

**CURRICULUM VITAE****Brian A. Primack, MD, PhD**Associate Professor of Medicine and Pediatrics  
University of Pittsburgh School of Medicine

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**BIOGRAPHICAL INFORMATION**

Name:	Brian A. Primack, MD, PhD	Citizenship:	USA
Business Address:	230 McKee Place, Suite 600 Pittsburgh, PA 15213-2582	E-Mail:	bprimack@pitt.edu
Business Phone:	(412) 586-9789	Business Fax:	(412) 692-4838

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**EDUCATION AND TRAINING****Undergraduate**

1987–1991	Yale University New Haven, Connecticut	BA (1991), English and Mathematics
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**Graduate**

1992–1993	Harvard University Cambridge, Massachusetts	EdM (1993), Human Development and Psychology
1995–1999	Emory University Atlanta, Georgia	MD (1999), Medicine
2005–2008	University of Pittsburgh Pittsburgh, Pennsylvania	MS (2008), Clinical and Translational Research
2005–2011	University of Pittsburgh Pittsburgh, Pennsylvania	PhD (2011), Clinical and Translational Research

**Residency**

1999–2002	UPMC St. Margaret Hospital University of Pittsburgh Medical Center Pittsburgh, Pennsylvania	Intern and Resident, UPMC St. Margaret Residency Program [Director: Ted Schaffer, MD]
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## APPOINTMENTS AND POSITIONS

### Academic Appointments

1992–1993	Teacher, American School of Niamey, Niger, West Africa.
1993–1995	Instructor of Mathematics, Department of Mathematics, University of Maryland, College Park, Maryland.
2002–2004	Visiting Assistant Professor of Family Medicine, Department of Family Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, Pennsylvania.
2002–2005	Assistant Professor of Family Medicine, Department of Family Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, Pennsylvania.
2005–2006	Visiting Assistant Professor of Medicine, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh.
2006–2011	Assistant Professor of Medicine, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh.
2005–present	Core Faculty Member, Center for Research on Health Care, University of Pittsburgh.
2006–present	Affiliated Faculty Member, Center for Health Equity Research and Promotion, VA Pittsburgh Healthcare System and University of Pittsburgh.
2007–present	Affiliated Faculty Member, Institute for Clinical Research Education, University of Pittsburgh.
2007–2011	Assistant Professor of Pediatrics (secondary appointment), Division of Adolescent Medicine, Department of Pediatrics, School of Medicine, University of Pittsburgh.
2008–present	Affiliated Faculty Member, RAND–University of Pittsburgh Health Institute, Pittsburgh.
2009–present	Affiliated Faculty Member, Section of Health Disparities and International Health, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh.
2011–present	Associate Professor of Medicine, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh.
2011–present	Associate Professor of Pediatrics (secondary appointment), Division of Adolescent Medicine, Department of Pediatrics, School of Medicine, University of Pittsburgh.

### Nonacademic Appointments

1988	Mathematician, National Security Agency, Fort Meade, Maryland.
1990–1991	Freshman Counselor, Yale University, New Haven, Connecticut.
1990–1995	Instructor and Head of House, Exploration Summer Program, Wellesley, Massachusetts.
1995–1996	Resident Director, Emory University, Atlanta, Georgia.
2000	Dean of Students, Exploration Summer Program, Wellesley, Massachusetts.
2002–2004	Physician, Matilda Theiss Health Center, Pittsburgh, Pennsylvania.
2004–2007	Physician, Student Health Service, University of Pittsburgh, Pittsburgh, Pennsylvania.
2007–present	Physician, Student Health Service, Carnegie Mellon University, Pittsburgh, Pennsylvania.

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## CERTIFICATION AND LICENSURE

2000	Medical License, Commonwealth of Pennsylvania.
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2003 Certification, American Board of Family Practice.

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#### MEMBERSHIPS IN PROFESSIONAL AND SCIENTIFIC SOCIETIES

1999–2005 American Academy of Family Physicians.  
2002–2004 Society of Teachers of Family Medicine.  
2002–2005 Society for Public Health Education.  
2003–2008 American Public Health Association.  
2003–present National Association for Media Literacy Education.  
2005–present Society for Adolescent Health and Medicine.  
2007–present Society of Behavioral Medicine.

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#### HONORS AND AWARDS

1991 Commencement Day Speaker, Class of 1991, Yale University.  
1991 Graduated *magna cum laude*, with distinction in the English major, Yale University.  
1991 Yale University Fellow's Prize for Academic Achievement Above and Beyond the Call of Duty, Yale University.  
1992 Niger National Champion, Individual Category, International French Mathematics Competition of 1992, Fédération Française des Jeux Mathématiques, Paris, France.  
1995 Robert W. Woodruff Fellowship in Medicine (full four-year scholarship and stipend to medical school).  
1997 Stanley Foundation Fellowship (research grant).  
1997 Award for Service to the Community (\$10,000), Anne Elizabeth and Harper Gaston Service Award, Atlanta, GA.  
1998 Elected to Alpha Omega Alpha (medical honor society).  
1999 Graduated *summa cum laude* and was first in the Class of 1999, Emory University School of Medicine.  
2002 Outstanding Teaching Resident Award, UPMC St. Margaret Hospital, Pittsburgh, Pennsylvania.  
2002–2012 Included in *Who's Who in America*, *Who's Who in Medicine and Health Care*, *Who's Who among Emerging Leaders*, and *Who's Who in the World*.  
2003 Program Award in Cancer Control, American Cancer Society.  
2005 Provost's Innovation in Education Award, University of Pittsburgh.  
2006 New Investigator Award for Excellence in Research Unique to the Development and Health Care Needs of Adolescents, Society for Adolescent Medicine.  
2006 Bronze Telly Award (National Video Production Award), Health and Wellness Category.  
2006–2009 Physician Faculty Scholar Award, Robert Wood Johnson Foundation.  
2007 Laufer Award for Best Oral Presentation, North American Society for Pediatric and Adolescent Gynecology. Awarded for Sheftel AV, Chiapetta L, Primack BA, Gold MA. Association between

- religiosity and sexual behaviors. Meeting of the North American Society for Pediatric and Adolescent Gynecology, Atlanta, Georgia, April 2007.
- 2010 Best Poster Award, Association for Clinical Research Training and Society for Clinical and Translational Science. Awarded for Primack BA, Dilmore TC, Switzer GE, Bryce CL, Seltzer DL, Li J, Landsittel D, Kapoor WN, Rubio DM. Burnout among early career clinical investigators. Joint Annual Meeting of the Association for Clinical Research Training and Society for Clinical and Translational Science, Washington, DC, April 2010.
- 2010 Top Early Career Researcher Award, Society of Behavioral Medicine.
- 2010 University of Pittsburgh Cancer Institute Junior Research Scholar Award.
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## PUBLICATIONS

