ANN E. MIDDLETON, MPH

IMPAQ INTERNATIONAL LLC

KEY QUALIFICATIONS

Ms. Ann Middleton is a Research Associate with thirteen years' experience conducting policy review, formative evaluation, implementation studies, and outcome studies on social services provision, food and tobacco retail environments, and community-level policy, systems and environmental change. Her expertise includes interview and survey design and testing, data collection management, and developing accessible reports and presentations for dissemination to community partners and to policy and academic professionals. She currently leads a project assessing implementation of tobacco control policies around multi-unit housing smoking restrictions and tobacco retail licensing in Santa Clara County. This project includes evaluation planning, analysis of tobacco retailer audits on product availability, price, promotion and density, engagement with youth in need and asset planning sessions, and key informant interviews and reporting. She also assessed the quality of secondary datasets on tobacco use, availability and surveillance for the FDA's Center for Tobacco Products; and conducted formative message testing for the CDC's *Sabemos* tobacco prevention toolkit and media campaign. She conducts data analysis in NVivo, SAS, Stata, and SPSS, and regularly contributes to public health discussions in national conferences and peer-reviewed journals.

EDUCATION

M.P.H., Social and Behavioral Science, Yale University, 2008

B.A., Journalism, Certificate in Business, University of Wisconsin–Madison, 2001

EXPERTISE/SKILLS

- Policy Review
- Instrument Development
- Evaluation Technical Assistance
- Stakeholder Engagement

TECHNICAL ACCOMPLISHMENTS

PROJECT DIRECTOR, TOBACCO FREE COMMUNITIES PROGRAM EVALUATION SERVICES

County of Santa Clara, Public Health Department
2018 - Present

The purpose of this contract is to conduct process, and summative evaluation activities around county programs that aim to prevent youth access to tobacco and initiation, reduce exposure to secondhand smoke, and targeting tobacco cessation outreach to high-risk, diverse populations, and increase community capacity and resiliency to engage in policymaking to address tobacco-related issues long-term. Ms. Middleton coordinates all contract timelines and budgets and oversees development of interview protocols, needs assessments, and quantitative analyses of county-level survey and observation data. For the project, IMPAQ will develop up to five unique final evaluation reports summarizing the development, implementation, and sustainability of smoke-free housing ordinances; implementation of tobacco retail ordinances around products targeted to youth; and summaries of asset mapping activities that IMPAQ leads to plan and target youth coalition member activities. In addition, Ms. Middleton will lead development of training and technical assistance sessions to support a cohort of community-based organizations implementing Community Action Model planning activities around new tobacco control initiatives collaborating to support county LGBTQI, Asian and Pacific Islander, Hispanic, behavioral health, and low income populations.

EVALUATION TECHNICAL LEAD, PARTNERSHIPS TO IMPROVE COMMUNITY HEALTH
Santa Clara County Department of Public Health
2015 – 2019
The purpose of this project is to assist the county of Santa Clara with the evaluation of short and medium-term outcomes related to policy, systems and environmental changes in nutrition and physical activity environments and chronic disease prevention. IMPAQ helps coordinate 17 community partners in the evaluation design process, instrument development, data entry and is ultimately responsible for analyzing data and reporting to local leadership and the CDC Division of Community Health. Ms. Middleton is involved in evaluation planning, development of research protocols and instruments for populations speaking English, Spanish, and Vietnamese, coordinating collections of waves of administrative data from CBO partners, training CBO partners in data collection and entry best practices, quantitative data analysis, and conducting in-depth interviews with local stakeholders on the barriers and supports to program implementation.

DESK REVIEW, QUALITY ASSURANCE AND ANALYSIS ANALYST, TOBACCO RETAIL ENFORCEMENT
FDA Center for Tobacco Products, Office of Compliance and Enforcement
2015 - 2016
As part of its enforcement activities, the FDA Center for Tobacco Products' (CTP) contracts with states to inspect retailers for compliance with the Tobacco Control Act and regulations restricting the sale of tobacco products to minors. As a result of these efforts, CTP maintains an Inspection Reports database that documents retailers inspected and the outcomes of those inspections. IMPAQ International is working with the Office of Compliance and Enforcement (OCE) to bring out the full predictive potential of the OCE data for the purpose of directing scarce OCE resources to their most productive uses. For this task order, the IMPAQ team assessed the validity of CTP investigative data by merging it to external data sources (e.g. Census and National Center for Education Statistics school data) in order to make valid statistical inferences about differences in regional and State outcomes and protocols. Ms. Middleton assessed CTP and external data quality, coverage and suitability for predictive analysis.

