

Rosemary Avery

Web Bio

Information

Biography

Biographical Statement

Dr. Avery received her Bachelor of Science degree from the University of Stellenbosch in South Africa in 1971, her Honors in Science degree from the University of Pretoria in South Africa in 1982, and her Master's of Science (1984) and Ph.D. degrees (1988) in Family Resource Management from The Ohio State University. Dr. Avery joined the Cornell University faculty as an Assistant Professor in the Department of Consumer Economics and Housing in 1988. She was promoted to Associate Professor with tenure in the department of Policy Analysis and Management in 1994, and to the rank of Professor in 2000. She currently serves as Chairperson of the Department of Policy Analysis and Management.

Her professional career has focused on child welfare policy as it relates to the impact of public policy on the experience of children in the foster care system. Her most recent work focuses on the regulation of pharmaceutical advertising and the impact of commercial messages and public service messages on the health-related behavior of individuals. She has been the co-recipient of three federal grants to support her research in this area.

Dr. Avery has been the recipient of several awards for both her teaching and scholarship. She was awarded the prestigious Carpenter Award for Advising in 2007, a Weiss Presidential Fellowship in 2001, she has received a Merrill Presidential Teacher Recognition Award eleven times, and was the recipient of the SUNY Chancellor's Award for Excellence in Teaching in 1998 and service excellence in 2014. In 2000 Dr. Avery was recognized by a leading consumer policy association in the U.S. (the American Council on Consumer Interests) as the outstanding mid-career professional. She has served as a Board Member for three national policy associations, and serves as a reviewer for several leading academic journals.

At the University level Dr. Avery served on the Cornell University Board of Trustees 2008-2012 as a Faculty Trustee and serves on several leading university committees, including on the steering committee for Cornell's Sesquicentennial Celebrations. Furthermore, she serves the Cornell undergraduate community as a Dining Discussion Faculty Fellow, as a Faculty Fellow in the Mews Residence Hall, as Faculty Advisor to several student organizations, and as Faculty Academic Advisor to the Cornell Varsity Men's Football and Men's Lacrosse teams.

Department Website Summary

Teaching

Teaching and Advising Statement

Dr. Avery teaches the introductory course to the PAM major, *PAM 2300 Introduction to Policy Analysis*. She also has taught the senior seminar for the PAM honors students, *PAM 4980 Honors Seminar*.

As part of the PAM 2300 teaching effort, Dr. Avery offers a year-long teaching apprenticeship course in which students learn to prepare lesson plans, practice classroom teaching, and undertake background research for class presentations.

In addition to her teaching Dr. Avery leads the undergraduate PhADS lab, a research laboratory that trains undergraduates in data entry, data management, and high-level statistical skills. Students in this lab often write honors theses and journal articles with faculty.

Professional

Current Professional Activities

Dr. Avery's current projects in regulatory policy focus on the impact of: OTC weightloss advertising on dieting, exercise, and consumption of OTC weightloss products; Rx STATIN drug advertising on screening and statin drug use; anti-tobacco and anti-alcohol PSAs on state-based smoking and DUI rates; cigarette warning labels; and the impact of advertising for sugar-sweetened beverages, cereals, and candy on consumption and obesity rates.

Research

Current Research Activities

Dr. Avery's work in family policy focuses on the impact of print and television advertising for pharmaceutical products on consumers' health-related behavior, particularly the impact of tobacco and nicotine replacement therapy products on smoking cessation behavior, the impact of antidepressant advertising on antidepressant product use, and the impact of weight loss product advertising on diet, exercise, and weight loss product use. She is currently working on a project examining advertising for sugar-sweetened beverages, cereals, candy, and fast-food restaurants on consumption.

Extension

Current Extension Activities

Education

Education

Bachelor of Science - Home Economics, University of Stellenbosch, South Africa, 1971

Honors in Science - Home Economics, University of Pretoria, South Africa, 1982

M.S. Family Resource Management, The Ohio State University, 1984

Ph.D. Family Resource Management, The Ohio State University, 1988

Courses

Courses Taught

PAM 2300 Introduction to Policy Analysis

Websites

Related Websites

Course websites:

Introduction to Policy Analysis: <http://courses2.cit.cornell.edu/pam2300/>

Administration

Administrative Responsibilities

Dr. Avery currently serves as Chairperson of the Department of Policy Analysis and Management in the College of Human Ecology.

Publications

Selected Publications

Niederdeppe, J., Avery, R.J., Bryne, S., & Sia, T. (forthcoming). Variation in State Use of Anti-Tobacco Message Themes Predicts Youth Smoking Prevalence in the United States: 1999-2005. *Tobacco Control*

Niederdeppe, J., Bryne, S., Avery, R., & Cantor, J. (2013). Exposure to

direct-to-consumer pharmaceutical advertising, diagnosis with high cholesterol, and statin use. *Journal of General Internal Medicine*, 28(7), 886-893.

Byrne, S., Niederdeppe, J., Avery, R., & Cantor, J. (2013). When diet and exercise are not enough: An examination of lifestyle change inefficacy claims in direct-to-consumer advertising. *Health Communication*, 28(8), 800-813.

Avery, R. J., Cawley, J., & Eisenberg, M. (2013). Raising Red Flags: The Change in Deceptive Advertising of Weight Loss Products After the Federal Trade Commission's 2003 Red Flag Initiative. *Journal of Public Policy and Marketing*, 23(1), 129-139.

Avery, R. J., Simon, K., & Eisenberg, M. (2013). The Impact of Direct to Consumer Print and Television Advertising on Antidepressant Use. *Journal of Health Economics*, 31(5):705-18.

Byrne, S., Guillory, J., Mathios, A., Avery, R. & Hart, P. S. (2013). The unintended consequences of disclosure: Explicit sponsor identification and the cognitive processing of smoking cessation ads. *Journal of Health Communication*, 17(10): 1119-37.

Avery, Rosemary J., Eisenberg, Matthew, Simons, Kosali (2012). Fair balance in DTC antidepressants magazine and television advertising 1995-2007. *Journal of Health Communication*, 17(3): 250-77.

Avery, R. J. (2011). The Potential Contribution of Mentor Programs to Relational Permanency for Youth Aging Out of Foster Care. *Child Welfare*. 2011: 90(3):9-26.

Avery, R. J. (2010). An Examination of Theory and Promising Practice for Achieving Permanency for Teens Before They Age Out of Foster Care. *Children and Youth Services Review*, 32(3), 399-408.