### Refereed Articles

1. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale for adolescents. *Archives of Pediatric and Adolescent Medicine*. 2006;160(4):369-74. PMID: 16585481.
2. **Primack BA**, Gold MA, Land SR, Fine MJ. Association of cigarette smoking and media literacy about smoking among adolescents. *Journal of Adolescent Health*. 2006;39(4):465-72. PMID: 16982379.
3. **Primack BA**, Switzer GE, Dalton MA. Improving measurement of normative beliefs involving smoking among adolescents. *Archives of Pediatric and Adolescent Medicine*. 2007;161(5):434-9. PMID: 17485617.
4. **Primack BA**, Bui T, Fertman CI. Social marketing meets health literacy: innovative improvement of health care providers' comfort with patient interaction. *Patient Education and Counseling*. 2007;68(1):3-9. PMID: 17418522.
5. **Primack BA**, Bost JE, Land SR, Fine MJ. Volume of tobacco advertising in African American markets: systematic review and meta-analysis. *Public Health Reports*. 2007;122(5):607-15. PMID: 17877308. PMCID: PMC1936959.
6. **Primack BA**, Dalton MA, Carroll MV, Agarwal AA, Fine MJ. Content analysis of tobacco, alcohol, and other drugs in popular music. *Archives of Pediatric and Adolescent Medicine*. 2008;162(2):169-75. PMID: 18250243.
7. **Primack BA**, Land SR, Fine MJ. Adolescent smoking and volume of exposure to various forms of media. *Public Health*. 2008;122(4):379-89. PMID: 18206196.
8. **Primack BA**, Gold MA, Schwarz EB, Dalton MA. Degrading and non-degrading sex in popular music: a content analysis. *Public Health Reports*. 2008;123(5):593-600. PMID: 18828414.
9. **Primack BA**, Sidani J, Agarwal AA, Shadel WG, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among U.S. university students. *Annals of Behavioral Medicine*. 2008;36(1):81-6. PMID: 18719977.
10. **Primack BA**, Hobbs R. Association of various components of media literacy and adolescent smoking. *American Journal of Health Behavior*. 2009;33(2):192-201. PMID: 18844513.
11. **Primack BA**, Kraemer KL, Fine MJ, Dalton MA. Media exposure and marijuana and alcohol use among adolescents. *Substance Use and Misuse*. 2009;44(5):722-39. PMID: 19306219.
12. **Primack BA**, Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Association between media use in adolescence and depression in young adulthood: a longitudinal study. *Archives of General Psychiatry*. 2009;66(2):181-8. PMID: 19188540.
13. **Primack BA**, Walsh M, Bryce C, Eissenberg T. Water-pipe tobacco smoking among middle and high school students in Arizona. *Pediatrics*. 2009;123(2):e282-8. PMID: 19171581.

14. Adachi-Mejia AM, **Primack BA**, Beach ML, Titus-Ernstoff L, Longacre MR, Weiss JE, Dalton MA. Influence of movie smoking exposure and team sports participation on established smoking. *Archives of Pediatric and Adolescent Medicine*. 2009;163(7):638-43. PMID: 19581547.
15. **Primack BA**, Fine D, Yang CK, Wickett D, Zickmund S. Adolescents' impressions of antismoking media literacy education: qualitative results from a randomized controlled trial. *Health Education Research*. 2009;24(4):608-21. PMID: 19052155. PMCID: PMC2706492.
16. **Primack BA**, Sidani J, Carroll MV, Fine MJ. Associations between smoking and media literacy in college students. *Journal of Health Communication*. 2009;14(6):541-55. PMID:19731126.
17. **Primack BA**, Douglas EL, Fine MJ, Dalton MA. Exposure to sexual lyrics and sexual experience among urban adolescents. *American Journal of Preventive Medicine*. 2009;36(4):317-23. PMID: 19285196.
18. Rubin AG, Gold MA, **Primack BA**. Associations between depressive symptoms and sexual risk behavior in a diverse sample of female adolescents. *Journal of Pediatric and Adolescent Gynecology*. 2009;22(5):306-12. PMID: 19592279.
19. Arke ET, **Primack BA**. Quantifying media literacy: development, reliability, and validity of a new measure. *Educational Media International*. 2009;46(1):53-65.
20. Fertman CI, **Primack BA**. Elementary student self-efficacy scale development and validation focused on student learning, peer relations, and resisting drug use. *Journal of Drug Education*. 2009;39(1):23-38. PMID: 19886160.
21. Sherman EJ, **Primack BA**. What works to prevent adolescent smoking? A systematic review of the National Cancer Institute's Research-Tested Intervention Programs. *Journal of School Health*. 2009;79(9):391-9. PMID: 19691713.
22. **Primack BA**, Fertman CI, Rice KR, Adachi-Mejia AM, Fine MJ. Waterpipe and cigarette smoking among college athletes in the United States. *Journal of Adolescent Health*. 2010;46(1):45-51. PMID: 20123257.
23. **Primack BA**, Douglas EL, Kraemer KL. Exposure to cannabis in popular music and cannabis use among adolescents. *Addiction*. 2010;105(3):515-23. PMID: 20039860.
24. Simon MA, **Primack BA**, Teuteberg J, Kormos RL, Bermudez C, Toyoda Y, Shah H, Gorcsan J 3rd, McNamara DM. Left ventricular remodeling and myocardial recovery on mechanical circulatory support. *Journal of Cardiac Failure*. 2010;16(2):99-105. PMID: 20142020. PMCID: PMC2819986.
25. Azab M, Khabour OF, Alkaraki AK, Eissenberg T, Alzoubi KH, **Primack BA**. Water pipe tobacco smoking among university students in Jordan. *Nicotine and Tobacco Research*. 2010;12(6):606-612. PMID: 20418383.
26. **Primack BA**, Wickett DJ, Kraemer KL, Zickmund S. Teaching health literacy using popular television programming: a qualitative pilot study. *American Journal of Health Education*. 2010;41(3):147-154.
27. Snyder ME, Zillich AJ, **Primack BA**, Rice K, McGivney MA, Pringle JL, Smith RB. Exploring successful community pharmacist-physician collaborative working relationships using mixed methods. *Research in Social and Administrative Pharmacy*. 2010;6(4):307-23. PMID: 21111388. PMCID: PMC3004536.
28. Gold MA, Sheftel AV, Chiapetta L, Young AJ, Zuckoff A, Clemente CC, **Primack BA**. Associations between religiosity and sexual and contraceptive behaviors. *Journal of Pediatric and Adolescent Gynecology*. 2010;23:290-297. PMID: 20493738. PMCID: PMC2933332.
29. Dillmore TC, Rubio DM, Cohen E, Seltzer DL, Switzer GE, Bryce CL, **Primack BA**, Fine MJ, Kapoor WN. Psychometric properties of the mentor role instrument when used in an academic medicine setting. *Clinical and Translational Science*. 2010;3(3):104-108. PMID: 20590679.
30. **Primack BA**, Dillmore TC, Switzer GE, Bryce CL, Seltzer DL, Li JI, Landsittel DP, Kapoor WN, Rubio DM. Burnout among early-career research trainees. *Clinical and Translational Science*. 2010;3(4):186-188. PMID: 20718821. PMCID: PMC2925292.