PROJECT MANAGER, TASK LEAD, CALIFORNIA CHILD CARE SNAPSHOT STUDY
California Department of Social Services
2016 - 2019
The purpose of this study was to develop a comprehensive data resource to be used by the California departments of social services and education to assess and make policy and system-wide decisions for subsidized child care programs in the state. Ms. Middleton managed research and survey center staff in developing a comprehensive child care provider recruitment and follow up schedule for a web-based survey. The survey was administered in English and four additional languages. She also led an administrative data collection task to collect local agency, provider, family, and child-level indicators on eligibility, payments, and care quality from county records stored in over 50 agency databases across the state. At the culmination of the project, Ms. Middleton supported development of a dataset with agency, provider, family, and child level data collected from the survey and administrative data sources.

TECHNICAL ADVISOR, SOLANO COUNTY PARTNERSHIPS TO IMPROVE COMMUNITY HEALTH EVALUATION
December 2016 – June 2017
IMPAQ served as the evaluation and technical assistance partner to Solano County Public Health for the CDC's Partnerships to Improve Community Health grant, which focused on increasing the healthy foods

available in corner stores throughout Solano County. IMPAQ created data collection tools to examine store changes, community perceptions, and store owner/ grant partner experiences. IMPAQ also piloted a new tool create by the Center for Science in the Public Interest that tracked changes in healthy and unhealthy items throughout the intervention. Ms. Middleton collaborated with the county to plan the appropriate data collection timelines, and revised process measures to improve the ability of metrics to capture change in the retail environment.

POLICY REVIEW SPECIALIST AND SITE VISITOR, FEASIBILITY OF TRIBAL ADMINISTRATION OF FEDERAL NUTRITION ASSISTANCE PROGRAMS

Food and Nutrition Service, US Department of Agriculture

2014 – 2015

The purpose of this project was to determine the feasibility of Tribal administration of Federal nutrition assistance programs including the National School Lunch Program, the Supplemental Nutrition Assistance Program, and the Summer Food Service Program. The project had three broad tasks: 1) detailing the program administration requirements for nutrition assistance programs, 2) consulting Indian Tribal Organizations (ITO) to assess their interest in administering these programs and their capacity to do so; and 3) documenting the legislative rules and regulations that will need to modified so that ITOs could administer the programs or parts of programs they are interested in and have the capacity to administer. Ms. Middleton conducted policy desk reviews during project initiation and served as a site visitor to ITOs, interviewing tribal social service leaders on IT and program administration capacities and interests.

EVALUATION CONSULTANT, NYC FOOD PROCUREMENT STANDARDS EVALUATION

New York City Department of Health and Mental Hygiene, Centers for Disease Control and Prevention

2012 – 2014

Through Mayoral Order in 2007, New York City established food procurement standards to improve the nutritional quality of meals served to residents through the various city agencies and funded with federal, state and city dollars. The New York City Department of Public Health and Mental Hygiene served as the Technical Director for the initiative, developing the standards in collaboration with agency stakeholders, providing technical assistance to improve compliance, and monitoring feasibility of implementation. The Standards were first implemented across all City agencies serving meals funded by Federal state or city dollars, affecting over 260 million meals and snacks a year served in schools, corrections, afterschool programs, childcares, senior centers, and public hospitals. The standards were later adapted for public and private hospital patient and cafeteria meals, vending, and meeting standards. To help food service staff identify products that met the standards, a labeling system was developed for regional food distributors and to integrate into warehouses, online purchasing databases and sales promotions. As Evaluation Consultant and Research Analyst, Ms. Middleton was responsible for evaluation planning, survey and instrument development and testing, sampling, training data collection staff, obtaining IRB clearance, managing data collection cleaning and analysis, and generating final client reports.

RESEARCH ASSOCIATE, WIC FOOD PACKAGE REVISIONS: IMPACT ON FOOD PURCHASES AND ACCESS TO HEALTHY FOODS

United States Department of Agriculture, Economic Research Service, 2010-2011

This project assessed impacts of the 2009 Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) food package policy change on access to healthy foods and purchasing behavior among WIC participants. Scanner data from a major supermarket chain was used to compare WIC customer purchases before and after the revisions (2009-2011). To understand trends in food market

factors and see if anticipated positive policy effects on access to healthy foods remain consistent over time, store inventories were conducted in a sample of food retailers 18 to 20 months after the revisions. As Research Associate, Ms. Middleton was responsible for proposal writing and management, managing data collection in close to 300 food retailers, and developing a process to convert fresh, canned and frozen fruit and vegetable purchases to servings consumed using the My Pyramid Equivalents Database.

