association National Conference, Seattle, WA.

**Helme, D. W.** (1999, April). *Gaining patient satisfaction through empathic comforting: An examination of the nonverbal communicative context of touch in the patient/provider relationship*. Presented at the 1999 joint Central and Southern States Communication Association Conference, Health Communication Interest Group.

### **Invited Presentations**

**Helme, D. W.** (January, 2019). *Recruiting study participants in Appalachia: Why community contacts and gatekeepers are essential*. Invited presentation at the UK Center for Clinical and Translational Sciences, Participant Recruitment Services Workshop. Lexington, KY.

Wolfson, M., **Helme, D. W.** (September, 2018). *Community perspectives on organized disposal of opioids and other prescription drugs in Appalachia*. Invited presentation at the Appalachian Translational Research Network 8<sup>th</sup> Annual Research Summit, Lexington, KY.

**Helme, D. W.** (July, 2012). *Targeting vs. Tailoring: The effective use of individual difference variables in substance abuse and other health-risk prevention interventions*. Invited presentation at the Kentucky School of Alcohol and Other Drug Studies, Northern Kentucky University.

**Helme, D. W.** (April 2010). *Social marketing of Type 2 diabetes pills guide in Appalachia Kentucky*. Guest Presenter, Kentucky Practice-Based Research Networks Collaborative Conference, Lexington, KY

**Helme, D. W.** (2002). *Tools for advocates: Newspaper coverage of tobacco control issues and tobacco policy*. Invited presentation at the National Conference on Tobacco or Health, San Francisco, CA.

### **Research Grants and Contracts**

**HEALing Communities Study, Campaign Evaluation Study**, Principal Investigator. Funded by the HCS under the National Institutes of Health and National Institute on Drug Abuse. The purpose of this study is to conduct a rigorous scientific evaluation of the health communication campaign promoting the HEALing Communities Study. January 2020 to December 2022, \$542,844.

**HEALing Communities Study**, Co-Investigator (Walsh, S., PI). Funded by the National Institutes of Health and National Institute on Drug Abuse. The purpose of this study is to implement and test evidence-based interventions to reduce opioid-related overdose and mortality by 40% in 16 Kentucky counties. UK is one of 4 research sites coordinated by NIH and RTI to implement this program. Responsibilities include leading the development, implementation, and evaluation of the Health Communication Strategy for the national HEALing Communities Study and directing the national evaluation of the HCS strategy and health communication campaign. April 2019 to April 2023, \$87,000,000.

**Development and Pilot Randomized Control Trial of a Text Message Intervention to Facilitate Secure Storage and Disposal of Prescription Opioids to Prevent Diversion and Misuse**. Funded by the National Institute on Drug Abuse (Egan, P.I.; Role: Co-Investigator) (1R34DA051710-01A1; R34) 8/21-5/24, \$692,758.

**Southeast Prevention Technology Transfer Center, Region 4, Technical Assistance & Training Expert (Wolfson, M., PI).** This center serves Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. The focal populations will be all individuals in need of prevention services in the eight states that comprise Region 4. The center reflects special attention to the distinctive populations and needs of the region with respect to tailored capacity development for planning and implementing evidence-based strategies to prevent substance use and abuse. September 2018 to September 2023, \$2,995,997.

**University of Kentucky Center for Clinical and Translational Sciences: Improving Messaging to Promote Organized Disposal of Prescription Drugs to Prevent Abuse,** Principal Investigator. Funded by the National Center for Research Resources and the National Center for Advancing Translational Sciences, National Institutes of Health, the UK College of Medicine, and Office of the Vice President for Research. This project seeks to develop messages to persuade Appalachian residents to dispose of unused prescription drugs, specifically opioids, and subsequently reduce the mortality and morbidity from opioid and other drug overdose. September 2017 to August 2019, \$50,000

**The Roles of Masculinity and Male Gender-Identification in Smokeless Tobacco Use: A Novel Approach for Targeting Prevention Efforts,** Principal Investigator. Funded by the University of Kentucky Office of the Vice President for Research. This formative study seeks to better understand what leads to initiation and continued use of SLT by adolescent males and how best to develop relevant prevention strategies using male gender-identification as a prevention and cessation strategy. August 2016 to July 2017, \$15,182.