31. Shadel WG, Martino S, Haviland A, Setodji C, **Primack BA**. Smoking motives in movies are important for understanding adolescent smoking: A preliminary investigation. *Nicotine and Tobacco Research*. 2010;12(8):850-854. PMID: 20576800. PMCID: PMC2917740.
32. Bier MC, Spring SJ, Shields D, Zwarun L, Sherblom S, **Primack BA**, Pulley C, Rucker B. School-based smoking prevention with media literacy: A pilot study. *Journal of Media Literacy Education*. 2011;2(3):185-198.
33. Longacre M, **Primack BA**, Owens PM, Gibson L, Beauregard S, Dalton MA. Public directory data sources do not accurately characterize the community food environment in two predominantly rural states. *Journal of the American Dietetic Association*. 2011;111:577-582.
34. **Primack BA**, Silk JS, DeLozier CR, Shadel WS, Dillman Carpentier F, Dahl RE, Switzer GE. Using ecological momentary assessment to determine media use by individuals with and without major depressive disorder. *Archives of Pediatric and Adolescent Medicine*. 2011;165(4):360-365.
35. **Primack BA**, Roberts T, Fine MJ, Dillman Carpentier FR, Rice KR, Barnato AE. ER vs. ED: A comparison of televised and real-life emergency medicine. *Journal of Emergency Medicine*. In press.
36. Lee JS, **Primack BA**, Mor MK, Stone RA, Obrosky DS, Yealy DM, Fine MJ. Processes of Care and Outcomes for Community-Acquired Pneumonia. *American Journal of Medicine*. In press.
37. Hu X, **Primack BA**, Barnett TE, Cook RL. College students and use of K2: An emerging drug of abuse in young persons. *Substance Abuse Treatment, Prevention, and Policy*. 2011;6:16. PMID: 21745369.
38. Rubio DM, **Primack BA**, Switzer GE, Bryce CL, Seltzer DL, Kapoor WN. Career development for physician-scientists. *Academic Medicine*. In press.
39. **Primack BA**, Beach M, Adachi-Mejia AM, Dalton MA. Early vs. late exposure to movie smoking. *Journal of the National Cancer Institute*. In press.
40. **Primack BA**, Nuzzo E, Rice K, Sargent J. Alcohol brand references in U.S. popular music. *Addiction*. In press.
41. **Primack BA**, Rice KR, Shensa AS, Carroll MV, DePenna EJ, Nakkash R, Barnett T. U.S. hookah tobacco smoking establishments advertised on the internet. *American Journal of Preventive Medicine*. In press.
42. Salgado MV, **Primack BA**, Peres-Stable E. Media literacy in Jujuy. *Nicotine and Tobacco Research*. In press.
43. Shadel WG, Martino S, Setodji C, Haviland A, **Primack BA**, Scharf D. Motives for smoking in movies affect future smoking intentions in middle school students: An experimental investigation. *Drug and Alcohol Dependence*. In press.

#### Reviews, Commentaries, Invited Published Papers, Monographs, Books, and Book Chapters

1. **Primack BA**. Applied pressure reduced perceived pain at the intramuscular injection site [invited commentary]. *Evidence-Based Medicine*. 2003;8(2):61.
2. **Primack BA**. The WHO-5 Wellbeing Index performed the best in screening for depression in primary care [invited commentary]. *American College of Physicians Journal Club*. 2003;139(2):48. PMID: 12954040.
3. **Primack BA**, Pincus HA. Review: complex organisational and educational interventions appear to be effective for managing depression in primary care [invited commentary]. *Evidence-Based Medicine*. 2003;8(6):191.
4. **Primack BA**, Mahaniah KJ. *Anemia*. Leawood, KS: American Academy of Family Physicians; 2004.
5. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. New York, NY: McGraw-Hill; 2004:369-82.
6. **Primack BA**. Mass media and violence. Policy statement for the American Academy of Family Physicians (AAFP). Leawood, KS: AAFP; June 2004.
7. **Primack BA**. Alcohol advertising and youth. Policy statement for the AAFP. Leawood, KS: AAFP; June 2004.

8. **Primack BA**, Zimmerman RK. Immunizations in women [invited article; cover article]. *The Female Patient, Primary Care Edition*. 2004;29(1):12-8.
9. **Primack BA**. Counseling patients on mass media and health [review]. *American Family Physician*. 2004;69(11):2545-6, 2548, 2553-4. PMID: 15202692.
10. **Primack BA**, Zimmerman RK. Update on influenza and other immunizations in women [invited article]. *The Female Patient, Obstetrics/Gynecology Edition*. 2004;29(10):34-40.
11. **Primack BA**. Review: some therapies for treating the irritable bowel syndrome may be effective for symptom improvement [invited commentary]. *American College of Physicians Journal Club*. 2005;142(3):78. PMID: 15862077.
12. **Primack BA**. Review: some evidence shows that self-help books based on cognitive behaviour therapy can relieve depression in some patients [invited commentary]. *Evidence-Based Medicine*. 2006;11(1):8. PMID: 17213050.
13. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. 2nd ed. New York, NY: McGraw-Hill; 2007:329-42.
14. **Primack BA**. Review: nicotine replacement therapy as assisted “reduction-to-stop” reduces smoking and sustains abstinence in smokers [invited commentary]. *Evidence-Based Medicine*. 2009;14(5):144. PMID: 19794019.
15. **Primack BA**. Video games: play or “playlike activity” [invited commentary]? *American Journal of Preventive Medicine*. 2009;37(4):379-80. PMID: 19765513.
16. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. 3rd ed. New York, NY: McGraw-Hill; 2011:337-350.

### Published Abstracts

1. **Primack BA**. Remote control: media literacy and health education. Oral presentation. Annual Patient Education Conference of the Society of Teachers of Family Medicine and American Association of Family Physicians, Fort Lauderdale, Florida, November 22, 2002.
2. **Primack BA**. A family physician–led school-based media education program to reduce adolescent smoking. Oral presentation. World Congress of Family Physicians, Orlando, Florida, October 14, 2004.
3. **Primack BA**. Family physicians can limit the negative impact of mass media on the health of their patients. Oral presentation. World Congress of Family Physicians, Orlando, Florida, October 15, 2004.
4. **Primack BA**. Media literacy can reduce the impact of the mass media on adolescent smoking. Poster presentation. National Meeting of the Society for Public Health Education, Washington, DC, November 6, 2004.
5. **Primack BA**, Land SR, Fine MJ. Tobacco-related mass communications aimed at African Americans. Oral presentation. Annual Meeting of the American Public Health Association, Washington, DC, November 8, 2004.
6. **Primack BA**, Steinkamp K, Land SR. Developing school-based media education programs aimed at reducing youth tobacco use. Poster presentation. Annual Meeting of the American Public Health Association, Washington, DC, November 9, 2004.
7. **Primack BA**. Ad It Up: Innovative smoking media literacy education. Oral presentation. National Media Education Conference, San Francisco, California, June 26, 2005.
8. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale. Poster presentation. Annual Meeting of the Society for Research on Nicotine and Tobacco, Orlando, Florida, February 17, 2006.

