

# Dan Totzkay, Ph.D.

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## Education

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| <b>Ph.D.</b><br>2014 – 2019 | <b>Michigan State University</b><br>Communication<br>Certificate in College Teaching<br><u>Dissertation:</u> <i>A communication science evaluation of breast density notification letters: Breast cancer risk perceptions and precaution motivation.</i> | <i>East Lansing, MI</i> |
| <b>M.A.</b><br>2013 – 2015  | <b>Michigan State University</b><br>Health & Risk Communication  | <i>East Lansing, MI</i> |
| <b>B.S.</b><br>2010 – 2013  | <b>Michigan State University</b><br>Interdisciplinary Studies in Social Science, <i>with honors</i><br>Minor in Women's and Gender Studies   | <i>East Lansing, MI</i> |

## Academic Appointments

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| December 2020 – Present   | <b>Faculty Research Associate</b><br>Public Interest Communication Laboratory<br>Media Innovation Center, Reed College of Media<br>West Virginia University |
| June 2020 – Present       | <b>Faculty Associate</b><br>Center for Women's and Gender Studies<br>West Virginia University   |
| September 2019 – Present  | <b>Member</b><br>West Virginia University Cancer Institute<br>West Virginia University  |
| July 2019 - Present       | <b>Assistant Professor</b><br>Department of Communication Studies<br>West Virginia University   |
| August 2016 – May 2019    | <b>Graduate Research Assistant</b><br>Breast Cancer and the Environment Research Program<br>Michigan State University                                       |
| August 2014 – August 2018 | <b>Graduate Teaching Assistant</b><br>Department of Communication<br>Michigan State University  |

## Peer-Reviewed Academic Publications (\*=Graduate student mentee/advisee)

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11. \*Walker, A. E., Olfert, M. D., Scarneo-Miller, S. E., **Totzkay, D.**, & Claydon, E. A. (Accepted). Nutrition-specific dissemination and implementation science training development and feedback. *American Journal of Health Education*.
  10. **Totzkay, D.**, Silk, K. J., & Thomas, B. D. H. (2022). Evaluating the extended parallel process model's danger control predictions in the context of dense breast notification laws. *Health Communication*, 37(1), 103-113. <https://doi.org/10.1080/10410236.2020.1824663>
  9. **Totzkay, D.**, Silk, K. J., Thomas, B., Walling, B. M., & Smith, S. W. (2021). Women's understanding of windows of susceptibility and the role of the environment in breast cancer risk. *Journal of Cancer Education*. <https://doi.org/10.1007/s13187-021-02086-z>
  8. Keating, D., M., **Totzkay, D.**, & \*Galper, E. (2021). Norms message features in an alcohol consumption context: Testing the roles of functional matching and numeracy. *Health Communication*. <https://doi.org/10.1080/10410236.2021.1895427>
  7. Walling, B., **Totzkay, D.**, Silk, K. J., Boumis, J., Thomas, B., & Smith, S. W. (2021). Evaluating the feasibility of a continuing medical education course on disseminating emerging science on the breast cancer and environment connection. *Journal of Health Communication*, 26(6), 291-401. <https://doi.org/10.1080/10810730.2021.1946728>
  6. Grayson, A., **Totzkay, D.**, Walling, B., Ingalls, J., Viken, G., Smith, S. W., & Silk, K. J. (2019). Formative research identifying message strategies for a campus bicycle safety campaign using self-determination theory and the social norms approach. *Accident Analysis & Prevention*, 113. <https://www.doi.org/10.1016/j.aap.2019.105295>
  5. Keating, D. M., & **Totzkay, D.** (2019). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. *Annals of the International Communication Association*, 43(3), 225-239. <https://www.doi:10.1080/23808985.2019.1632218>
  4. Silk, K. J., Walling, B., **Totzkay, D.**, Mulroy, M., Smith, S. W., Quaderer, T., Boumis, J., & Thomas, B. D. H. (2019). Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model. *Health Communication*. <https://doi.org/10.1080/10410236.2019.1625003>
- \*August 2019 National Institute for Environmental Health Sciences Extramural Paper of the Month
3. **Totzkay, D.**, Silk, K. J., & Sheff, S. (2017). Examining the effect of electronic health record use and patient-centered communication on cancer screening behavior: An analysis of the Health Information National Trends Survey. *Journal of Health Communication*, 22(7), 554-561. <https://doi.org/10.1080/10810730.2017.1338801>
  2. Perrault, E. K., Silk, K.J., Sheff, S., Ahn, J., Hoffman, A., & **Totzkay, D.** (2015). Testing the identifiable victim effect with animal victims in anti-littering messages. *Communication Research Reports*, 32(4), 294-303. <https://doi.org/10.1080/08824096>

1. Perrault, E. K., Silk, K.J., **Totzkay, D.**, Sheff, S., Ahn, J., & Hoffman, A. (2015). Reasons behind students' choices of primary care physicians: Finding ways to improve information about physicians online. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 8(1), 67-75. <https://doi.org/10.1179/1753807615Y.0000000003>

