

Bio: Danielle Jake-Schoffman, PhD

Danielle Jake-Schoffman, PhD is a behavioral scientist dedicated to developing and implementing evidence-based strategies for chronic disease prevention and treatment, specifically those that leverage connected technologies (e.g., wearable sensors, mobile apps, and online social communities). In 2018 she completed an NCI R25 postdoctoral fellowship in Implementation Science in Cancer Prevention and Control at the University of Massachusetts Medical School. She is currently an Assistant Professor in the Department of Health Education and Behavior at the University of Florida, Director of the Jake-Schoffman Exercise and Healthy Eating (EXHALE) Laboratory, and member of the UF Health Cancer Center Population Sciences Research Program. Much of Dr. Jake-Schoffman's research focuses on the promotion of physical activity, healthy eating, and weight loss. She has a particular interest in innovative methods for trial delivery and evaluation, including remotely-delivered trials that use technology tools to engage and retain participants. She also has expertise in the use of mixed methods and qualitative methods to support the iterative development and testing of interventions and technologies.

Dr. Jake-Schoffman has been an active member of SBM for over ten years, and has served in leadership roles across her entire term. Her elected roles have included Membership Director and Chair of the Student SIG and Chair of the Digital Health SIG. She is also Co-Founder of the Digital Health SIG Social Media Committee of which she has also served as Co-Chair for the past 6 years. She served on the Digital Health Council for 6 years including a special role as the liaison between the Council and Digital Health SIG, and currently serves on the SBM Membership Council.

Dr. Jake-Schoffman is also involved in The Obesity Society, and was previously elected to serve as Student/Trainee Representative and Councilor for the Obesity Society eHealth/mHealth Section. She also serves as an Editorial Board Member for the International Journal of Behavioral Nutrition and Physical Activity and Journal of Public Health Management and Practice, and ad hoc grant reviewer for NIH study sections including Lifestyle Change and Behavioral Health. Dr. Jake-Schoffman is an active mentor for undergraduate and graduate research assistants and is committed to supporting the training of a diverse next generation of behavioral scientists.