9. **Primack BA.** Association of adolescent smoking and specific types of media exposure. Poster presentation. Annual Meeting of the Society for Research on Nicotine and Tobacco, Orlando, Florida, February 18, 2006.
10. **Primack BA,** Gold MA, Land SR, Fine MJ. Associations between media literacy and adolescent smoking. Plenary oral presentation. Annual Meeting of the Society for Adolescent Medicine, Boston, Massachusetts, March 23, 2006. [Winner of the New Investigator Award for Excellence in Research Unique to the Development and Health Care Needs of Adolescents.]
11. **Primack BA.** The relationship between media literacy and adolescent smoking. Oral presentation. 13th World Conference on Tobacco and Health, Washington, DC, July 14, 2006.
12. Sheftel AV, Chiapetta L, **Primack BA,** Gold MA. Association between religiosity and sexual behaviors. Oral presentation. Meeting of the North American Society for Pediatric and Adolescent Gynecology, Atlanta, Georgia, April 20, 2007. [Winner of the Laufer Award for Best Oral Presentation.]
13. **Primack BA.** Measurement of smoking behaviors and beliefs. Plenary oral presentation. National Media Education Conference, St. Louis, Missouri, June 23, 2007.
14. **Primack BA.** Antismoking media literacy: preliminary results from a randomized controlled trial. Oral presentation. National Media Education Conference, St. Louis, Missouri, June 24, 2007.
15. **Primack BA,** Gold MA, Schwarz EB, Dalton MA. Music preference and sexual experience among adolescents. Oral presentation. 135th Annual Meeting of the American Public Health Association, Washington, DC, November 5, 2007.
16. **Primack BA,** Hobbs R. Which specific components of media literacy are most strongly associated with adolescent smoking? Oral presentation. 135th Annual Meeting of the American Public Health Association, Washington, DC, November 6, 2007.
17. **Primack BA,** Dalton MA, Carroll MV, Agarwal AA, Fine MJ. Content analysis of references to substance abuse in popular music. Oral presentation. 135th Annual Meeting of the American Public Health Association, Washington, DC, November 7, 2007.
18. **Primack BA,** Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Adolescent media use and young adult depression: a longitudinal study. Plenary oral presentation. Annual Meeting of the Society for Adolescent Medicine, Greensboro, North Carolina, March 27, 2008.
19. **Primack BA,** Kraemer KL, Fine MJ, Dalton MA. Association between media exposure and marijuana and alcohol use in adolescents. Plenary oral presentation. Annual Meeting of the Society for Adolescent Medicine, Greensboro, North Carolina, March 27, 2008.
20. **Primack BA,** Sidani J, Agarwal AA, Shadel WS, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among U.S. university students. Poster presentation. Annual Meeting of the Society for Adolescent Medicine, Greensboro, North Carolina, March 27, 2008.
21. **Primack BA,** Douglas E, Wickett DJ, Fine MJ. Exposure to degrading sex in popular music and sexual experience among adolescents. Oral presentation. Annual Meeting of the Society of General Internal Medicine, Pittsburgh, Pennsylvania, April 10, 2008.
22. Chan CW, **Primack BA.** Video games to improve health: a systematic review. Poster presentation. Annual Spring Conference of the Society for Teachers of Family Medicine, Baltimore, Maryland, May 1, 2008.
23. Somma MA, Culley CM, Hall DL, **Primack BA,** Meyer SM. Integrating a student-directed public health outreach project into experiential learning. Annual Meeting of the American Association of Colleges of Pharmacy, Chicago, Illinois, July 22, 2008.
24. Rich MO, Bickham D, **Primack BA.** Take back the remote control: media literacy for adolescent health. Oral presentation. Annual Meeting of the Society for Adolescent Medicine, Los Angeles, California, March 25, 2009.
25. **Primack BA,** Carroll M, McNamara M, Klem M, King B, Rich MO, Nayak S. Systematic review: can video games improve health? Oral presentation. Annual Meeting of the Society of Behavioral Medicine, Montreal, Quebec, Canada, April 24, 2009.

26. **Primack BA**. Waterpipe tobacco smoking among college students: a first look at national data. Poster presentation. Annual Meeting of the Society of Behavioral Medicine, Montreal, Quebec, Canada, April 25, 2009.
27. **Primack BA**. Exposure to marijuana in popular music and marijuana smoking among adolescents. Poster presentation. Annual Meeting of the Society of Behavioral Medicine, Montreal, Quebec, Canada, April 25, 2009.
28. Cobb C, **Primack BA**, Eissenberg TE. Tracking waterpipe tobacco smoking on a U.S. college campus. Poster presentation. Annual Meeting of the Society for Research on Nicotine and Tobacco, Dublin, Ireland, April 29, 2009.
29. Shadel WG, Martino SC, Haviland A, **Primack BA**. The reasons that actors smoking in movies matter to adolescents: a preliminary investigation. Poster presentation. Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, Maryland, February 26, 2010.
30. Martino SC, **Primack BA**, Haviland A, Shadel WG. Development and initial validation of a movie smoking media literacy scale. Poster presentation. Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, Maryland, February 26, 2010.
31. Land SR, Cooper KL, Lee J, Moss D, **Primack BA**. A social network analysis of cigarette and hookah tobacco smoking among college students. Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, Maryland, February 26, 2010.
32. **Primack BA**, Dilmore TC, Switzer GE, Bryce CL, Seltzer DL, Li J, Landsittel D, Kapoor WN, Rubio DM. Burnout among early career clinical investigators. Poster presentation. Joint Annual Meeting of the Association for Clinical Research Training and Society for Clinical and Translational Science, Washington, DC, April 6, 2010. [Winner of the Best Poster Award.]
33. **Primack BA**, Hoban M, Leino EV, Rice KR, Land SR, Eissenberg T, Fine MJ. Hookah tobacco smoking in a large national sample of US university students. Poster presentation. Society for Prevention Research Annual Meeting 2010. Denver, CO. June 2, 2010.
34. **Primack BA**, Douglas EL, Rice KR, Fine MJ. School-based media literacy to prevent adolescent smoking. Poster presentation. Society for Prevention Research Annual Meeting 2010. Denver, CO. June 3, 2010.
35. **Primack BA**, Silk JS, DeLozier CR, Shadel WG, Carpentier FRD, Dahl RE, Switzer GE. Investigating associations between media use and depression using ecological momentary assessment. Poster presentation. Society for Behavioral Medicine Annual Meeting 2011. Washington, DC. April 27, 2011.
36. **Primack BA**, Roberts T, Fine MJ, Carpentier FRD, Rice KR, Barnato AE. ER vs. ED: A comparison of televised and real-life emergency medicine. Poster presentation. Society for Behavioral Medicine Annual Meeting 2011. Washington, DC. April 28, 2011.
37. Nuzzo E, Rice KR, Sargent JD, **Primack BA**. Alcohol brand appearances in U.S. popular music. Oral presentation. Society for Behavioral Medicine Annual Meeting 2011. Washington, DC. April 30, 2011. [Winner of Best Student Research Award.]
38. Rice KR, DePenna EJ, Dinella HM, Land SR, **Primack BA**. Hookah tobacco smoking establishment Web sites in the US. Oral presentation. Society for Behavioral Medicine Annual Meeting 2011. Washington, DC. April 30, 2011.
39. Salgado MV, Pérez-Stable EJ, **Primack BA**, Kaplan CP, Mejia R, Gregorich SE, Alderete E. Association of media literacy with cigarette smoking among indigenous youth in Argentina. Oral presentation. Society for General Internal Medicine Annual Meeting 2011. Phoenix, AZ. May 5, 2011.
40. Smith HA, **Primack BA**, Marshal M, Shensa A. Sex and sexual orientation variations in cigarette, hookah, cigar, and smokeless tobacco use within a population-based study of college students in the U.S. Poster presentation. National Service Research Award Annual Meeting 2011. Bethesda, MD. May 25, 2011.
41. Hu X, **Primack BA**, Barnett TE, Cook RL. College students and use of K2/Spice: An emerging drug of abuse in young persons. Poster presentation. Congress of Epidemiology 2011. Montreal, Quebec, Canada. June 23, 2011.

