

# Otis LaShaun Owens

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## EDUCATION

### University of South Carolina

*Doctor of Philosophy, Health Promotion, Education, & Behavior*

Columbia, SC

May 2014

### Emory Rollins School of Public Health

*Master of Public, Health Management and Policy*

Atlanta, GA

May 2008

### Case Western Reserve University

*Bachelor of Arts, English*

Cleveland, OH

May 2006

### West Memphis High School

*Diploma*

West Memphis, AR

May 2002

## SUMMARY

Public health trained researcher and educator with nine years of post-master's experience. Conduct research on the development and evaluation of health information technology for enhancing knowledge and doctor-patient communication among minority men regarding prostate cancer screening and treatment. Has worked on numerous interdisciplinary teams at clinical, academic, and government organizations to develop, implement, and/or evaluate evidence-based behavior modification, health education, Federal health, and State insurance (e.g., Medicaid) programs. Experienced at performing qualitative and quantitative data analyses using software which includes but not limited to NVivo and SPSS. An effective oral and written communicator with experience leading interdisciplinary teams and projects, serving as a content developer for technology-based applications such as e-learning courses and kiosks, performing conference and community presentations, focus group facilitation, manuscript and report development, grant writing, and survey development for diverse agencies and audiences.

## WORK EXPERIENCE

### University of South Carolina, College of Social Work

*Assistant Professor*

Columbia, SC

09/13 – Present

- Serve as the director for the Healthy Aging Research and Technology (HART) Lab, the Associate Director for Strategy and Innovation for the SmartHOME Initiative, and the Entrepreneurism Liaison for the College of Social Work.

### University of South Carolina, Department of Journalism and Mass Communications/Department of Health Promotion Education and Behavior

*Project Coordinator*

Columbia, SC

09/13 – Present

- Serve as the project coordinator for a mixed-methods study funded by the Knight Foundation (PI: A. Tanner; Co-PI: D.B. Friedman) to assess the current knowledge, perceptions, and communication sources and needs regarding the Affordable Care Act among adult South Carolinians.
- Manage all quantitative aspects of the study including co-developing and pre-testing surveys, performing data analysis, reporting key findings to the research team and co-publishing the results through peer-reviewed journals.
- Supervise undergraduate and graduate students who assist with the implementation of project aims and objectives.

### University of South Carolina, Department of Health Promotion, Education, and Behavior and Cancer Prevention and Control Program

*Co-Project Coordinator/Graduate Researcher*

Columbia, SC

08/11 – Present

- Plan and implement qualitative and quantitative data collection, analysis, and manuscript development for a National Cancer Institute funded prostate cancer education project with 200 enrolled participants (Research Grant: U54 CA153461; PI: Hébert; Project Leader: Friedman).

### University of South Carolina, Department of Health Promotion, Education, and Behavior

*Teaching Assistant/Consumer Health*

Columbia, SC

08/10 – 12/10

- Coordinated the collection of assignments and other course related data.
- Assisted course instructor with the development and administration of exams.

## RESEARCH AREAS

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- Health and Cancer Communications with Diverse Populations
- Technology for Health Promotion and Informed-Decision Making in Aging Adults
- Smart and Connected Health