## Manuscripts Under Review (\*=Graduate student mentee/advisee)

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10. \*Austin, E. T., **Totzkay, D.**, Fraustino, J. D., Costello, L., Kunkle, C. E., & Dillow, M. R. Implementing a data-driven approach to identify messaging topics that encourage COVID-19 vaccination among rural nurses. *Health Communication*.
9. **Totzkay, D.**, Fraustino, J. D., \*Smith, B. T., Jarret, T., Dino, G. A., Costello, L. M., & Kristjansson, A. L. Predicting COVID-19 vaccination intentions underpinning evidence-based messaging to build vaccine confidence among rural Americans. *Health Education & Behavior*.
8. **Totzkay, D.**, Fraustino, J. D., & Pressgrove, G. Precaution motivation and communicative action: Integrating models to inform early COVID-19 vaccine messaging. *Health Communication*.
7. \*Walker, A. E., Olfert, M. D., Scarneo-Miller, S. E., Claydon, E. A., & **Totzkay, D.** An instrumental case study approach to explore implementation of a nutrition-specific dissemination and implementation training. *Health Education & Behavior*.
6. \*Walker, A. E., Olfert, M. D., Scarneo-Miller, S. E., Claydon, E. A., & **Totzkay, D.** Application of the Theory of Planned Behavior to predict intentions of nutrition educators to use Implementation Science. *Nutrients*.
5. O'Hara Tompkins, N., \*Burnham, K., Vance, J., **Totzkay, D.**, & Wright, J. A framework for community health improvement via community recognition: The West Virginia Healthy People Healthy Places program. *Journal of Health Management & Practice*.
4. Hall, J., Holmstrom, A., Pennington, N., Perrault, E., & **Totzkay, D.** Higher quality interactions can increase daily well-being. *Communication Research*.
3. \*Butcher, M., Cohen, E., Rittenour, C., & **Totzkay, D.** Geek girl today, engineer tomorrow? Inclusive experiences and efficacy mediate the link between women's engagement in popular geek culture and STEM career interest. *International Journal of Science Education*.
2. Fraustino, J. D., **Totzkay, D.**, & Costello, L. "Mass vaccination" language diminishes intentions to get vaccinated at sponsored vaccination locations: Evidence from a messaging experiment in West Virginia. *American Journal of Public Health*.
1. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** Inferential reasoning ability moderates the influence of media on risk perception. *Atlantic Journal of Communication*.

## Book Chapters

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3. Silk, K. J., & **Totzkay, D.** (2019). Communication research in the environmental health sciences. In S. Finn & L. O'Fallon (Eds.), *Environmental Health Literacy* (pp. 46-64). Cham, Switzerland: Springer.
2. Lapinski, M. K., Silk, K. J., Liu, R. W., & **Totzkay, D.** (2018). Models for environmental communication for unique populations: Cases from the field. In B. Takahashi (Ed.), *Environmental Communication Among Minority Populations* (Chapter 6).

1. Silk, K. J., & **Totzkay, D.** (2018). The Breast Cancer and the Environment Research Program. In R. Parrott (Ed.), *The Oxford Research Encyclopedia of Health and Risk Message Design and Processing*. Oxford, England: Oxford University Press.

## Technical Reports (\*=Graduate student mentee/advisee

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3. **Totzkay, D.**, \*Burnham, K. (2022). *2021 Mountains of Hope Cancer Coalition Annual Membership Report*. Report submitted to the West Virginia Mountains of Hope Cancer Coalition Steering Committee
3. O'Hara Tompkins, N., \*Burnham, K., & **Totzkay, D.** (2020). *The West Virginia Healthy People Healthy Places Recognition Program*. Report submitted to the West Virginia Bureau of Public Health Division of Health Promotion and Chronic Disease.
2. **Totzkay, D.**, \*Burnham, K., Miller, S., & Hixenbaugh, L. (2020). *2020 Mountains of Hope Cancer Coalition Annual Membership Report*. Report submitted to the West Virginia Mountains of Hope Cancer Coalition Steering Committee.
1. Dudley, J., **Totzkay, D.**, & \*Burnham, K. (2020). *2020 Evaluation and Performance Report for the West Virginia Comprehensive Cancer Control Program*. Report submitted to the West Virginia Bureau of Public Health Division of Health Promotion and Chronic Disease and the West Virginia Comprehensive Cancer Control Program.

## Grant and Other Funding Activity

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### Current Funding

6. **Co-Investigator**. *Data-driven Communication to Support Public Health through the Joint Information Center (JIC) in the Joint Interagency Task Force (JIATF) on COVID-19*. \$2,399,997 Grant funded by the U.S. Centers for Disease Control and Prevention (CDC) through the West Virginia Department of Health and Human Resources (DHHR). PI: Julia Daisy Fraustino
5. **Co-Investigator**. *To reduce COVID-19 health disparities in adults with diabetes and co-morbid chronic conditions*. \$524,994. Grant funded by the West Virginia Department of Health and Human Resources. PI: Ranjita Misra.
4. **Co-Investigator**. *Connecting behavioral science to the COVID-19 Vaccine Demand (CBS-CVD) Network*. (June 2021 – June 2022). \$500,000. Grant from the Centers for Disease Control and Prevention, Prevention Research Center Network. Co-PIs: Alfgier Kristjansson and Traci Jarret.
3. **Co-Investigator**. *Formative research to inform HPV vaccination campaign messaging in rural West Virginia*. (April 2021 – April 2022). \$9,000. Contract with the American Academy of Pediatrics. PI: Julia Daisy Fraustino.
2. **Principal Investigator**. *West Virginia Bureau of Public Health Division of Health Promotion and Chronic Disease Comprehensive Cancer Control Program Years 3-5 Evaluation*. (May 2020 – July 2022). \$160,000. Contract with the West Virginia Bureau for Public Health.