42. **Primack BA**, Pringle JL. Media literacy to improve evidence-based prescribing among family medicine trainees. Oral presentation. National Association of Media Literacy Education Annual Meeting. Philadelphia, PA. July 24, 2011.
43. **Primack BA**, Rice KR, Tschang J. AD IT UP: Innovative Web-based media literacy to prevent tobacco use. Oral presentation. National Association of Media Literacy Education Annual Meeting. Philadelphia, PA. July 24, 2011.
44. Tschang J, **Primack BA**. Humans still matter: Blended e-learning for integration of human facilitation into computer-based media literacy programming. Poster presentation. National Association of Media Literacy Education Annual Meeting. Philadelphia, PA. July 24, 2011.
45. Georgiopoulos AM, **Primack BA**. Association between media use and adolescent depression. Poster presentation. American Academy of Child and Adolescent Psychiatry Annual Meeting 2011. Toronto, Ontario, Canada. October 18, 2011.
46. **Primack BA**, Longacre MR, Beach ML, Adachi-Mejia AM, Titus-Ernstoff L, Dalton MA. Established smoking among adolescents and its association with early and late exposure to smoking depicted in movies. Oral presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
47. **Primack BA**, Hopkins M, Hallett C, Carroll MV, Zeller M, Dachille K, Kim KH, Fine MJ, Donohue JM. US health policy related to hookah tobacco smoking. Oral presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
48. **Primack BA**, Kim KH, Shensa AS, Sidani JE, Barnett TE, Switzer GE. Tobacco, marijuana, and alcohol use in university students: A cluster analysis. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
49. Carroll MV, Shensa A, **Primack BA**. A comparison of internet videos related to cigarette and hookah tobacco smoking. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
50. Sidani JE, Shensa A, **Primack BA**. Waterpipe smoking among fraternity and sorority members attending US colleges and universities. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.

#### Other Publications

1. **Primack BA**, Aronson JD, Agarwal AA. An old custom, a new threat to tobacco control [letter]. *American Journal of Public Health*. 2006;96(8):1339. PMID: 16809578; PMCID: PMC1522102.
2. **Primack BA**, Walsh M, Bryce C, Eissenberg TE. Highlighting the potential dangers of waterpipe tobacco smoking to the public health [letter]. *Pediatrics*. 2009;123:e282.

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#### PROFESSIONAL ACTIVITIES: TEACHING

2002–2003	Preceptor, Shadyside Family Health Center, 3 hours of precepting and clinical teaching for 15 students (third- and fourth-year medical students and first-, second-, and third-year residents) each week for 48 weeks a year.
2002–2004	Preceptor, Matilda Theiss Health Center, 6 hours of precepting and clinical teaching for 1 second-year medical student each week for 48 weeks a year.
2003–2004	Lecturer, Family Medicine Clerkship, a 1-hour lecture on evidence-based prevention for 20 third-year medical students each month for 8 months a year.
2003–2006	Lecturer, “Theories of Health Behavior” (BCHS 2511 and BCHS 2520), 2 lecture sessions per year to 25 MPH candidates per session.

- 2004 Course developer and director, "Health: From Cells to Communities" (MED 2110), 3-credit course, given 3 hours per week for 16 weeks, to 16 undergraduate students in the University Honors College.
- 2004 Instructor and small-group facilitator, "Medical Interviewing" (MED 5122), seven 3-hour sessions given to 8 first-year medical students.
- 2005 Course developer and director, "Medicine: From Molecules to Mass Media" (MED 2111), a 3-credit course, given 3 hours per week for 16 weeks, to 8 undergraduate students in the University Honors College.
- 2006 Problem-Based Learning Facilitator, "Introduction to Psychiatry" (MED 5133), two 3-hour meetings with 10 first-year medical students.
- 2004–present Lecturer, "Clinical Experiences 1 and 2" (MED 5138 and MED 5233), two 1-hour lectures on health literacy each year for 150 first-year medical students.
- 2007–present Preceptor, Student Health Center, Carnegie Mellon University, 4-8 hours of precepting and clinical teaching for one third-year medical student and one second-year internal medicine residents each week for 48 weeks a year.
- 2007–present Lecturer, Combined Ambulatory Medicine and Pediatrics Clerkship (MED 5328), two 1-hour lectures on nicotine addiction for 20 third-year medical students 8 times a year.
- 2008–present Lecturer, "Foundations of Nursing Practice" (NUR 0800), one 2-hour lecture on the effects of mass media on health for 120 first-year nursing students once a year.
- 2008-present Lecturer, "Profession of Pharmacy 4" (PHARM 5211), one 2-hour lecture on the effects of mass media on health for 100 fourth-year pharmacy students once a year.
- 2008-present Lecturer, "Medical Writing and Presentation Skills" (MEDEDU 2140). One 1-hour lecture on medical writing twice each year.
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## PROFESSIONAL ACTIVITIES: MENTORING AND ADVISING

### Undergraduate Students

- 2005–2007 Advisor, Aaron Agarwal. Advised as a U2 to U4 student in psychology. Accomplishments while under supervision: Received BA. Coauthored a letter published in the *American Journal of Public Health*. Coauthored articles published in the *Archives of Pediatric and Adolescent Medicine* and the *Annals of Behavioral Medicine*. Current position: Graduate student in accounting and finance at the George Washington University.
- 2005–2008 Advisor, Natasha Hoyte. Advised as a U2 to U4 student in biology and chemistry. Accomplishments while under supervision: Received BS. Was awarded the Vira Heinz Scholarship to study in Tanzania for the summer of 2007. Current position: Graduate student in Public Health.
- 2006–2008 Advisor, Mary Carroll. Advised as a U2 to U4 student in anthropology and linguistics. Accomplishments while under supervision: Received BA. Coauthored articles published in the *Archives of Pediatric and Adolescent Medicine* and the *Journal of Health Communication*. Current position: Peace Corps Volunteer in Health Education, Turkmenistan.
- 2008–2009 Honors thesis advisor, Elyse Sherman. Advised as a U4 student in sociology. Accomplishments while under supervision: Received BA. Completed a graduate-level honors thesis and was the first author of an article published in the *Journal of School Health*. Current position: Graduate student in public policy at George Washington University.

