

## **SPEAKER BIOGRAPHIES**

### **Cheryl G. Heaton, DrPH**

Dr. Cheryl Heaton is the founding President and Chief Executive Officer of Legacy. During her tenure, Dr. Heaton has worked tirelessly to further the foundation's ambitious mission: to build a world where young people reject tobacco and anyone can quit. A former smoker who lost her mother and several close family members to tobacco-related disease, she has guided the highly acclaimed national youth tobacco prevention counter-marketing campaign, truth®, which has been credited in part with reducing youth smoking prevalence to near record lows. Under her leadership, Legacy, which is dedicated to evidence-based public health strategies that work, has undertaken numerous other public education campaigns, research, technical assistance, and a broad program of grant-making.

Dr. Heaton has led grant-funded projects for the Centers for Disease Control and Prevention (CDC) to study the effects of marketing and counter-marketing on youth tobacco use; developed a series of prevention partnerships linking public health researchers with New York State tobacco-health policymakers; evaluated intervention programs for the state's largest youth tobacco prevention program; and worked at Columbia University to bring an interdisciplinary approach to tobacco control and prevention, developing innovative grants that link academic researchers to public health practitioners.

Prior to joining Legacy, Dr. Heaton served as the Chair of the Division of Sociomedical Sciences and Associate Dean for Program Development at Columbia University's Joseph L. Mailman School of Public Health. Over thirty years, Dr. Heaton served in a variety of administrative and faculty roles at the medical center and in public health, including founder of the Center for Applied Public Health at Columbia University and Associate Dean of the Medical School.

With more than 25 years' experience, Dr. Heaton has served on several boards, and a vast array of national, state, and local conferences, committees, and task forces for public health and policy issues. Dr. Heaton currently is writing a book on the topic of women and smoking with common sense strategies to increase successful quit attempts. Dr. Heaton is a thought-provoking public speaker and has given a multitude of presentations around the world. Considered bold, inspirational, and humorous, she is a frequent commentator on national and local broadcasts and print news coverage of tobacco control issues, appearing on ABC's "Good Morning America"; CNN's "Larry King Live"; NBC's "Today"; MSNBC's "Hardball with Chris Matthews"; National Public Radio, and more.

Dr. Heaton earned her doctorate degree from Columbia University's School of Public Health (with distinction) and her master's degree in public administration, health policy and planning from New York University.

## **Varda Shoham, PhD**

Dr. Varda Shoham is Senior Advisor for Translational Research in the Division of Adult Translational Research and Treatment Development at the National Institute of Mental Health (NIMH). Prior to accepting her current position, she served for two years as Special Assistant to the NIMH Director. Funded by the NIMH, the National Institute on Drug Abuse, and the National Institute of Alcoholism and Alcohol Abuse, Dr. Shoham's prior research focused on how and for whom certain psychosocial treatments work, testing hypotheses derived from basic psychological theories of problem maintenance and change.

Before joining NIMH, Dr. Shoham was Professor of Psychology and Director of Clinical Training at the University of Arizona. She also served as President of the Academy of Psychological Clinical Science and of the Society for the Science of Clinical Psychology. Earlier in her career, Dr. Shoham was a member of the NIMH Treatment Assessment review group and the original American Psychological Association Task Force on empirically supported behavioral treatments.

With colleagues at the University of Arizona, she developed and tested a couple-level smoking cessation intervention for men and women who continue to smoke despite having heart or lung disease. This family consultation (FAMCON) model seems to be especially beneficial for women whose partners also smoke. Her publications have appeared in top-tier journals, such as the *Journal of Consulting and Clinical Psychology*, *Journal of Abnormal Psychology*, *Clinical Psychological Science*, and *Psychological Science in the Public Interest*.

Dr. Shoham received her PhD in clinical psychology from Tel-Aviv University, Israel. She completed post-doctoral training at Harvard University.

## **William Lawson, MD, PhD, DLFAPA**

Dr. Lawson is currently Professor and Chairman of the Department of Psychiatry and Behavioral Sciences at Howard University Health Sciences. He also is a professor on the graduate faculties of psychology and pharmacology. Dr. Lawson has a long-standing concern about ethnic disparities in mental health treatment and has been an outspoken advocate for access to services for the severely mentally ill. He has published numerous publications involving severe mental illness and its relationship to psychopharmacology, substance abuse, and racial and ethnic issues. Dr. Lawson currently is directing a \$6.5 million contract with the National Institute of Mental Health intramural program to research mood and anxiety disorders in African Americans and other ethnic minorities.

The past Chair of the Section of Psychiatry and Behavioral Sciences of the National Medical Association and past president of the Black Psychiatrists of America, Dr. Lawson has received state, federal, and foundation support for pharmacological research and to develop new and effective treatments. He currently serves on the Scientific Advisory Boards of the National Alliance for the Mentally Ill and the Depression and Bipolar Support Alliance. Dr. Lawson has received numerous awards, including the Andrea Delgado Honoree and Lecturer for the Black Psychiatrists of America, the Jeanne Spurlock Award from the American Psychiatric Association, and the E.Y. Williams Clinical Scholar of Distinction Award from the Psychiatry and Behavioral Sciences Section of the National Medical Association. Dr. Lawson also was named as one of "America's Leading Black Doctors" by Black Enterprise Magazine.

Dr. Lawson received his bachelor's degree from Howard University. He received his master's degree from the University of Virginia, and his PhD in psychology from the University of New Hampshire. Dr. Lawson received his medical degree from the University of Chicago, and completed his residency at Stanford University Medical Center. He completed a fellowship in clinical psychopharmacology at the National Institute of Mental Health intramural program.

### **Jill M. Williams, MD**

Dr. Jill Williams is Professor of Psychiatry and Director of the Division of Addiction Psychiatry at the University of Medicine and Dentistry of New Jersey (UMDNJ)-Robert Wood Johnson Medical School in New Brunswick. She also holds faculty appointments at the Cancer Institute of New Jersey, and is affiliated with the UMDNJ-Tobacco Dependence Program and Rutgers Center for Alcohol Studies. The focus of Dr. Williams' work has been in addressing tobacco in individuals with mental illness.

Dr. Williams has developed training curricula for behavioral health professionals and manualized treatments for treating tobacco in mental health settings. She co-founded The CHOICES (Consumers Helping Others Improve their Condition by Ending Smoking) Program, which has won numerous awards for innovative programming. Dr. Williams has received research funding from the National Institutes on Drug Abuse, National Institute of Mental Health, and American Legacy Foundation, among others. Dr. Williams is a member of the Association for the Treatment of Tobacco Use and Dependence, the American Psychiatric Association, the Society for Research on Nicotine and Tobacco, and the American Association of Community Psychiatrists. Her publications have appeared in numerous journals, including *Nicotine and Tobacco Research*, *the Journal of the American Medical Association*, and *the Journal of Substance Abuse Treatment*.

Dr. Williams received her medical degree from UMDNJ-Robert Wood Johnson Medical School. She completed her residency training at Duke University Medical Center and also completed a fellowship in Addiction Psychiatry at UMDNJ-Robert Wood Johnson Medical School.