**Project INSPIRE: Improving Adolescent Vaccination in Appalachian Kentucky,** Co-Investigator (Cohen, E., PI). Funded by the Merck, Inc. Investigator Studies Program. This project develops a community and school-based media intervention to enhance understanding of the importance of “opting-in” to all age-appropriate vaccinations, and uses an innovative, comprehensive “opt-in” approach (Project INSPIRE – Instilling Necessary Sickness Prevention with Immunizations Reaching Everyone) to ensure that all parents of adolescents are advised of all age-appropriate vaccines for sickness prevention. September 2012 to July 2014, \$210,000.

**Testing Project ASPIRE: A Smoking Prevention Interactive Experience,** Principal Investigator. In conjunction with colleagues at the University of Kentucky Markey Cancer Center’s Kentucky Cancer Program, this ongoing internally funded project tests the efficacy of the MD Anderson Cancer Center’s web-based anti-tobacco program for youth called *ASPIRE* (A Smoking Prevention Interactive Experience) with adolescent youth in Appalachian Kentucky. Data are currently being analyzed in preparation for publication. June 2010 to July 2013.

**Web-based Substance Abuse STD/HIV Prevention,** Co-Investigator (Woodall, G., PI). Funded by the National Institute on Drug Abuse. This project sought to extend previous work by developing and testing a model interactive website program. The website intervention promoted: 1) the use of condoms among those already sexually active; 2) reduction of substance use among those who have initiated use; 3) the reduction of combining sexual activity and substance abuse; and 4) the reinforcement of maintenance of abstinence for sexual behavior and

substance use among adolescents who have not initiated this set of risk behaviors. G. Woodall, PI. August 2009 to July 2011, \$500,000.

**Implementation and Dissemination of Evidence-Based Tobacco Cessation Strategies in Free Clinics for the Uninsured: A Pilot Study**, Co-Investigator (Foley, K., PI). Funded by the National Institute on Drug Abuse. Individuals without health insurance are more likely to smoke than those insured through private providers and are less likely to receive smoking cessation advice from a health professional. The goal of this research is to provide formative data on the implementation and dissemination of evidence-based tobacco cessation strategies in free clinics. August 2009 to July 2011, \$370,000.

**Increasing Capacity for Tobacco Research in Hungary**, Consultant (Foley, K., PI). Funded by the National Institutes of Health, the Fogarty International Center. The goal of this research and capacity building project was to reduce the burden of tobacco through the advancement of scientific study of tobacco use and to broadly disseminate research findings that will result in innovative tobacco control interventions in Hungary. September 2007 to August 2012, \$1,700,000.

**Extending the Theory of Planned Behavior to Predict Polytobacco Use at the University of Kentucky**, Co-Principal Investigator (Cohen, E., Co-PI). Funded by the University of Kentucky Got Grants. This project studied the implementation and impact of the tobacco-free policy at the University of Kentucky occurring November 19, 2009. Variables studied include: changes in campus norms regarding tobacco use, levels of tobacco use (both smoked and smokeless), and attitudes towards (both before and after implementation) of the tobacco-free policy. August 2009 to July 2010, \$20,000.

**Measuring Student Exposure to ETS and College Receptivity to Environment Change**, Consultant (Wolfson, M., PI). Funded by the National Cancer Institute. The goal of this study was to conduct pilot research to inform the development of a randomized campus/community trial to reduce college student smoking and exposure to secondhand smoke. January 2008 to December 2009, \$407,764.

**Building Community Capacity to Reduce Non-Sacred Tobacco Use among the Haliwa-Saponi Indian Tribe: A Pilot Study**, Co-Principal Investigator, (Foley, K., Co-PI). Funded by the Wake Forest University Medical School. A one-year project seeking to test the feasibility of implementing a matriarchal-led anti-tobacco coalition among the Haliwa-Saponi Indian Tribe of Halifax and Warren Counties, NC. September 2006 to August 2007, \$10,000.

**Colorado Anti-Tobacco PSA Message Sensation Value Project**, Principal Investigator. Funded by the Colorado Tobacco Research Program. A 4-year grant which tested how the theoretical approach called SENTAR (Sensation-seeking Targeting), currently used in media-based illicit substance abuse campaigns, could be applied to tobacco control efforts with adolescents, aged 12-14 years in Colorado. July 2001 to June 2005, \$885,740.

**An Investigation into the Communication of Social Norms Related to Thinness and Body Image Among College Students**, Co-Principal Investigator (Cohen, E., Co-PI). Funded by the

Wake Forest University Social and Behavioral Science Fund. The purpose of this study was to investigate the ways in which parents, dating partners, and campus organizations function to foster unrealistic norms of ideal body image—a risk factor for eating disorder behavior. December 2004 to December 2005, \$8,000.