### Graduate Students

2009-present Faculty advisor and thesis committee member, Mari Vandenberg, BS. Accomplishments while under supervision: Received MHA (master of health administration) from Graduate School of Public Health at University of Pittsburgh.

### Medical Students

- 2004–2008 Faculty advisor, Jennifer Basarab, BA. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency. Current position: Resident in emergency medicine, University of Pennsylvania.
- 2004–2008 Faculty advisor, Shail Mehta, BS. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency. Current position: Resident in medicine, University of Michigan.
- 2004–2009 Faculty advisor, Kristen Scopaz, BS. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency. Current position: Resident in family medicine, UPMC St. Margaret, Pittsburgh.
- 2007–2008 Research mentor, Brandi Swanier, BA. Advised as an MS3 to MS4 student. Accomplishments while under supervision: Received MD. Was the second author of an article published in the *Archives of General Psychiatry*. Current position: Family Medicine Resident at Brown University.
- 2007–2010 Research mentor, Alison Goldberg, BA. Advised as an MS2 to MS4 student. Accomplishments while under supervision: Received Best Poster Award at the 2007 Annual Meeting of the Society of Pediatric and Adolescent Gynecology. Was the first author of an article accepted for publication in the *Journal of Pediatric and Adolescent Gynecology*. Current position: Pediatrics Resident at Jefferson.
- 2007–2011 Scholarly project mentor, Enrico Castillo, BA. Advised as an MS2 to MS4 student. Accomplishments while under supervision: Completed a project entitled “Development of a Cancer Screening Brochure for Asian Females.” Current position: Psychiatry Resident.
- 2007–2011 Scholarly project mentor, Traci Roberts, BS, MS. Have advised since the MS1 year. Accomplishments while under supervision: Completed a project entitled “Representation of Emergency Department Visits in Mass Media.”
- 2008–present Scholarly project mentor, Jonathan Lee, BS. Have advised since the MS1 year. Accomplishments while under supervision: Completed project entitled “Association between Recommended Processes of Care and Pneumonia Outcomes.” Completed and submitted associated abstract to national meeting of the Society for General Internal Medicine.
- 2009–present Scholarly project mentor, Erin Nuzzo, BS. Have advised since the MS1 year. Accomplishments while under supervision: Received Outstanding Student Presentation Award at 2011 Society of Behavioral Medicine Meeting. Was first author on oral presentation accepted to the Annual Meeting of the *Society of Behavioral Medicine*. Was second author on publication accepted to *Addiction*.
- 2010–present Scholarly project mentor, Jane Tschang, BS, MA. Have advised since the MS1 year. Accomplishments while under supervision: Proposed project entitled “Media literacy and tobacco use among urban youth in Pittsburgh” accepted by scholarly project committee. Was first author on oral presentation delivered at National Media Education Conference in Philadelphia, PA, July, 2011.
- 2011–present Scholarly project mentor, Jennifer Mah, BS. Have advised since the MS1 year. Accomplishments while under supervision: Proposed project entitled “Associations between knowledge and behavior regarding hookah tobacco smoking.”
- 2011–present Scholarly project mentor, Carly Schram, BS. Have advised since the MS1 year. Accomplishments while under supervision: Proposed project entitled “Improving evidence-based prescribing among medical residents.”

### Clinical and Postdoctoral Fellows

- 2008–2010 Research mentor, Margie Snyder, PharmD. Advised as a fellow. Accomplishments while under supervision: Published dissertation in *Research on Social and Administrative Pharmacy*. Received faculty position offer from first-choice institution. Current position: Research faculty, Purdue University.
- 2006–present Research mentor, Jennifer Middleton, MD. Advise as a Family Medicine fellow and faculty member. Accomplishments while under supervision: Received the Top Paper Award at the 2006 Annual Meeting of the Northeast Society for Teachers of Family Medicine, received a Green Award Research Scholarship, and received a career development award from the American Academy of Family Physicians Foundation.

### Junior Faculty Members

- 2006–present Research mentor, Michael Yonas, PhD. Advise as Family Medicine faculty member. Accomplishments while under supervision: Several peer-reviewed publications and receipt of a career-development award (KL2) from the National Institutes of Health.
- 2007–present Research mentor, Anna Adachi-Mejia, PhD. Advise as a junior faculty member at Dartmouth University. Accomplishments while under supervision: Was the first author of articles published in *JAMA* and the *Archives of Pediatric and Adolescent Medicine*.

### PROFESSIONAL ACTIVITIES: PATIENT CARE

- 2002–2004 Staff physician, Matilda Theiss Health Center, University of Pittsburgh Medical Center (UPMC). Schedule: 5-6 half-day sessions per week from 2002-2004. Panel size: about 800 patients, ranging from newborn to geriatric populations.
- 2004–2007 Staff physician, Student Health Service, University of Pittsburgh, Pittsburgh, Pennsylvania. Schedule: 2-3 days half-days per week. Panel size: about 12,000 patients, primarily college and graduate students.
- 2007–present Staff physician, Student Health Service, Carnegie Mellon University, Pittsburgh, Pennsylvania. Schedule: 1-3 days half-days per week. Panel size: about 4,000 patients, primarily college and graduate students.

### PROFESSIONAL ACTIVITIES: RESEARCH

#### Previous Grant Support

Years	Grant Title	Role and % Effort	Source and Dollar Amount
2003–2004	Media Literacy for Health Education and Disease Prevention: Pilot Project, 2/1/03 to 1/31/04	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$26,365; Indirect: \$2109
2004–2005	Health, Media Exposure, and Media Literacy, 11/1/04 to 10/31/05	Principal investigator, 10%	Tobacco-Free Allegheny, Direct: \$20,264; Indirect: \$1621
2004–2007	Ad It Up: Integration of Video Production into Smoking Prevention Media Literacy Programs, 4/1/04 to 3/31/07	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$65,765; Indirect: \$5261
2005–2006	Improving Medical Students' Cultural Competency through Developing Community Patient Education Materials, 1/1/05 to 6/30/06	Principal investigator, 3%	Provost's Innovation in Education Award, University of Pittsburgh, Direct: \$13,435; Indirect: \$0

2006–2009	School-Based Media Literacy to Reduce Adolescent Smoking, 7/1/06 to 12/31/09	Principal investigator, 25%	Physician Faculty Scholar Award from the Robert Wood Johnson Foundation, Direct: \$300,000; Indirect: \$0
2008–2011	The Effect of a Targeted Video Intervention on Beliefs regarding Hypertension, 4/1/08 to 3/31/11	Co-investigator and research mentor, 5%	American Academy of Family Physicians Foundation, Direct: \$30,000; Indirect: \$2400
2008–2011	Computer-Based Health and Medical Education in Needy Area High Schools, 7/1/08 to 6/30/11	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$92,592; Indirect: \$7408.