1. **Principal Investigator.** *Beliefs and personal narratives around cancer screening and cancer care among female cancer patients in North Central Appalachia.* (May 2020 – June 2022). \$10,000. Internal research grant funded through the West Virginia University Eberly College Interdisciplinary Research Collaborative Seed Grant. Co-I: Susanna Donaldson.

#### Completed Funding

7. **Co-Investigator.** *Formative, process, and summative evaluation for COVID-19 vaccination messaging in West Virginia.* (September 2020 – August 2021). \$39,800. Contract with The Center for Rural Health Development and West Virginia Bureau for Public Health. PI: Julia Daisy Fraustino.
6. **Principal Investigator.** *Rural crisis decision-making: Risk information management and reactions to precaution recommendations during the COVID-19 pandemic in Appalachia* (April 1 2020 – April 1 2021). \$109,440. Federally funded grant from the National Science Foundation Rapid Response Research (RAPID) in response to the Dear Colleague Letter on the Coronavirus Disease 2019 (NSF 20-052), #2028062. Co-Is: Shari Steinman, Megan Dillow, Alan Goodboy, and Jamison Conley.
5. **Research Assistant.** *Developing, implementing, and evaluating a video-based lesson series for health and science educators.* (September 2018-May 2019). Funded through Breast Cancer and the Environment Research Program Opportunity Funds. PI: Kami J. Silk.
4. **Research Assistant.** *Training pediatric health care providers as a primary information source for communicating environmental risks for breast cancer.* (August 2017-May 2019). Federally funded grant from the National Cancer Institute and the National Institute of Environmental Health Sciences, #1R21ES027418-01. Co-PIs: Kami J. Silk & Sandi W. Smith.
3. **Research Assistant.** *Cross-site formative audience analysis research to facilitate effective outreach efforts and communication strategies* (January 2017-May 2019). Funded through Breast Cancer and the Environment Research Program Opportunity Funds, #5U01ES026127-02. Co-PIs: Kami J. Silk & Richard Schwartz.
2. **Research Assistant.** *Mammary carcinogenesis: Pubertal and adult effects on high fat diet + oxybenzone* (August 2016-May 2019). Federally funded grant from the National Institute of Environmental Health Sciences and the National Heart, Lung, and Blood Institute, #5U01ES026119-02. PI: Richard Schwartz.
1. **Research Assistant.** *Michigan State University Healthy Campus Initiative Bicycle Safety Collaborative* (August 2015-May 2017). Internally funded grant from the Michigan State University Healthy Campus Initiative. PI: Kami J. Silk.

#### Submitted Proposals – Awaiting Decision

3. **Co-Principal Investigator.** *Mitigating STI misinformation: A new lens to address health equity.* Submitted to the National Institute on Minority Health and Health Disparities. Co-PI: Jennifer Rogers.
2. **Investigator.** *Understanding and influencing the policy determinants of spatial variation of health disparities in West Virginia.* Submitted to the National Institute of Aging. Co-PIs: Samuel Workman & Gordon Smith.

1. **Subject Matter Expert.** *LEAP-HI: Prediction and mitigation of flooding impacts on urban-rural infrastructure and society.* Submitted to the National Science Foundation. PI: Omar I. Abdul-Aziz.

