

Name: LEE JEONG KYU

Current Positions:

Assistant Professor of Health Promotion, The University of Oklahoma, Norman, OK, USA
Faculty Affiliate, TSET Health Promotion Research Center, The University of Oklahoma Health Sciences Center, Oklahoma City, OK, USA
Visiting Senior Research Fellow, Saw Swee Hock School of Public Health, National University of Singapore, Singapore

Contact Details:

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Academic Qualifications:

PhD, Department of Communication Arts and Sciences, Pennsylvania State University, USA
MA, College of Communication Arts and Sciences, Michigan State University, USA
BSc, School of Business, Hanyang University, Seoul, South Korea

Previous Positions Held:

Assistant Professor (Behavioural Sciences), National University of Singapore, Singapore 2017-2022
Research Fellow (Social Methods), University of Queensland, Australia 2015-2016
Research Fellow (Health Behaviours and Lifestyles), University of Wollongong, Australia 2013-2015

Research Interests:

Health Communication and Promotion; Health Disparities; Tobacco Control; Cancer Prevention;
Social Capital and Social Networks; Program and Policy Evaluation

Recent Publications:

1. Goh SA, **Lee JK***, She WY, Ho EQY, Hartman M, Chou C, & Wong ML (2022). Multi-level determinants of breast cancer screening among Malay-Muslim women in Singapore: A sequential mixed-methods study. *BMC Women's Health*, 22, 383. *Co-first author.
2. Feng Z, Tan CS, & **Lee JK*** (2022). Determinants of hardcore smoking in a multi-ethnic study of cigarette smokers in Singapore. *Journal of Psychoactive Drugs*. 14, 1-11. *Corresponding author.
3. **Lee JK** & Hecht ML (2022). Measurement: Indicators for monitoring and evaluation of social marketing campaigns. In *The Palgrave Encyclopedia of Social Marketing*. Online ahead of print.
4. van der Eijk Y, Lin L, Gao O, Teo M, Subramaniam M, **Lee JK** (2022). "The menthol one is more friendly": Young Singaporeans' perspectives on flavored cigarettes. *Asia Pacific Journal of Public Health*. 34(2-3), 236-243.
5. **Lee JK**, Lin L, & Kang H (2021). The influence of normative perceptions on the uptake of the COVID-19 TraceTogether digital contact tracing system: Cross-sectional study. *JMIR Public Health and Surveillance*. 7(11), e30462.
6. Wu XV, Chi Y, **Lee JK**, Goh HS, Chen D, Gorill H, Chao F, & Klainin-Yobas P (2021). Systematic review and meta-analysis on dance intervention for older adults with mild cognitive impairment in cognition, neuroplasticity, physical function, depression and quality of life. *International Journal of Nursing Studies*. 122, 104025.
7. Lin L, Ling KW, Huang Q, & **Lee JK*** (2021). Breast cancer information behaviors and information needs among Singaporean women: A qualitative study. *Asian Pacific Journal of Cancer Prevention*. 22(6), 1767-1774. *Corresponding author.
8. van der Eijk Y, Ng XY, & **Lee JK** (2021). Cross-sectional survey of flavoured cigarette use among adult smokers in Singapore. *Tobacco Induced Diseases*. 19(June), 42.
9. Han M, Tan XY, Lee R, **Lee JK**, & Mahendran R (2021). Impact of social media on health-related outcomes among older adults in Singapore. *JMIR Aging*. 4, e23826.
10. Tan C, Lin L, Lim M, Kun OS, Wong ML, & **Lee JK** (2020). Tobacco use patterns and attitudes in Singapore young male adults serving military national service: A qualitative study. *BMJ Open*, 10, e039367.

11. **Lee JK**, Lin L, & Wu XV (2020). Social capital and health communication in Singapore: An examination of the relationships between community participation, perceived neighborliness and health communication behaviors. *Journal of Health Communication*, 25(4), 323-332.
12. Lee R, Yu J, Rawtaer I, Allen PF, Bao Z, Feng L, **Lee JK**, et al (2020). CHI study: Protocol for an observational cohort study on ageing and mental health in community-dwelling older adults. *BMJ Open*, e035003.
13. **Lee JK**, Lin L, & Magee CM (2020). Investigating the relationships between social capital, chronic health conditions and health status among Australian adults. *BMC Public Health*. 20, 329.

Honors and Awards:

- JFC Article of the Year Award in Family Communication. 104th Annual Meeting of the National Communication Association (NCA), USA
- Honorable Mention Poster. 2012 ECPN Poster Contest at the Annual Meeting of the Society for Prevention Research (SPR), USA
- Top Paper Award in Applied Communication. 97th Annual Meeting of the National Communication Association (NCA), USA
- Postdoctoral Research Fellowship in Tobacco Control Research. ClearWay Minnesota, USA
- Edwin Erle Sparks Graduate Fellowship. Pennsylvania State University, USA

Courses Taught:

Postgraduate Level

- HES 5523 Health Promotion Strategy (Role: Instructor and Liaison): Graduate Course. Department of Health and Exercise Science, University of Oklahoma, USA.
- SPH 6006 Advanced Health Behaviour and Communication (Role: Coordinator and Lecturer): PhD Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore
- SPH 5003 Health Behaviour and Communication (Role: Coordinator and Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore
- SPH 5501 Public Health Communication (Role: Coordinator and Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore
- SPH 5405 Introduction of Health Services Research (Role: Lecturer): Master of Public Health (MPH) Course. Saw Swee Hock School of Public Health, National University of Singapore, Singapore
- MCI 5009 Introduction to Health Services Research (Role: Lecturer): Master of Clinical Investigation (MCI) Course. Yong Loo Lin School of Medicine, National University of Singapore, Singapore
- CHIP 912 Advanced Studies in Behaviour Change (Role: Coordinator and Lecturer): Postgraduate Course. School of Health and Society, University of Wollongong, Australia

Undergraduate Level

- HES 3513 Health Promotion Program Planning (Role: Instructor and Liaison): Undergraduate Course. Department of Health and Exercise Science, University of Oklahoma, USA.
- SPH 3501 Introduction to Public Health Communication (Role: Lecturer): Undergraduate Course (Public Health Minor). Saw Swee Hock School of Public Health, National University of Singapore, Singapore
- MD 3140 Community Health Project (Role: Lecturer and Supervisor): Undergraduate Course. Yong Loo Lin School of Medicine, National University of Singapore, Singapore
- CS 4264 Network Perspectives on Information, Communication and Media (Role: Coordinator and Lecturer): Undergraduate Course. Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

Memberships of Scientific Societies and Commissions of Trust

- Editorial Board Member, Journal of Health Communication
- Member, National Communication Association
- Member, Society for Research on Nicotine and Tobacco