**Web-based Support for Community Tobacco Control Coalitions**, Co-Investigator (Buller, D., PI). Funded by the National Cancer Institute. Worked with principal investigator Dr. David Buller and colleagues on an NCI funded project to test the efficacy of a web-based support system for local tobacco control coalitions throughout the state of Colorado. Principal responsibilities included the development, production, and testing of project measures. April 2000 to March 2004, \$6,068,105.

### Media Coverage

Interviewed as an expert on opioid disposal and the opioid crisis facing Kentucky for the radio program, *Greg Davis on Medicine*, on WUKY91.3 radio, October 24, 2018. Transcript and audio available at: <http://www.wuky.org/post/uk-communication-professor-seeks-drug-disposal-solutions#stream/0>

*UK Communication Professor Seeks Drug Disposal Solutions*, Article by Meg Mills in UKNow: University of Kentucky News. July 19, 2018. Article and video available at: <https://uknow.uky.edu/research/uk-communication-professor-seeks-drug-disposal-solutions>

Appeared as an expert on smokeless tobacco use and youth on *Tobacco-Free Kentucky Kids*. Televised broadcast on KET, The Kentucky Network, December 17, 2017. Video available at: <https://www.ket.org/smoking/tobacco-free-kentucky-kids/>

### Teaching and Advising

#### Teaching Evaluations

**2011-2015 average (4.0 scale)**

Quality of Instruction: 3.5/4.0

Course Quality: 3.4/4.0

**2016-2020 average (5.0 scale)**

Quality of Instruction: 4.5/5.0

Course Quality: 4.5/5.0

#### Courses Taught

Undergraduate		No. Students
COM 311	Taking Control of Your Health: Patient/Provider Communication	120
COM 365	Introduction to Communication Research Methods	30
COM 449	Social Processes and Effects of Mass Communication	30
COM 482	Studies in Persuasion	30
COM 572	Health Communication Campaigns and Communities	30
COM 591	Special Topics in Communication	30
Graduate		
CJT 608	Mass Communication in Society	18
CJT 682	Communication and Persuasion	18
CJT 700	Directed Reading in Communication	5

CJT 767	Dissertation Residency Credit	5
CJT 768	Resident Credit for Master's Degree	5
CJT 775	Seminar in Health Communication Campaigns	18
CJT 781	Directed Study in Communication	5
CJT 790	Research Problems in Communication	5

#### International

- Jilin University Partner Program: Changchun, Jilin, China  
Special Topics Health Communication
- Qingdao Technical University, UK Confucius Institute Scholar Exchange Program: Qingdao, China  
Special Topics Physician-Patient Communication

#### Graduate Student Advising

##### Doctoral Committees Chaired

- Anita Silwal (expected 2024). Communication, University of Kentucky
- Carina Zelaya (expected 2022). Communication, University of Kentucky
- Kaylee Lukacena-Buzzetta (2021). Communication, University of Kentucky
- Ximena de la Serna (2017). Communication, University of Kentucky
- Brittany Lash (2014). Communication, University of Kentucky
- Rachael Record (2014). Communication, University of Kentucky
- Lisanne Grant (2014). Communication, University of Kentucky

##### Master's Committees Chaired

- Carina Zelaya (2018). Communication, University of Kentucky
- Danielle Ray (2017). Communication, University of Kentucky
- Audrey Bachman (2015). Communication, University of Kentucky
- Nola Almageni (2014). Communication, University of Kentucky
- Cara Franke (2012). Communication, University of Kentucky
- Kristen Kiernicki (2012). Communication, University of Kentucky
- Brittany Lash (2011). Communication, University of Kentucky
- Sarah Newman (2006). Communication, Wake Forest University
- Sarah Rudolph (2006). Communication, Wake Forest University
- Kristen Long. Honors Thesis Advisor, Wake Forest University
- Anna Hight. Honors Thesis Advisor, Wake Forest University
- Andrew Barnes, Faculty Mentor, Wake Forest University

#### Professional Non-Academic Experience

##### **The Cooper Institute for Aerobics Research, Golden, CO**

June 2003 – June 2005, Collaborating Scientist

Primary responsibilities included serving as the Principal Investigator of the Colorado Anti-Tobacco PSA Message Sensation Value Project, as well as collaborating on the submission of additional grant applications.