## Conference Papers, Posters, & Panel Presentations (\*=Graduate student mentee/advisee)

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50. \*Austin, E. T., **Totzkay, D.**, Fraustino, J. D., Costello, L., Kunkle, C. E., & Dillow, M. R. COVID-19 vaccine confidence among West Virginia nurses and the role of identity and information needs. Paper accepted for presentation at the annual meeting of the National Communication Association Conference, New Orleans, LA.
49. Fraustino, J. D., **Totzkay, D.**, Costello, L. M., Kennedy, A. K. (2022). Give care a shot: Case study of COVID-19 vaccine communication in rural Appalachia. Paper accepted for presentation at the annual meeting of the International Crisis and Risk Communication Conference, Orlando, FL.
48. **Totzkay, D.**, & Fraustino, J. D. (2022). Perceived HPV vaccine effectiveness predicts Rural West Virginia parents' intention to vaccinate children, not provider recommendation. Poster presented at the 2022 Kentucky Conference on Health Communication, Lexington, KY.
47. **Totzkay, D.**, Goodboy, A., Thomay, A., Bardes, J., \*Armstrong, K., & \*Ghani, S. (2022). Preliminary evidence of Appalachians' distrust of local healthcare providers. Paper presented at the 2022 Kentucky Conference on Health Communication, Lexington, KY.
46. Fraustino, J. D., **Totzkay, D.**, & Pressgrove, G. (2021). COVID-19 pandemic response in Appalachia: Insights from data-driven communication in West Virginia. Poster presented at the 2021 International Crisis and Risk Communication Conference (online).
45. Fraustino, J. D., **Totzkay, D.**, Costello, L., Darling, E., & Nelson, H. (2021). Coordinating statewide public health communication increase COVID-19 vaccination uptake in Rural Appalachia. Paper presented at the 2021 D.C. Conference on Health Communication (online).
44. **Totzkay, D.**, Fraustino, J. D., & Pressgrove, G. (2021). Formative research to inform statewide COVID-19 vaccine messaging in West Virginia. Paper presented at the 2021 D.C. Conference on Health Communication (online).
43. \*Boone, C., \*Snider, M., **Totzkay, D.**, & Steinman, S.A. (2021, April). Depression, anxiety, and stress during early months of COVID-19 in Appalachia. Poster presented at the West Virginia University Annual Undergraduate Spring Symposium, Virtual Meeting.
42. Jacobsmeier, M., **Totzkay, D.**, Dillow, M., Goodboy, A., Steinman, S., Conley, J., & Cossman, J. (2021). Political polarization and precautionary behavior during the COVID-19 pandemic. Paper presented at the Midwest Political Science Association Conference (online).
41. Conley, J., **Totzkay, D.**, Dillow, M., Goodboy, A., Steinman, S., Jacobsmeier, M., & Cossman, J. (2021) Spatial variation of health care access and responses to the COVID-19 pandemic in Appalachia. Paper presented at the Annual Meeting of the Association of American Geographers (online).
40. **Totzkay, D.**, Dillow, M., Goodboy, A., Steinman, S., Conley, J., Jacobsmeier, M., & Cossman, J. (2020). A longitudinal study of Appalachians' information behavior during and reactions to the COVID-19 pandemic. Paper presented at the 196th National Communication Association Convention (online).
39. Keating, D., M., **Totzkay, D.**, & \*Galper, E. (2020) Theorizing about norms message receptions: Testing the role of functional matching and numeracy. Paper presented at the 196th National Communication Association Convention (online).

38. Walling, B., **Totzkay, D.**, Thomas, B., Smith, S. W., Silk, K. J., Boumis, J., Oung, P., & Hanigan, M. (2020). Feasibility of a continuing medical education course on disseminating emerging science on the breast cancer and environment connection. Paper presented at the 70<sup>th</sup> Annual International Communication Association Convention (online).
37. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** (2020). Inferential reasoning ability moderates the influence of media on risk perception. Paper presented at the 70<sup>th</sup> Annual International Communication Association Convention (online).
36. **Totzkay, D.** (2020). Examining the necessity of legislation mandating communication about breast density. Poster presented at the 2020 Kentucky Conference on Health Communication (online).
35. Thomas, B., Mulroy, M., **Totzkay, D.**, Oung, P., Boehm, M., Silk, K. J., & Smith, S. W. (2020). The transdisciplinary approach of the Breast Cancer and the Environment Research Program: Merging diffusion of innovations and evaluation processes. Paper presented at the 2020 Kentucky Conference on Health Communication (online).
34. Boumis, J. K., Walling, B. M., Thomas, B., **Totzkay, D.**, Smith, S. W., & Silk, K. J. (2020). Comparisons between pediatricians' and nurses' evaluations and implementation of a training on breast cancer and the environment. Poster presented at the 2020 Kentucky Conference on Health Communication (online).
33. **Totzkay, D.** (2019). Perceptions of breast density in states with and without dense breast notification legislation. Poster presented at the 14<sup>th</sup> Annual Meeting of the Breast Cancer and the Environment Research Program, Atlanta, GA.
32. Silk, K. J., **Totzkay, D.**, Thomas, B., Walling, B., & Smith, S. W. (2019). Evaluation results of BCERP continuing medical education for pediatric health care providers. Paper presented at the 14<sup>th</sup> Annual Meeting of the Breast Cancer and the Environment Research Program, Atlanta, GA.
31. **Totzkay, D.**, Silk, K. J., & Thomas, B. (2019). Using the extended parallel process model to understand the effects of breast density notification laws. Paper presented at the 105<sup>th</sup> National Communication Association Convention, Baltimore, MD.
30. **Totzkay, D.**, Silk, K. J., Thomas, B., Walling, B., Park, S., Boumis, J., & Smith, S. W. (2019). Women's understanding of windows of susceptibility and the role of the environment in breast cancer risk. Paper presented at the 105<sup>th</sup> National Communication Association Convention, Baltimore, MD.
29. Keating, D. M., & **Totzkay, D.** (2019). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. Paper presented at the 105<sup>th</sup> National Communication Association Convention, Baltimore, MD.
28. Silk, K. J., Walling, B., **Totzkay, D.**, Mulroy, M., Smith, S. W., Quaderer, T., & Boumis, J. (2019). Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model. Paper presented at the 69<sup>th</sup> Annual International Communication Association Convention, Washington, D. C.
27. Walling, B., **Totzkay, D.**, Silk, K. J., Boumis, J., & Park, S. (2019). Window of susceptibility knowledge and concern about breast cancer and the environment: Results from community-based formative research. Poster presented at the 5th Biennial D. C. Health Communication Conference, Fairfax, VA.