**Current Grant Support**

Years	Grant Title	Role and % Effort	Source and Dollar Amount
2006–2011	K07 Media Literacy to Prevent Adolescent Smoking, 9/1/06 to 8/31/11	Principal investigator, 65%	National Cancer Institute, Direct: \$609,375; Indirect: \$48,750
2009–2011	Waterpipe Tobacco Smoking among Students at the University of Florida, 7/1/09 to 6/30/11	Principal investigator, effort subsumed under R01	University Center for Social and Urban Research, University of Pittsburgh, \$10,000; Indirect: \$0
2009–2011	K07-S ARRA Supplement to Media Literacy to Prevent Adolescent Smoking, 9/1/09 to 8/31/11	Principal Investigator, effort subsumed under K07	National Cancer Institute, Direct: \$100,000; Indirect: \$8000
2009–2011	Investigating Associations between Media Use, Depression, and Anxiety, Using Ecological Momentary Assessment (EMA), 8/1/09 to 7/31/11	Co-principal investigator, 10%	RAND–University of Pittsburgh Health Institute (RUPHI), Direct: \$25,000; Indirect: \$0
2010–2015	R01 Waterpipe Tobacco Smoking among Adolescents and Young Adults in the United States, 5/1/10 to 2/28/15	Principal investigator, 35%	National Cancer Institute, Direct: \$1,684,011; Indirect: \$867,266
2011–2014	Media Literacy to Improve Evidence-Based Prescribing Among Family Medicine Trainees, 9/1/11 to 8/31/14	Principal investigator, 25%	The Consumer and Prescriber Grant Program, Direct: \$515,122; Indirect: \$41,210
2012-2013	R01 Waterpipe Tobacco Smoke: Toxicant Exposure and Effects, 2/1/12 to 1/31/13	Co-Investigator, 10%	National Cancer Institute, Direct: \$19,589; \$10,088

**Pending Grant Support**

Years	Grant Title	Role and % Effort	Source and Dollar Amount
2012-2016	Improving US Health Policy Regarding Waterpipe Tobacco Smoking	Principal investigator, 20%	Robert Wood Johnson Foundation, Direct: \$299,108; Indirect: \$48,750
2012-2017	Music, Substance Use, and Risky Sex Among African-American and Hispanic Adolescents	Principal investigator, 35%	National Institutes of Health, \$1,315,722; Indirect: \$677,597
2012-2017	Media Exposure and Cancer Risk Behaviors	Principal Investigator,	American Cancer Society, Direct: \$1,953,465; Indirect:

		40%	\$390,693
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**PROFESSIONAL ACTIVITIES: INVITED LECTURES AND SEMINARS**

**Local and Regional Presentations**

- 2002 "Cross Cultural Psychiatry," Shadyside Hospital, Pittsburgh, Pennsylvania, October 1, 2002.
- 2002 "Smoke Out the Advertisers," American Cancer Society's Second Annual Youth Tobacco Leadership Institute, Pittsburgh, Pennsylvania, November 20, 2002.
- 2003 "Media Literacy for Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania, January 16, 2003.
- 2003 "Learn the Lies, Teach the Truth," Beaver County Youth Leadership Institute, Beaver, Pennsylvania, January 30, 2003.
- 2003 "Media Literacy and Technology," Entertainment Technology Center, Carnegie Mellon University, Pittsburgh, Pennsylvania, February 14, 2003.
- 2003 "Using the Language of Mass Media for Health Promotion," UPMC Patient-Provider Communication Workgroup, Pittsburgh, Pennsylvania, August 27, 2003.
- 2003 "Health and Your TV," University of Pittsburgh Honors Program Lecture Series, Pittsburgh, Pennsylvania, September 26, 2003.
- 2003 "Media Literacy and Smoking Prevention in Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania, October 2, 2003.
- 2003 "Innovative Smoking Prevention with Media Literacy," Center for Research on Health Care, Pittsburgh, Pennsylvania, November 4, 2003.
- 2003 "Media Literacy: A Solution for Health Disparities?" Board of Directors, Maurice Falk Foundation, Pittsburgh, Pennsylvania, December 2, 2003.
- 2004 "Mass Media and Health," Social Psychology Course, Duquesne University, Pittsburgh, Pennsylvania, February 16, 2004.
- 2004 "Media Literacy for Prevention," Beaver County Community College Prevention Conference, Beaver, Pennsylvania, March 16, 2004.
- 2004 "Media Literacy as a Tool for Prevention of Smoking Initiation," Center for Health Equity Research and Promotion, Pittsburgh, Pennsylvania, March 16, 2004.
- 2004 "Media Literacy for Prevention of Adolescent Smoking," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania, April 1, 2004.
- 2004 "The Effect of the Mass Media on Youth," Point Park University Speaker Series, Pittsburgh, Pennsylvania, May 23, 2004.
- 2004 "Getting Back Remote Control: Mass Media Messages and Your Patients' Health," 41st Annual Family Medicine Refresher Course, UPMC St. Margaret, Pittsburgh, Pennsylvania, June 17, 2004.
- 2004 "Remote Control," Providing Athletic Youth Both Academic and Career Success (PAYBACS) Program for At-Risk Athletic Youth, Pittsburgh, Pennsylvania, July 9, 2004.
- 2004 "Tobacco-Related Mass Communications Aimed at African Americans," Center for Minority Health, Graduate School of Public Health, University of Pittsburgh, Pittsburgh, Pennsylvania, July 21, 2004.
- 2004 "Youth Nonsmoking Ordinances and Smoking Outcomes," Whitehall City Council Meeting about the Public Youth Smoking Ordinance, Whitehall, Pennsylvania, September 1, 2004.
- 2004 "Media Violence," WVIA-TV (PBS affiliate) "Ask the Expert" format show filmed and broadcast live, Scranton, Pennsylvania, September 1, 2004.