RESEARCH ASSOCIATE, ACCESS TO HEALTHY FOODS: THE ROLE OF MARKET COMPETITION, WIC POLICY AND FOOD VENDOR ATTITUDES

United States Department of Agriculture, 2008-2011

Funded by a cooperative research agreement with the United States Department of Agriculture's Economic Research Service, this project examined the impact of changes to the Special Supplemental Nutrition Program for Women, Infants, and Children food package on neighborhood and store healthy food availability. The study measured the availability, variety, and prices of healthy foods in Connecticut neighborhoods before and after the implementation of the revisions. Close to 300 food retailers were observed annually over the three year study period. Convenience and grocery store owners/managers were interviewed about their experiences attitudes and perceptions about implementing the healthy food changes and overall perceived demand for healthy food in their community. As a Research Associate, Ms. Middleton was responsible for developing and validating survey instruments, hiring and training data collection staff, managing data collection, quality and entry, cleaning data, preparing results for reports and presenting the project to State stakeholders and at three national professional conferences. Coordinated and conducted over 60 survey interviews in English and Spanish with small food retailers. Co–authored two peer-reviewed publications on project results.

RESEARCH ASSOCIATE, UNDERSTANDING PRESCHOOL FOOD POLICIES: PREDICTORS AND CONSEQUENCES

Robert Wood Johnson Foundation, 2008 – 2011

Funded by the Robert Wood Johnson Foundation Healthy Eating Research Program, this project sought to develop and validate a multi-method assessment toolkit to assess food policies and the nutrition environment of preschool and childcare settings. As Research Associate, Ms. Middleton was responsible for policy analysis of early childhood nutrition regulations, conducting visual portion estimation reliability testing, developing data collection instruments, conducting direct observations of physical activity and nutrition environments, conducting in-depth interviews with childcare center directors, managing data entry and analysis and preparing results for peer-reviewed publication and project reports. Presented results at professional conferences.

RESEARCH ASSISTANT INTERN, COMMUNITY INTERVENTIONS IN HEALTH

Matrix Public Health Consultants, 2007

Community Interventions in Health is a multi-country health education and structural intervention to address poor diet, tobacco use and low levels of physical activity. As a Research Assistant Intern, Ms. Middleton supported proposal development, compiling existing surveys on environmental and neighborhood nutrition and physical activity. Surveys assessed sidewalk, recreation facilities, food and tobacco retail environment and policy.

WORK HISTORY

Research Associate and Senior Research Analyst, IMPAQ International, LLC, Oakland, CA
August 2014 – Present

Evaluation Consultant, NYC Department of Health and Mental Hygiene, Queens, NY
August 2011 – June 2014

Research Associate, Rudd Center for Food Policy & Obesity, New Haven, CT
May 2008 – July 2011

Marketing and Communication Specialist, Academy for Educational Development, Washington, DC
January 2004 – July 2006

SELECTED PAPERS, PUBLICATIONS AND PRESENTATIONS

Publications and Selected Project Reports

Clapp, J., Curtis, C.J., **Middleton, A.E.**, Goldstein, G.P. (2014). Prevalence of partially hydrogenated oils in US packaged foods, 2012. *Preventing Chronic Disease, 11*, 140161.

Middleton, A.E., Henderson, K.E., Schwartz, MB. (2013). From policy to practice: Implementation of water policies in child care centers in Connecticut. *Journal of Nutrition Education and Behavior,* 45(2), 119-125.

Andreyeva, T., Luedicke, J., **Middleton, A.E.**, Long, M.W., Schwartz, M.B.. (2012). Positive influence of the revised Special Supplemental Nutrition Program for Women, Infants, and Children food packages on access to healthy foods. *Journal of the Academy of Nutrition and Dietetics*, 112(6), 850-858.

Andreyeva, T., **Middleton, A.E.**, Long, M.W., Luedicke, J., Schwartz, M.B.. (2011) Food retailer practices, attitudes and beliefs about the supply of healthy foods. *Public Health Nutrition*, 14(6), 1024-1031.

Presentations

Middleton, A., Sanford, A., Botkin, J., Ahmad, I., Coxe, N. *Changes in the Tobacco Retail Landscape in Santa Clara, CA, 2013-2019.* American Public Health Association 2020 Annual Meeting and Expo. Virtual. October 26, 2020.

Gacutan, J., Seavey-Hultquist, J., **Middleton, A.**, Ortega Hinojosa, A. *Loved It! Liked It! Not Today!: The Impact of Cafeteria Promotions on Take Rate.* Childhood Obesity Conference. Anaheim, CA. June 15, 2018.

Flores, J., Seavey-Hultquist, J., Craypo, L., **Middleton, A.**, Broderick, B., Ortega Hinojosa, A**.** *Incentivizing Health at Your Worksite – SCC Healthy Worksite Award Program.* American Public Health Association 2016 Annual Meeting & Expo. Denver, CO. November 2, 2016.

Seavey-Hultquist, J., Flores, J., Broderick, B., Smith, L., **Middleton, A.**, Ortega Hinojosa, A. *Reducing Barriers to SNAP Utilization at Farmers' Markets in Santa Clara County.* American Public Health Association 2016 Annual Meeting & Expo. Denver, CO. October 30, 2016.