26. Walling, B., Smith, S. W., **Totzkay, D.**, Silk, K. J., & Quaderer, T. (2019). Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model. Poster presented at the 5th Biennial D. C. Health Communication Conference, Fairfax, VA.
25. Thomas, B., **Totzkay, D.**, Walling, B., Silk, K., Lapinski, M., Hanna-Attisha, M., Jones, N., & Smith, K. (2019). Recovering from poisoned water: Flint registry focus groups and the context of trust. Poster presented at the 5th Biennial D.C. Health Communication Conference, Fairfax, VA.
24. Silk, K. J., & **Totzkay, D.** (2018). Comparing caregivers' perceived risk of breast and skin cancer for children: Implications for breast cancer and environment risk communication. Poster presented at the 13<sup>th</sup> Annual Meeting of the Breast Cancer and the Environment Research Program, Washington, D.C.
23. **Totzkay, D.**, Thomas, B., Silk, K. J., Thompson, A., Quaderer, T., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., Burke, K., & Symington, A. (2018). Lay perceptions of breast density and breast cancer risk. Poster presented at the 13<sup>th</sup> Annual Meeting of the Breast Cancer and the Environment Research Program, Washington, D.C.
22. **Totzkay, D.** (2018). An evaluation of the planned risk information seeking model. Paper presented at the 104<sup>th</sup> National Communication Association Convention, Salt Lake City, UT.
21. **Totzkay, D.**, Thomas, B., Silk, K. J., Thompson, A., Quaderer, T., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., Burke, K., & Symington, A. (2018). Lay perceptions of breast density and breast cancer risk. Paper presented at the 104<sup>th</sup> National Communication Association Convention, Salt Lake City, UT.
20. Mulroy, M., Walling, B., **Totzkay, D.**, Silk, K. J., & Smith, S. W. (2018). Pediatric health care providers' understanding of environmental links to breast cancer. Paper presented at the 104<sup>th</sup> National Communication Association Convention, Salt Lake City, UT.
19. **Totzkay, D.**, Walling, B., Thomas, B., Park, S., Thompson, A., Carmody, M., & Calloway, D. (2018). Windows of susceptibility and breast cancer: Content analyzing the prevalence of an emerging biomedical concept and literacy demand on breast cancer-related websites. Poster presented at the 2018 Kentucky Conference on Health Communication, Lexington, KY.
18. **Totzkay, D.**, Walling, B., Silk, K. J., Smith, S. W., & Thomas, B. (2018). Environmental risk factors on the Internet: A content analysis of breast cancer-related websites. Paper presented at the 68<sup>th</sup> annual International Communication Association Convention, Prague, Czech Republic.
17. Silk, K. J., **Totzkay, D.**, Rakoff, M., Serrano, M., Burke, K., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., & Symington, A. (2017). Preliminary results of the Community Outreach and Dissemination Core Opportunity Fund project: Understanding audiences. Poster presented at the 12<sup>th</sup> annual meeting of the Breast Cancer and the Environment Research Program, Monrovia, CA.
16. **Totzkay, D.**, Walling, B., Silk, K. J., & Smith, S. W. (2017). Content analyzing breast cancer websites for information on environmental risks. Poster presented at the 12<sup>th</sup> annual meeting of the Breast Cancer and the Environment Research Program, Monrovia, CA.
15. **Totzkay, D.**, Smith, S. W., Silk, K. J., & Grayson, A. (2017). Self-determination theory as a framework for theory-based message design in the context of bicycle safety. Paper presented at the 103rd National Communication Association Convention, Dallas, TX.



14. Grayson, A., **Totzkay, D.**, Walling, B. M., Viken, G., Ingalls, J., Quaderer, T., Gordon, J., Fowler, A., Carmody, M., Park, S., Jang, Y., Mulroy, M., Smith, S. W., & Silk, K. J. (2017). Formative research identifying message strategies for a campus bicycle safety campaign using self-determination theory and the social norms approach. Paper presented at the 103rd National Communication Association Convention, Dallas, TX.
13. Lapinski, M. K., Silk, K. J., Liu, R. W., & **Totzkay, D.** (2017). Models for environmental communication for unique populations: Cases from the field. Pre-conference presentation at the 67<sup>th</sup> International Communication Association Convention, San Diego, CA.
12. Thomas, B., **Totzkay, D.**, Ingalls, J., Silk, K., Hoffman, A., Viken, G., Phillipich, E., & Park, S. (2017). Bathroom stalls as an intervention strategy to reach college students: Evaluation of a Stall Stories health communication campaign. Paper presented at the 67th International Communication Association Convention, San Diego, CA.
11. **Totzkay, D.**, Walling, B., Silk, K. J., Smith, S. W., Jackson, M., Jang, Y., & Park, S. (2017). Content analysis of breast cancer websites for information on environmental risks. Poster presented at the 2017 D. C. Health Communication Conference.
10. Levine, K. J., Carmody, M. K., Silk, K. J., Park, S., Jodoin, C., Melville, A., Novak, A., Glynn, T., Jang, Y., **Totzkay, D.**, Jackson, M., Mulroy, M., & Fowler, A. (2017). Speaking up about medical errors in the healthcare Setting. Poster presented at the 2017 D. C. Health Communication Conference
9. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** (2016). Skill at inferential reasoning moderates the influence of media on fear of terror. Paper presented at the 2016 Michigan Political Science Association Annual Conference, Mount Pleasant, MI.
8. **Totzkay, D.**, Silk, K. J., & Sheff, S. (2016). Examining the effect of electronic health record use and patient-centered communication on cancer screening behavior: An analysis of the Health Information National Trends Survey. Paper presented at the 102nd National Communication Association Convention, Philadelphia, PA.
7. Bergan, D., Reynolds, R., & **Totzkay, D.** (2016). Self-presentation of political attitudes and identities: The effect of others' presentation of abortion-related attitudes and identity on self-reported views of abortion. Paper presented at presentation at the 102nd National Communication Association Convention, Philadelphia, PA.
6. Jia, F., Kanthawala, S., **Totzkay, D.**, & David, P. (2016). In the Mood: Gender, genre, and mood management in music. Paper to be presented at presentation at the 102nd National Communication Association Convention, Philadelphia, PA
5. Grayson, A. M., **Totzkay, D.**, Quaderer, T. L., Fowler, A., Thomas, B., Ingalls, J., Silk, K. J., & Smith, S. W. (2016) Spartans travel in-sync: Developing safe bicycling messages with self-determination theory. Poster presented at the 2016 Kentucky Conference on Health Communication, Lexington, KY.
4. Silk, K., Sheff, S., **Totzkay, D.**, Medina, A., Holzman G., Potter, T., Holton R., Ingalls, J., Cox, J., Hoffman, A., & Lynch, K. (2015). Super-diffused motivation: Synthesizing self-determination theory and super diffusers to motivate cycling compliance in an on-campus intervention. Poster presented at the 2015 D.C. Health Communication Conference, Fairfax, VA.

