

Expert Advisory Council

Harold D. Holder, Ph.D.

Dr. Holder is a distinguished Senior Research Scientist and the former Director of the Prevention Research Center (PRC) of the Pacific Institute for Research and Evaluation in Berkeley, California. PRC is a national research center sponsored by the National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health. With a doctorate in communication science and mathematical sociology, his research interests include prevention of substance abuse and the cost and benefits of alcoholism treatment and drug abuse treatment. Dr. Holder has published more than 150 scientific, refereed papers that have addressed topics such as public policy in alcohol consumption and traffic crashes, mandated server training, alcoholism treatment cost/offset, and environmental strategies as part of a comprehensive approach to evaluation. As a national and international leader in a systems perspective to prevention, he has published several books on state and community-level alcohol prevention policies. Dr. Holder holds numerous distinguished appointments and awards including a Lifetime Achievement Award from the Research Society on Alcoholism and an appointment to the National Advisory Council on Alcohol Abuse and Alcoholism, National Institutes of Health.

Lori Dorfman, Dr.P.H.

Dr. Dorfman is the Director of the Berkeley Media Studies Group (BMSG), in Berkeley, California. BMSG works with community groups, journalists, and public health professionals to use the power of the media to advance healthy public policy. Dr. Dorfman holds a doctorate in Public Health with research interests in evaluating strategic communications, media portrayals and framing of public health issues such as violence, and advertising and digital marketing of food and beverages. She conducts trainings for grass roots organizations, public health leaders, and consults for national and international government and community programs. Dr. Dorfman has published numerous scientific, peer-reviewed papers and co-authored two of the nation's leading books on media advocacy.

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George Hacker

Mr. Hacker is the Director of the Alcohol Policies Project at the Center for Science in the Public Interest (CSPI) and a co-chair of the Coalition for the Prevention of Alcohol Problems. CSPI is a consumer advocacy organization driving innovative research and providing public information about health and nutrition. The Alcohol Policies Project promotes comprehensive, prevention-oriented policy strategy to change the role of alcohol in society. As a leading advocate in the movement to improve the health risks associated with the alcohol industry, Mr. Hacker's interests and numerous publications address alcohol industry marketing and advertising and alcohol policy.

Linda Padilla-Sanchez

Ms. Padilla-Sanchez is a consultant who has spent over 25 years working with non-profits including prevention, early intervention, treatment, and crisis organizations. Eighteen of those years have been in the development and implementation of prevention strategies, focusing on community coalition development, education and environmental prevention policy in dealing with alcohol related problems and issues.

Robert Voas, Ph.D.

Dr. Voas is a distinguished Senior Research Scientist at the Alcohol, Policy, and Safety Research Center (ALPS) of the Pacific Institute for Research and Evaluation in Calverton, Maryland. ALPS works to advance knowledge and develop, evaluate, and advocate for effective policies regarding alcohol, drugs, and public health and safety. Dr. Voas holds a doctorate in Psychology with research interests in underage and binge drinking prevention policy and highway safety and DUI. As a true expert in his field, he is credited with over 300 peer-reviewed articles, 200 presentations on his research, and nearly 100 governmental study reports. Dr. Voas is the former Director of the National Highway Traffic Safety Administration's Office of Program Evaluation, a Fellow of the American Psychological Association, and a past President of the International Council on Alcohol, Drugs, and Traffic Safety. In addition, Dr. Voas is a member of the Committee on Alcohol and Drugs, the National Safety Council, and the Committee on Alcohol and Other Drugs of the National Transportation Research Board.