## PEER REVIEWED PUBLICATIONS

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1. Friedman, D.B., Johnson, K., **Owens, O.L.**, Thomas, T., Gansauer, L., Dawkins, D., Bartelt S., Talley, J., Waddell, N., Bearden, J., & Hebert, J.R. (2012). Developing partnerships and recruiting dyads for a prostate cancer informed decision making program: Lessons learned from a community-academic-clinical team. *Journal of Cancer Education*, 27(2), 243-249.
  2. Friedman, D.B., Thomas, T., **Owens, O.L.**, & Hebert, J.R. (2012). It takes two to talk about prostate cancer: A qualitative assessment of African American men's and women's cancer communication practices and recommendations. *American Journal of Men's Health*, 6(6), 472-484.
  3. Thomas, T., **Owens O.L.**, Torres, M., Friedman, D.B., & Hebert, J.R. (2013). Written and spoken narratives about health and cancer decision making: a novel application of Photovoice. *Health Promotion Practice*. 14(6), 833-840.
  4. **Owens O.L.**, Jackson, D., Thomas, T., Friedman, D.B., & Hebert, J.R. (2013) African-American men's and women's perceptions of clinical trials research: Focusing on prostate cancer among a high-risk population in the south. *Journal of Health Care for the Poor and Underserved*, 24(4), 1784-1800.
  5. Friedman, D.B., **Owens, O.L.**, Johnson, K., Jackson, D.D., Gansauer, L., Dickey, J., Miller, R., Payne, J., Bearden, J., & Hebert, J.R. (2014). Partnering to reduce cancer disparities: An evaluation of a community-academic-clinical partnership to reduce prostate cancer disparities in the South. *Journal of Cancer Education*, 29(1): 80–85.
  6. Jackson, D.D., **Owens, O.L.**, Friedman, D.B., Hebert, J.R. (2014). An intergenerational approach to prostate cancer education: Findings from a pilot project in the Southeastern USA. *Journal of Cancer Education*, 29(4):649-56. \*Analyzed data and reported results, contributed to the discussion.\*
  7. **Owens O.L.**, Jackson D., Thomas, T., Friedman, D.B., & Hebert, J.R. (2015). Prostate Cancer Knowledge and Decision Making Among African-American Men and Women in the Southeastern United States. 14(1):55-57.
  8. **Owens, O.L.**, Friedman, D.B., Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. (2015). An Iterative Process for Developing and Evaluating a Digital Prostate Cancer Decision Aid for African-American Men. *Health Promotion Practice*, 16(5):642-55.
  9. **Owens, O.L.**, Friedman, D.B., Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. (2015) [Epub ahead of print]. Digital Solutions for Informed Decision Making: An Academic-Community Partnership for the Development of a Prostate Cancer Decision Aid for African-American Men. *American Journal of Men's Health*.
  10. **Owens, O.L.** Principles for Developing Digital Health Interventions for Prostate Cancer: A Community-Based Design Approach with African American Men. 17th International Conference on Human-Computer Interaction, HCI International 2015, August 2-7, 2015. \*
  11. Tanner, A., **Owens, O.L.**, Sisson, D., Kornegay, V., Bergeron, C.D., Friedman, D.B., Weis, M., Patterson, L., & Windham, T. 2015. Dodging the debate and dealing with the facts: Using research and the public library to promote understanding of the Affordable Care Act. *The Library Quarterly*, 86(2) 172-192.
  12. Jackson, D.D., **Owens, O.L.**, Friedman, D.B., & Dubose-Morris, R. (2015). Innovative and community-guided evaluation and dissemination of a prostate cancer education program for African-American men and women. *Journal of Cancer Education*, 30(4), 779-785.
  13. Bergeron, C. D., Friedman, D. B., Sisson, D. C., Tanner, A., Kornegay, V. L., **Owens, O. L.**, ... & Patterson, L. L. (2016). Awareness, Perceptions, and Communication Needs About the Affordable Care Act Across the Life Span. *American Journal of Health Education*, 47(2), 108-116.
  14. **Owens, O.L.**, Friedman, D.B., & Hebert, J.R. (2017, E-pub released in 2016). Building an evidence base for promoting informed prostate cancer screening decisions: An overview of a cancer prevention and control program. *Ethnicity & Disease*, 27(1), 55-62.
  15. **Owens, O.L.**, Friedman, D.B., Hebert, J.R. Recruitment of African-American Men for a Prostate Cancer Education Program: Strategies and Future Recommendations. (In Press). *Urologic Nursing Journal*. **Owens, O.L.**, Beer, J.M., Revels, A., Levkoff, S. Feasibility of Using Video Diary Methodology to Investigate Aging in Place among Older African Americans Living Alone. (In Press). *Qualitative Social Work*
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## PRESENTATIONS