3. Clare, D., Holmstrom, A. J., Summers, M., Hanna, A. A., & **Totzkay, D.** (2014). Examining the recent proliferation of high emotion-focused content types in esteem support. Paper presented at the 100<sup>th</sup> National Communication Association Convention, Chicago, IL.
2. Perrault, E. K., Silk, K. J., **Totzkay, D.**, Sheff, S., Ahn, J., & Hoffman, A. (2014). Prospective patients? video and text biography preferences when selecting a new family medicine physician. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
1. Silk, K. J., Perrault, E. K., Ahn, J., Hoffman, A., **Totzkay, D.**, Sheff, S., Smith, S. W., Atkin, C. K., & Whitten, P. (2013). Ten years of translational research: A look back at contributions of the MSU-COTC. Poster presented at the Breast Cancer and Environment Research Program Annual Conference, Madison, WI.

### **Manuscripts in Preparation** (\*=Graduate student mentee/advisee)

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14. **Totzkay, D.**, & Fraustino, J. D. Caution when conducting formative research on vaccination messaging: Provider recommendation predicts vaccination status, but not vaccination intention.
13. **Totzkay, D.**, Donaldson, S., & Miller, A. Appalachian women's beliefs about breast and gynecological cancer warning signs and screening intentions.
12. **Totzkay, D.**, Fraustino, J. D., & Costello, L. One year of COVID-19 vaccination messaging in West Virginia: Insights from quarterly quantitative surveys, translational science, and messaging evaluation.
11. Fraustino, J. D., **Totzkay, D.**, & Costello, L. Translating emerging COVID-19 vaccine science for rural faith-based communities: Qualitative insights, message strategies, and relationship-building to boost vaccine confidence.
10. **Totzkay, D.**, \*Burnham, K. Health equity in community health promotion: A systematic review of health equity definitions and recommendations to improve targeting in community health promotion activities.
9. \*Purtell, R. E., **Totzkay, D.**, & Fraustino, J. D. Using the Cultural Theory of Risk to explicate HPV risk perceptions and vaccination beliefs among West Virginians of Color.
8. **Totzkay, D.**, Fraustino, J. D., & \*Ghani, S. A systematic review of vaccine hesitancy: How it has been conceptualized and recommendations to improve measurement and message tailoring in vaccine message.
7. Fraustino, J. D., **Totzkay, D.**, & Costello, L. COVID-19 risk perceptions and vaccination beliefs among Appalachian parents for their vaccine-eligible children.
6. **Totzkay, D.**, Fraustino, J. D., & Costello, L. Knowledge of variants in the virus that causes COVID-19 increases COVID-19 risk perceptions in general public and parents of vaccine-eligible children.
5. **Totzkay, D.**, & \*Ghani, S. A primer of Self-Determination Theory for health communication researchers.
4. Keating, D. M., & **Totzkay, D.** Again and again and again: A systematic review of 50 years of quantitative communication research on message repetition.
3. **Totzkay, D.**, Dillow, M., Goodboy, A., Steinman, S., Conley, J., Jacobsmeier, M., & Cossman, J. A longitudinal study of Appalachians' information behavior during and reactions to the COVID-19 pandemic.

2. **Totzkay, D.**, Goodboy, A., Thomay, A., Bardes, J., \*Armstrong, K., & \*Ghani, S. Preliminary evidence of Appalachians' distrust of local healthcare providers.
1. **Totzkay, D.**, & Jang, Y. Elaborating the role of anxiety in risk response and information seeking in the risk perception attitude framework.

