Date: 23/06/16

Curriculum Vitae

1. Personal Details

First Name: Yaffa

Last Name: Shir-Raz

Electronic Address: yaffas@netvision.net.il

2. Education

2015 -2016 Postdoctoral studies, University of Haifa: Haifa, Haifa, Israel School of Public Health.

2010-2014 Ph.D. Communication, University of Haifa: Haifa, Department of Communication.

2006-2008 M.A Communication, Haifa University, The Department of

Communication. (Graduation with honor).

98-2004 B.A communication & Psychology, The Open University, Israel.

(Graduation with Dean's honor).

3. Work Experience:

Teaching

2015 to present: a lecturer of health communication in the International

Communication Program, Sammy Ofer School of

Communication, IDC Herzliya, Israel.

2012-2013: a lecturer of PR and health communication. University of

Haifa: Haifa, The Department of Communication.

2011: a lecturer of communication. University of Haifa: Haifa, The Department of

Communication.

<u>Journalism:</u>

2001 until today: Health Journalist, Yediot Aharonot Group

Senior Journalist in Menta Magazine

1994-2001: Journalist in "Zman Haifa" – Maarive local newspaper

1991-1994: Journalist in "Hed Hakrayot" – Shoken local newspaper

4. Roles and appointments in academic institutions

2016 until today: a health and risk communication researcher in the University of Haifa Health

and Risk Communication Research Center

2012 until today: Participant and researcher at the TELLME and ASSET consortiums, two official

EU collaborative projects. The TELLME project aims to provide evidence and to develop models for improved risk communication during infectious disease

crises. The ASSET project is an action plan for science and society during

epidemics and outbreaks.

5. Books:

Gesser-Edelsburg A **Shir-Raz Y**. Risk Communication and Infectious Diseases in an Age of Digital Media. Routledge. In Process. https://www.routledge.com/Risk-Communication-and-Infectious-Diseases-in-an-Age-of-Digital-Media/Gesser-Edelsburg-Shir-Raz/p/book/9781138186064

6. **Publications:**

- Gesser-Edelsburg A Shir-Raz Y & Green MS. 2014. Why do parents who usually vaccinate their children hesitate or refuse? General good vs. individual risk. *Journal of Risk Research*, 1-20.
- Gesser-Edelsburg A, Valter N, Shir-Raz Y & Green MS. 2015. Voluntary or Mandatory? The Valence Framing Effect of Attitudes Regarding HPV Vaccination. Journal of Health Communication: International Perspectives, 20(11):1287-1293. DOI: 10.1080/10810730.2015.1018642
- 3. Gesser-Edelsburg A **Shir-Raz Y**, Haiek, S & Sassoni O. 2015. What Does the Public Know about Ebola? The Public's risk perceptions regarding the current Ebola in an as-yet uninfected country. *American Journal of Infection Control*, 43(7), 669-675.

- Gesser-Edelsburg A Shir-Raz Y. (2015). Science vs fear: The Ebola quarantine debate as a case study that reveals how the public perceives risk. *Journal of Risk Research*, 2015 (published online November 5, 2015)
- 5. Gesser-Edelsburg A., Valter, N., **Shir-Raz**, Y. Mordinin, E. & Green, M.S. (2015). The public sphere in EID communication: Recipient or active and vocal partner? *Disaster Medicine and Public Health Preparedness*, *9*(4):447-458. DOI:10.1017/dmp.2015.31
- Gesser-Edelsburg A., Valter, N., Shir-Raz, Y. (2016). The "New Public" and the "Good Ol' Press": Evaluating Online News Sources during the 2013 Polio Outbreak in Israel. *Health Communication*, 18:1-11.
- Gesser-Edelsburg A, Shir-Raz Y, Sassoni-Bar Lev O, James, JJ, and Green M.S. 2015. Outbreak or epidemic? How Obama's language choice transformed the Ebola outbreak into an epidemic. Disaster Medicine and Public Health Preparedness, 21:1-5. DOI: 10.1017/dmp.2016.48
- 8. Gesser-Edelsburg A, **Shir-Raz Y**. Communicating risk for issues that involve "Uncertainty Bias": What can the Israeli case of water fluoridation teach us? Journal of Risk Research. In Process.

7. Presentations

- Gesser-Edelsburg A, Valter N, Shir-Raz Y, Mordini E, Dimitriou D, Green MS. 2014. New Framework Model for Outbreak communication. Twelfth International Conference on Communication, Medicine & Ethics (COMET 2014); Lugano, Switzerland.
- Gesser-Edelsburg A Shir-Raz Y Walter N Mordini E, Dimitriou D Green MS. 2014.
 Transforming the dynamics of Emerging Infectious Disease (EID) communication: An innovative integrative framework. Submitted by TELL ME on 06/27/2014
- 3. Gesser-Edelsburg A Shir-Raz Y, Sassoni-Bar Lev O and Green M.S. 2015. Outbreak or epidemic? How Obama's language choice transformed the Ebola outbreak into an epidemic. Paper presented at Targeting Ebola World Congress on 05/29/2015. http://asset-scienceinsociety.eu/outputs/papers/outbreak-or-epidemic-how-obamas-language-choice-transformed-ebola-outbreak-epidemic

8. Lectures at scientific conferences

3.3.2016	Control of health claims in advertising and labeling in Israel, and its implications
	for public health. Researchers Club, National Institute of Health Services,
	Research and Health Policy.
6.1.2015	Under the regulation radar: strategies and tactics of pharmaceutical companies
	to promote drugs in Israel. UNESCO Chair in Bioethics 10th World Conference on
	Bioethics, Medical Ethics and Health Law.
4.10.2013	New Framework Model for Outbreak Communication
	Participation in panel discussion: "What challenges are created by
	the involvement of pharmaceutical companies in infectious
	disease crises communication?".

9. Scholarships/Awards:

Graduate Student Publication Award: Excellence Scholarship from "Yediot Haifa" scholarship foundation, 2008.

10. Miscellaneous:

Books Published:

Barr, U., & **Shir-Raz, Y.** (2008). The complete Israeli Guide for Supplements. Keter-books Publishing House.

Belizovsky, A & **Shir-Raz, Y.** (2003). The Crash – The story of Mission STS-107. Kinneret, Zmora-Bitan, Dvir – Publishing House.

Vidne, B., & **Shir-Raz**, **Y.** (2010). Open Heart: The story of a heart surgeon. Focus Publishing House.