### Invited Presentations at Professional Meetings

1. Owens, O.L., ThinkSMART-E: Cultivating a Culture of Interdisciplinary Entrepreneurship. Faber Entrepreneurship Center: Harmonizing Meeting. UofSC, Columbia, SC. January 20, 2017.
2. Beer, J.M., Levkoff, S., Owens, O.L., SmartHOME: A Center for Economic Excellence. Aging Research Day. MUSC. Charleston, SC, February 27, 2016. Owens, O.L. The Development and Delivery of Digital Interventions for Cancer Prevention: An Academic-Community Collaboration Sumter Area Social Workers Conference. Sumter, SC, March 27, 2015.
3. Beer, J.M., Owens, O.L., Levkoff, S. SmartHOME: A Research Program for Helping Older Adults Age in Place. 2015 Aging Research Day. Clemson University. Clemson, SC, March 15, 2015.
4. Owens, O.L., Digital Using E-health for Informed Prostate Cancer Screening Decisions. Congree Medical, Dental, Pharmaceutical Association. Monthly Meeting. Columbia, SC March 13, 2015.
5. Owens, O.L., ThinkSMART-E: Cultivating a Culture of Interdisciplinary Entrepreneurship. Faber Entrepreneurship Center: Harmonizing Meeting. UofSC, Columbia, SC. January 20, 2017.

### Contributed Presentations

6. Owens, O.L., Friedman, D.B., Hebert, J.R. Recruitment of African-American men for the evaluation of a computerized, community-based prostate cancer education program: Barriers and opportunities. 144th Annual Meeting of the American Public Health Association, Denver, CO., October 29-November 2nd, 2016.
7. Owens, O.L., Friedman, D.B., Hebert, J.R. Barriers and Opportunities for Recruiting African Americans for Prostate Cancer Research. 9th Annual James E. Clyburn Health Disparities Lecture University of South Carolina, Columbia, SC. April, 2016.
8. Owens, O.L., Friedman, D.B., Brandt, H.M., Bernhardt, J.M., Hebert, J.R. An Academic Community Partnership to Explore E-Health Solutions for Informed Prostate Cancer Screening Decisions. 143rd Annual Meeting of the American Public Health Association, Chicago, IL, October 31-November 4th 2015 (Oral Session).
9. McDonnell, K.K., Messias, D.K.H., Friedman, D.B., Heiney, S., & Owens, O. L. Living with lung cancer: Receptivity and preferences for risk-reducing behavior among African American families. Sigma Theta Tau International's 26th International Nursing Research Congress, San Juan, Puerto Rico, July 23-27, 2015 (Oral Session).
10. Owens, O.L., Sisson, D.C., Bergeron, C.D., Friedman, D.B., Tanner, A., Kornegay, V., Weis, M.A., Windham, T., Patterson, L. Assessing community members' knowledge and sources of information about the Affordable Care Act: a telephone survey. 142<sup>nd</sup> Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014. (Oral Session).