## Academic Teaching Experience

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*West Virginia University*

*Morgantown, WV*

### Graduate

1/21 – Present    **Instructor**, COMM 509 – Health Communication Dissemination

1/20 – Present    **Instructor**, COMM 829 – Health Communication

### Undergraduate

8/21 – Present    **Instructor**, COMM 304 – Persuasion

1/20 - Present    **Instructor**, COMM 409 – Advanced Health Communication (Campaign Design)

8/19 – Present    **Instructor**, COMM 309 – Health Communication

*Michigan State University*

*East Lansing, MI*

### Graduate

10/18              **Guest Lecturer**, COM 820 – Communication Theory (M.A.) (Topic: Mass Communication)

### Undergraduate

6/18 – 8/18        **Instructor**, COM 320 – Diversity and Communication: Gender Communication (*Online*)

8/17 – 5/18        **Graduate Teaching Assistant**, COM 330 – Health Communication

5/17 – 7/17        **Instructor**, COM 240 – Introduction to Organizational Communication (*Online*)

5/16 – 7/16        **Instructor**, COM 475 – Communication Campaign Design & Analysis

8/15 – 12/16      **Instructor**, COM 391 – Special Topics: Gender Communication

8/14 – 7/15        **Graduate Teaching Assistant**, COM 100 – Introduction to Human Communication

1/14 – 5/14        **Graduate Teaching Assistant**, COM 425 – Communication in Close Relationships

## Student Advising and Graduate Committee Service

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### **Ph.D. Advisor (West Virginia University):**

Samaha Ghani (Expected 2024, Communication Studies)

### **Ph.D. Committee Member (West Virginia University):**

Ayron Walker (2022, Animal and Food Science)

### **M.A. Thesis Adviser (West Virginia University):**

Emilee Austin (2021, Communication Theory and Research)

**M.A. Thesis Committee Member (West Virginia University):**

Kaiyah Clarke (Expected 2023, Journalism)

Jensen Mills (2022, Journalism)

Madeleine Butcher (2021, Communication Theory and Research)

Christiana Robey (2021, Communication Theory and Research)

**WVU Undergraduate Honors Experiential and Community Engaged Learning (EXCEL) Program**

Marleah Knights (B.S. Expected 2023)

**WVU Research Apprenticeship Program**

Emma Schwartzmiller (B.A. Expected 2024; Secondary Mentor)

**Service to the Discipline**

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**Ad Hoc Reviewing***Health Communication**Journal of Health Communication**Journal of Communication in Healthcare**Health Psychology**Social Science and Medicine**Journal of Communication**Communication Reports**Western Journal of Communication**Journal of International Crisis and Risk Communication Research**Kentucky Journal of Health Communication**National Institute for Occupational Health and Safety (External Pre-Review)**National Science Foundation, Decision, Risk and Management Sciences Program***Academic Conference Service**

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|----------------|--|
| 2020           | <b>Panel Chair</b> , <i>Substance Use Prevention in Youth: Promising Approaches</i><br>Kentucky Conference on Health Communication |
| 2020 – Present | <b>Manuscript Reviewer for Annual Convention</b><br>Social Cognition Division, National Communication Association                  |
| 2017 – Present | <b>Manuscript Reviewer for Annual Convention</b><br>Health Communication Division, National Communication Association              |
| 2017 – Present | <b>Manuscript Reviewer for Annual Convention</b><br>Health Communication Division, International Communication Association         |
| 2017           | <b>Manuscript Reviewer for Annual Convention</b><br>Student Section, National Communication Association                            |
| 2017           | <b>Ad hoc Abstract Reviewer</b><br>D.C. Conference on Health Communication   |

## Service to the Department and University

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### *West Virginia University*

|                         |  |
|-------------------------|--|
| Spring 2022             | <b>Communication and Technology Assistant Professor Search Committee Member</b><br>Department of Communication Studies                       |
| Spring 2022             | <b>Mission Hire Search Committee Member</b><br>Department of Communication Studies   |
| Spring 2022 – Present   | <b>Faculty Evaluation Committee</b><br>Department of Communication Studies   |
| Spring 2022 – Present   | <b>Faculty Senator (Eberly College of Arts and Sciences)</b><br>West Virginia University Faculty Senate                                      |
| Fall 2021 – Spring 2022 | <b>Department Chair and Professor Search Committee Member</b><br>Department of Communication Studies   |
| 2021 – Present          | <b>Justice, Equity, Diversity, and Inclusion Committee Co-Chair</b><br>Department of Communication Studies                                   |
| Spring 2021             | <b>Social Media and Communication Technology Visiting Assistant Professor Search Committee Member</b><br>Department of Communication Studies |
| 2020 – 2022             | <b>Graduate Studies Committee Member</b><br>Department of Communication Studies  |
| 2019 – Present          | <b>Eberly College Community Health Collaborative Committee Member</b><br>Eberly College of Arts and Sciences                                 |
| 2019 – Present          | <b>Interprofessional Education Planning Committee Member</b><br>West Virginia University Health Sciences Center                              |
| 2019 – Present          | <b>Certificate in Health Care Studies Communication Studies Representative</b><br>Eberly College of Arts and Science                         |
| 2019 – Present          | <b>Medical Humanities and Health Studies Minor Advisory Committee Member</b><br>Eberly College of Arts and Science                           |
| 2019 – 2020             | <b>Media Management Committee Member</b><br>Department of Communication Studies  |