##### **The Cooper Institute for Aerobics Research, Golden, CO**

July 2002 – June 2003, Assistant Scientist

In July of 2002 the Center for Health Communication at the AMC Cancer Research Center joined with The Cooper Institute for Aerobics Research in Dallas, Texas. The Cooper Institute is a private, not for profit research and education institute dedicated to improving health outcomes, especially those which are lifestyle related. Responsibilities include pursuing and obtaining grant-sponsored research, publishing in peer-reviewed journals, and service to the Institute.

**AMC Cancer Research Center, Center for Health Communication, Denver, CO**

October 2000 – July 2002, Assistant Scientist

Responsibilities included pursuing and obtaining grant-sponsored research, publishing in peer-reviewed journals, and service to the Center. AMC joined the Cooper Institute for Aerobics Research in July 2002.

**Service and Engagement**

**Academy & Professional Service**

Editorial Review Boards

*Health Communication*

Ad Hoc Reviewer

*Journal of Health Communication*

*Communication Theory*

*Health Education and Behavior*

*Human Communication Research*

*Western Journal of Communication*

Academic Association Service

Chair, National Communication Association (NCA)

Respondent, NCA

Chair, International Communication Association (ICA)

Respondent, ICA

**University Service**

**University of Kentucky**

2013 - 2017 Co-host for *Wildcat Insights*, a PBS affiliate television program of the College of Communication & Information

2013 - 2016 Social Science Area Expert, UK Core Curriculum Committee

2013 - 2016 Director of Undergraduate Studies, Department of Communication

2012 - 2013 Interim Associate Dean of Research, College of Communication & Information

2010 - present Co-Director of the College of Communications and Information Studies Dissemination and Implementation Sciences Consortium.

2010 Member of the College of Communications and Information Studies Risk Sciences Initiative

2010 Member of the College of Communications and Information Studies Strategic Planning Committee

2010 - 2014 Member of the Tobacco Treatment Committee (sub-committee to the Committee convened by President Todd to oversee the transition of the University of Kentucky to a tobacco-free campus)

- 2008 - 2010 Member of the Department of Communication Curriculum Committee  
 2008 Member of the College of Communications and Information Studies  
 Graduate Admissions Committee

### Wake Forest University

- 2008 Member of the Strategic Planning Committee, Department of  
 Communication  
 2006 Chair, Committee on Special Initiatives, Department of Communication  
 2003 - 2008 Alumni Advisor, Sigma Nu International Fraternity  
 2005 - 2008 Faculty Advisor, Lambda Pi Eta  
 2007 Faculty Chaperone, Wake Forest University's Outward Bound program  
 for incoming freshman  
 2005 - 2006 Member of the Undergraduate Curriculum Committee, Department of  
 Communication  
 2004 Faculty Representative to the University *Mobile U* Committee  
 2004 Developed a First-Year Seminar Course on Physician-Patient  
 Communication

### Department Service

- 2017 - 2018 UK Dept. of Com. Resource Committee  
 2017 - 2018 UK Dept. of Com. Strategic Planning Committee  
 2017 UK Dept. of Com. Faculty Search Committee, Health Communication  
 2016 - 2017 Chair, UK Dept. of Com. Academic Standards *Ad Hoc* Committee  
 2014 - 2015 UK Dept. of Com. Faculty Search Committee (2 searches)  
 2013 - 2017 Chair, UK Dept. of Com. Advising and Student Success Committee  
 2013 - 2016 Undergraduate Advisor, UK Dept. of Communication  
 2013 - 2014 Co-Chair, UK Dept. of Com. Faculty Search Committee (3 searches)  
 2012 - 2013 UK Dept. of Com. Academic Personnel Committee  
 2012 - 2013 Chair, UK Dept. of Com. Awards Sub-committee  
 2012 - 2013 UK Dept. of Com. Undergrad and Alumni Relations Committee  
 2010 - 2012 UK Dept. of Com. Strategic Planning Committee

### Community Engagement

- 2005 - 2006 Pro-Bono Consultant, Forsyth County Department of Public Health,  
 Winston-Salem, NC

### Honors, Awards, & Accomplishments

- 2020 Faculty Research Award, College of Communication & Information  
 2019 A Teacher Who Made a Difference Award, University of Kentucky  
 College of Education  
 2017 Community Service Award, College of Communication & Information  
 2012 Graduate Mentor Award, Kentucky Communication Association  
 2010 Top Paper Award, Health Communication Division, International  
 Communication Association  
 2007 Featured in an article in Wake Forest Magazine titled "Four in Formation,  
 Four in Fruition"



**Memberships**

National Communication Association

International Communication Association

Sigma Nu International Fraternity, Lambda Pi Chapter