11. Bergeron, C.D., Sisson, D.C., Owens, O.L., Friedman, D.B., Tanner, A., Weis, M.A., Kornegay, V., Windham, T., Patterson, L. Knowledge, Benefits, and Concerns about the Affordable Care Act Across the Lifespan. 142<sup>nd</sup> Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014. (Oral Session).
12. Sisson, D.C., Owens, O.L., Bergeron, C.D., Friedman, D.B., Tanner, A., Kornegay, V., Weis, M.A., Windham, T., Patterson, L. Establishing innovative partnerships for effective communication about the Affordable Care Act: the use of community forums. 142<sup>nd</sup> Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014. (Oral Session).
13. Tanner, A., Owens, O.L., Sisson, D., Kornegay, V., Bergeron, C.D., Friedman, D.B., Weis, M., Patterson, L., & Windham, T. Dodging the debate and dealing the facts: Using research and community partnerships to promote understanding of the Affordable Care Act. 97th Annual Conference of the Association for Education in Journalism and Mass Communication. Montreal, Canada, August 6-9, 2014. (Oral Presentation in Top Paper Panel – Winner of First Place Faculty Paper in ComSHER Division).
14. Bergeron, C.D., Sisson, D.C., Owens, O.L., Friedman, D.B., Tanner, A., Weis, M.A., Kornegay, V., Windham, T., Patterson, L. Knowledge, benefits, and concerns about the Affordable Care Act among individuals of all ages. Graduate Student Day, USC. Columbia, SC, April 11, 2014. (Oral Session).
15. Owens, O.L., Sisson, D.C. Affordable Care Act (ACA) in Richland County: knowledge, perceptions, & ACA information sources. Science and Health Communication Student Symposium, USC, March 25, 2014. (Oral Session).
16. Owens, O.L., Friedman, D.B., Brandt, H.M., Bernhardt, J.M., Hebert, J.R. Developing and evaluating an avatar-led decision aid for facilitating informed prostate cancer screening decisions among African-American men. Graduate Student Day, USC. Columbia, SC, April 11, 2014 (3-Minute, Oral Competition).
17. Sisson, D.C., Owens, O.L., Bergeron, C.D., Friedman, D.B., Tanner, A., Kornegay, V., Weis, M.A., Windham, T., Patterson, L. Affordable Care Act: effective communication through innovative partnerships & community forums. Graduate Student Day, USC. Columbia, SC, April 11, 2014 (Poster Session).
18. Owens, O.L., Friedman, D.B., Brandt, H.M., Bernhardt, J.M., Hebert, J.R. Informed decision making in a new age: Technology use in informing older southern African-American men about prostate cancer screening. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013, (Oral Session).
19. Owens, O.L., Thomas, T., James, C., Williams, A., Friedman, D.B., Ureda, J., Johnson, K., Dickey, J., Miller, R., Lovett, S., Gaunsauer, L., Bearden J., Hebert, J.R. African American men and informed prostate cancer-related decision making:

- Developing valid measures. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013, (Oral Session).
20. Jackson, D.D., Owens, O.L., Thomas, T.L., Friedman, D.B., & Hebert, J.R. A comprehensive, mixed methods assessment of African-American men's and women's health and cancer decision making. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).
  21. Owens, O.L., Friedman, D.B., Jackson, D.D., & Hebert, J.R. Promoting the role of cancer research with an African-American faith-based community: A focus on prostate cancer. National Cancer Institute's Center to Reduce Cancer Health Disparities Community Networks Program Centers (CNPC) Annual Program Meeting, Bethesda, MD, June 10-11, 2013 (Poster and Oral Presentations).
  22. Owens, O.L., Friedman, D.B., Brandt, H.M., Hebert, J.R. Study of African-American men's health information technology use and prostate screening behavior: Towards a digital approach to informed decision making." Graduate Student Day, USC. Columbia, SC, April 12, 2013 (Poster Session). \* Recipient of first place in health promotion and policy subsection.
  23. Owens, O.L., Friedman, D.B., Brandt, H.M., Hebert, J.R. Bernhardt, J.B. Digital health solutions for promoting informed decision making about prostate cancer screening among African-American men." Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, SC. April 5, 2013 (Poster Session).
  24. Owens, O.L., Friedman, D.B., Brandt, H.M., Hebert, J.R. Informed decision making in the digital age: a study of African-American men's health information technology use and prostate cancer screening behavior. Digital Health Communications Extravaganza, Orlando, FL, February 20-22, 2013 (Poster Session).
  25. Owens O.L., Jackson D., Thomas T., Friedman DB., Hebert, JR. Perceptions and barriers to clinical trials participation among African-American men and women in a faith-based community in the south. 140th Annual Meeting of the American Public Health Association, San Francisco, CA, November 2-6, 2012, (Oral Session).
  26. Thomas, T., Owens, O.L., Tanner, A. Content analysis of prostate cancer information on YouTube. 140th Annual Meeting of the American Public Health Association, San Francisco, CA, November 2-6, 2012, (Oral Session).
  27. Owens, O.L., Friedman, D.B., Johnson, K.M., Thomas, T.L., Dawkins, D.S., Gansauer, L., Bartelt S., Waddell, N.M., Talley, J., Bearden, J.D. III, & Hebert, J.R. Improving health communication and marketing practices for recruiting dyads in an African-American, faith-based community: lessons learned from a community-academic-clinical team. 6th Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 7-9, 2012 (Poster Session).
  28. Thomas, T., Owens, O.L., Friedman D.B., Torres M.E., & Hebert, JR. Written and spoken narratives about health and cancer decision making among African Americans: A community Photovoice project. Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, SC. April 29, 2012 (Poster Session).
  29. \*Recipient of 3rd place award for poster session competition.
  30. Owens, O.L., & Thomas, T. Content analysis of prostate cancer information on YouTube. Graduate Student Day, USC. Columbia, SC, March 27, 2012 (Poster Session). \*Honorable Mention
  31. Owens, O.L., Thomas, T., Friedman, D.B., & Torres, M.E. Enhancing innovative health communication methodologies using traditional technology. Digital Health Communications Extravaganza, Orlando, FL, February 15-17, 2012 (Poster Session). \*Selected to pilot 1 of 2 digital posters.
  32. Owens, O.L., Thomas, T., Friedman, D.B., & Hebert, J.R. New strategies for prostate cancer communications within African-American communities: Reducing information access disparities. Joint conference of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Oral Session).
  33. Thomas, T., Owens, O.L., Friedman, D.B., Johnson, K.M., Dawkins, D.S., Bartelt, S., Gansauer, L., Bearden, J.D., & Hebert, J.R. African-American men's and women's knowledge, perceptions, and barriers to communicating about prostate cancer: A family-centered qualitative study. Joint conference of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Poster Session). \*Recipient of 3<sup>rd</sup> place award for poster session competition.
  34. Friedman D.B., Thomas, T., Owens, O.L., Johnson, K.M., Dawkins, D.S., Bartelt, S., Gansauer, L., Talley, J., Waddell, N.M., Bearden, J.D., & Hebert, J.R. To screen or not to screen: African-American men's and women's suggestions for how to motivate men to talk to their doctors about prostate cancer. Joint conference of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Oral Session).
  35. Owens, O.L., Thomas, T., Friedman, D.B., & Hebert, J.R. Discovering new strategies for delivering prostate cancer information in a faith-based African-American community. Health Equity in the 21st Century: Saving the Next Generation – Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, SC, April 29, 2011 (Poster Session). \*Recipient of 1st place award for poster session competition.
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## **CURRENT SUPPORT**

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- Geographical Management of Cancer Health Disparities Program (NCI) 07/01/2017 – 06/30/2018  
“Effect of Emotion on Prostate Cancer Treatment Decision Making”  
The goal of this project is to goal of this study is to learn more about the role of emotion in decisions about prostate cancer treatment.  
PI: O.L. Owens, MPH, PhD
- Bristol Myers Squibb Foudation 12/01/2016 – 12/01/2018  
“An mHealth Mindfulness-based Approach to Multiple Behavior Change and Symptom Management for Individuals Facing Lung Cancer”  
PI: Karen McDonnell, PhD  
Co: Investigator: O.L. Owens, MPH, PhD  
The purpose of this project is to conduct research towards the development of a mobile app that utilizes culturally-appropriate, mindfulness-based strategies to alleviate the symptoms associated with lung cancer.
- National Institutes for Health, National Institute for Aging (R25) 09/01/2015 – 09/01/2020  
“Advancing Diversity in Aging Research”  
The goal of this project is to establish the South Carolina Advancing Diversity in Aging Research undergraduate program.  
PI: Sue Levkoff,  
Co: Investigator: O.L. Owens, MPH, PhD