### *Michigan State University*

|             |  |
|-------------|--|
| 8/16 – 5/18 | <b>Spring Research Colloquium Planner</b><br>Association of Graduate Students in Communication     |
| 8/14 – 5/18 | <b>Graduate Employee Union Representative</b><br>Association of Graduate Students in Communication |

- 8/15 – 5/19      **Undergraduate Curriculum Committee Member**  
Association of Graduate Students in Communication
- 8/14 – 8/17      **Advisor**  
Michigan State University Ballroom Dance Team

## Service to the Community and Other Entities

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### *State of West Virginia*

- 2020 – Present      **Communication Science Subject Matter Expert**  
West Virginia COVID-19 Vaccine Communication Workgroup

### *West Virginia Bureau of Public Health, Division of Health Promotion and Chronic Disease*

- 2020 – Present      **Healthy Equity Subcommittee Chair**  
Celebrating Healthy West Virginia Program Program
- 2020 – Present      **Committee Member**  
West Virginia Health Equity Action Team
- 2020 – Present      **Advisory Member**  
Celebrating Healthy West Virginia Program

### *West Virginia Mountains of Hope Cancer Coalition*

- 2020 – Present      **Non-Voting Committee Member**  
Mountains of Hope Steering Committee
- 2019 – Present      **Non-Voting Committee Member**  
Mountains of Hope Membership Committee

## Invited Talks and Other Presentations

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7. Costello, L. M., Fraustino, J. D., & Totzkay, D. *Tapping into motivations and reducing barriers: Evidenced-based strategies for talking with West Virginians about immunization.* 2022 West Virginia Immunization Summit.
6. Fraustino, J. D., & Totzkay, D. (2022, May). *Effective communication strategies for promoting health equity in a contemporary media and cultural ecosystem.* 2022 Appalachian Health Leadership Summit, Daniels, WV.
5. Fraustino, J. D., Costello, L.M., & Totzkay, D. (2021, July). *WV Statewide Survey: Topline Findings and Recommendations for Messaging about Variants with Parents and Guardians.* Rockefeller Foundation STAT Vaccine Action Network led by Atul Gawande.
4. Fraustino, J. D., Totzkay, D., & Nelson, H. (2021, April). *Data-Driven COVID-19 Vaccine Communication.* Integrate Conference. West Virginia University [online].
5. Totzkay, D. (2021, April). *Communicating about COVID-19 with your communities.* Purdue Extension Health and Human Services Update (online).

4. **Totzkay, D.** (2021, March). *Communicating effectively about COVID-19*. Wayne County Extension, Purdue University.
3. Fraustino, J. D., & **Totzkay, D.** (2021, March). *Risk and crisis communication*. West Virginia University Occupational Medicine Residency Program, Morgantown, WV.
2. Fraustino, J. D., Nelson, H., Costello, L. M., **Totzkay, D.**, Darling, E. (2021, March). *COVID-19 Vaccines: Briefing on Data-Driven Communication in West Virginia*. U.S. Centers for Disease Control and Prevention Vaccine Task Force and the State, Tribal, Local and Territorial Support Task Force.
1. Fraustino, J. D., Nelson, H., Costello, L. M., **Totzkay, D.**, Darling, E. (2021, February). *WV COVID-19 Analysis and Evaluation Briefing*. U.S. Centers for Disease Control and Prevention.
1. **Totzkay, D.**, & Silk, K. J. (2019). *A communication science evaluation of breast density notification laws*. The Breast Cancer and the Environment Research Program (online).

## Non-Academic Writing

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1. Newkirk, C., & **Totzkay, D.** (2017, June 15). Breast cancer and the environment research program. Michigan State University Extension. Retrieved from:  
[http://msue.anr.msu.edu/news/breast\\_cancer\\_and\\_the\\_environment\\_research\\_program](http://msue.anr.msu.edu/news/breast_cancer_and_the_environment_research_program)

## Methods Training and Professional Development

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- |      |  |
|------|--|
| 2020 | <b>Hybrid Teaching Institute</b><br>West Virginia University Teaching and Learning Commons                         |
| 2020 | <b>Latent Growth Curve Modeling</b><br>Figure It Out Statistical Consultancy and Training, University of Sheffield |
| 2019 | <b>Write Winning Grant Proposals</b><br>Grant Writers' Seminars & Workshops  |

### Graduate Methods Coursework

Structural Equation Modeling  
 Regression Analysis  
 Regression Analysis for Categorical Dependent Variables  
 Multivariate Analysis  
 Mediation, Moderation, and Moderated Mediation  
 Multilevel Modeling  
 Quantitative Research Methods in Communication  
 Quantitative Content Analysis  
 Focus Group Design and Moderation  
 Computerized Content Analysis (Text Mining and Analysis)

## Honors and Awards

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- June 2022      **2022 Immunization Innovation Award**  
West Virginia Immunization Network
- September 2021      **Civilian Service Commendation Medal**  
United States Department of the Army
- August 2019      **Extramural Paper of the Month** for *Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model.*  
National Institute of Environmental Health Sciences
- April 2019      **All-University Excellence in Teaching Citation**  
Michigan State University

## Professional Affiliations

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National Communication Association  
International Communication Association  
Society for Health Communication  
Eastern Communication Association  
American Public Health Association