

Robert Alexander, PhD, MPH

Senior Director, Public Health Research and Evaluation

Quick Facts

- ✓ 20+ years of experience in research and evaluation for various public health programs
- ✓ Serves as a member of Karna’s senior leadership team, overseeing the portfolio of research, evaluation and data management and analytics contracts



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“ I seek to give back and have impact... I chose a career in public health to make contributions that can have large-scale impact on the health and behaviors of our nation and communities. ”

Dr. Robert Alexander is the Senior Director of Public Health Research and Evaluation at Karna, LLC, and oversees the portfolio of research, evaluation, data management, and analytics contracts. He has more than 20 years of research and evaluation experience with various public health programs. He has successfully led complex projects for federal, state, and nonprofit organizations on topics including eye health, maternal and child health, and tobacco use. He has an extensive track record of designing, coordinating, and implementing research and evaluation of public health programs. He has led the formative research and outcome evaluations of large-scale, HHS-funded national communication and behavior change projects. He has been recognized by clients and peers for producing high-quality deliverables and innovative solutions and utilizing highly responsive and collaborative approaches to client needs.

Robert has published scientific papers relating to his work and has won a number of awards including the Charles C. Shepard Science Award for scientific excellence at CDC and ATSDR.

He holds a PhD in Health Policy from the University of Maryland, Baltimore County, and an MPH in Health Systems and Policy from Rutgers Biomedical and Health Sciences (formerly University of Medicine and Dentistry of New Jersey), and a BS in Public Health from Rutgers The State University of New Jersey.

EXPERTISE & CERTIFICATIONS

- Chronic Disease
- Diabetes Management
- Environmental Scan
- Evaluation & Assessment
- Focus Group Moderation
- Health Communications
- Health Disparities
- In-depth Interviews
- Literature Reviews
- Maternal and Child Health
- Military Health Maternal & Child Health
- Eye Health

- Multi-Morbidity
- Prevention Research
- Population Health
- Program Evaluation
- Program Management
- Project Management
- Research Support
- Research & Evaluation Methodology
- Health Systems & Policy
- School-Based Violence Prevention
- Smoking/Tobacco Use (All Forms)
- Social Determinants of Health
- Study Protocol
- Substance Abuse Prevention
- Target Audience Segmentation
- Tobacco Control

TRAININGS

- Leadership Development Cohort Program
- CITI Basic Course in the Protection of Human Research Subjects for Social & Behavioral Research
- Scientific Writing Training
- CDC Plain Language Training
- Evaluation for Health Communication Programs Training
- Effective Team Building
- Health Literacy Institute
- Supervisory Management Training
- Delivering Internal Customer Service

ARTICLES & INSIGHTS

- Effect of the first federally funded US anti-smoking national media campaign (Awarded Charles C. Shepard Science Award for Scientific Excellence at CDC and ATSDR)
- [Effect of the first federally funded US anti-smoking national media campaign](#), The Lancet, Volume 382, Issue 9909, Pages 2003 - 2011
- [The Dose–Response Relationship Between Tobacco Education Advertising and Calls to Quitlines in the United States](#), March–June, 2012
- [Impact of a U.S. antismoking national media campaign on beliefs, cognitions and quit intentions](#)
- A Cost-Effectiveness Analysis of the First Federally Funded
- [Antismoking Campaign](#)
- [Factors That Influence the Receipt of Eye Care](#)