- 2005 "Media Literacy and You," Parent-Teacher Community Council Meeting, Carrick High School, Carrick, Pennsylvania, February 8, 2005.
- 2005 "Media Literacy: Entertainment Technology Meets Social Conscience," Entertainment Technology Center, Carnegie Mellon University, Pittsburgh, Pennsylvania, February 9, 2005.
- 2005 "Mass Media and Spirituality," Jewish Healthcare Foundation, Pittsburgh, Pennsylvania, February 15, 2005.
- 2005 "Getting Back Remote Control: Mass Media Messages and Your Patients' Health," 42nd Annual Family Medicine Refresher Course, UPMC St. Margaret, Pittsburgh, Pennsylvania, June 11, 2005.
- 2005 "Mass Media and the Health of the Population," Pennsylvania Governor's School, Pittsburgh, Pennsylvania, July 16, 2005.
- 2005 "Mass Media Messages: Who's Selling Whom?" featured presentation, Project Prevention Annual Substance Abuse Youth Leadership Conference, Pittsburgh, Pennsylvania, November 8, 2005.
- 2005 "Smoking Norms: The Way of the People," plenary presentation, Tobacco-Free Allegheny Annual Conference, Pittsburgh, Pennsylvania, November 10, 2005.
- 2006 "Mass Media, Marketing, and Medicine," Grand Rounds, UPMC St. Margaret, Pittsburgh, Pennsylvania, January 19, 2006.
- 2006 "Social Marketing Meets Health Literacy," Institute for Doctor-Patient Communication Seminar Series, University of Pittsburgh, Pittsburgh, Pennsylvania, February 24, 2006.
- 2006 "Making Medical Headlines," Mini Medical School, University of Pittsburgh, Pittsburgh, Pennsylvania, April 18, 2006.
- 2006 "Tobacco Advertising and Racial Disparities," Annual Minority Health Tobacco Institute, Center for Minority Health, Pittsburgh, Pennsylvania, June 25, 2006.
- 2006 "Media and the Health of the United States," Pennsylvania Governor's School for Health Care, Pittsburgh, Pennsylvania, July 6, 2006.
- 2006 "The Association between Media Literacy and Adolescent Smoking," Center for Research on Health Care, Pittsburgh, Pennsylvania, September 19, 2006.
- 2007 "Health Literacy Meets Social Marketing: Innovative Improvement of Medical Students' Comfort with Patient Care," Teaching Excellence Fair, University of Pittsburgh, Pittsburgh, Pennsylvania, November 8, 2007.
- 2007 "Media Literacy and Patient Care," Pittsburgh Registered Nurse Club, Pittsburgh, Pennsylvania, November 21, 2007.
- 2007 "Choice of Musical Genre and Sexual Experience: Is There a Link?" Reproductive Health Research Seminar, Pittsburgh, Pennsylvania, January 19, 2007.
- 2007 "Favorite Musical Genre and Sexual Experience among Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania, February 15, 2007.
- 2007 "Media Literacy and Risk of Smoking," Center for Risk Perception, Carnegie Mellon University, Pittsburgh, Pennsylvania, February 28, 2007.
- 2007 "Using Social Marketing to Teach Health Literacy to Medical Students," Monthly Medical Education Seminar, UPMC Shadyside, Pittsburgh, Pennsylvania, April 18, 2007.
- 2007 "Health Literacy and Social Marketing," Grand Rounds, UPMC Northwest, Franklin, Pennsylvania, April 19, 2007.
- 2007 "Smoking Prevention," Smoking Research Summit, Graduate School of Public Health, University of Pittsburgh, Pittsburgh, Pennsylvania, April 20, 2007.

- 2007 "The Media and Your Patients' Health," Mon Valley Hospital, Monongahela, Pennsylvania, May 10, 2007.
- 2007 "How to 'Ad It Up' for Yourself: The Media and Health," Pennsylvania Governor's School for Health Care, Pittsburgh, Pennsylvania, July 2, 2007.
- 2007 "Substance Use and Sex in Popular Music," Internal Medicine Grand Rounds, Pittsburgh, Pennsylvania, September 28, 2007.
- 2008 "Diagnosis and Treatment of Depression in Primary Care," Student Health Services, Carnegie Mellon University, Pittsburgh, Pennsylvania, December 5, 2008.
- 2008 "Health Literacy and Nursing Care," School of Nursing, University of Pittsburgh, Pittsburgh, Pennsylvania, February 7, 2008.
- 2008 "Popular Music and Health: Why Are We Concerned?" School of Music, University of Pittsburgh, Pittsburgh, Pennsylvania, February 20, 2008.
- 2008 "Using Social Marketing to Improve Relationships with Our Patients," School of Pharmacy, University of Pittsburgh, Pittsburgh, Pennsylvania, February 20, 2008.
- 2008 "Hookah Smoking: Past, Present, and Future," Meeting of the Board of Directors, American Cancer Society, Pittsburgh, Pennsylvania, September 23, 2008.
- 2008 "Navigating Nutrition in a Media-Driven World," American Cancer Society Speakers' Bureau Engagement, Pittsburgh, Pennsylvania, November 13, 2008.
- 2009 "Health Disparities and Tobacco Advertising," Center for Research on Health Care Seminar Series, Pittsburgh, Pennsylvania, January 13, 2009.
- 2009 "Nutrition and the Media: Lobbying for Policy Change," kickoff keynote speaker, American Cancer Society Daffodil Days, Pittsburgh, Pennsylvania, January 14, 2009.
- 2009 "Waterpipe Tobacco Smoking: A First Look at National Data," Center for Research on Health Care Seminar Series, Pittsburgh, Pennsylvania, February 3, 2009.
- 2009 "How Does the Mass Media Affect Your Pathway to Health?" keynote presentation, Pathways to Health Conference, Carnegie Mellon University, Pittsburgh, Pennsylvania, June 4, 2009.
- 2009 "Assessing the Association of Mass Media Exposure and Adolescent Mental Health Concerns, Using Ecological Momentary Assessment," Center for Research on Health Care Research Seminar, Pittsburgh, Pennsylvania, October 29, 2009.
- 2010 "An update on Mass Media and the Health of Adolescents," South Asian Health Summit, Magee Women's Hospital, Pittsburgh, Pennsylvania, April 27, 2010.
- 2010 "Protecting Your Teen During Prom Season," Televised Live Interview, KDKA-TV, Pittsburgh, Pennsylvania, May 11, 2010.
- 2010 "Does Anything Affect Health More Than Media?" University of Pittsburgh Mind-Body Center Seminar Speaker, Pittsburgh, Pennsylvania, June 10, 2010.
- 2010 "Hookah Tobacco Smoking: From the Distant Past, or in Our Immediate Future?" University of Pittsburgh Cancer Institute Annual Retreat, Pittsburgh, Pennsylvania, June 18, 2010.
- 2010 "Media Messages and Maternal-Child Health," State of Pennsylvania Health Career Scholars Academy (formerly Pennsylvania Governor's School for Health Care), Pittsburgh, Pennsylvania, July 1, 2010.
- 2010 "Mass Media Messages and Your Patients' Health." UPMC Saint Margaret Hospital Grand Rounds. Pittsburgh, Pennsylvania. September 13, 2010.
- 2010 "How Do Media Messages Influence Health Disparities?" University of Pittsburgh Office of Minority Health Featured Speaker. Pittsburgh, Pennsylvania. October 14, 2010.

- 2010 "Staying Pharm Free as a Physician." Invited Speaker for University of Pittsburgh School of Medicine Students. Pittsburgh, Pennsylvania. October 27, 2010.
- 2010 "From Big Macs to Big Pharma: Media and Health in 2010." UPMC Shadyside Hospital Grand Rounds. Pittsburgh, Pennsylvania. November 4, 2010.
- 2010 "The Influence of Media on Minority Health: An Overview." Student National Medical Association Annual Conference Retreat. November 13, 2010.
- 2011 "Mass Media and U.S. Health in 2011." Southeast Asia Youth Summit. May 5, 2011.
- 2011 "Secrets of Signs All Around You." Central Valley School District featured student presentation. May 16, 2011.
- 2011 "Driver Distractions." UPMC Saint Margaret Family Practice Residency Program 38<sup>th</sup> Refresher Course in Family Medicine. June 9, 2011.
- 2011 "How Mass Media Messages Influence Minority Health." My Brother's Keeper Annual Retreat presentation. June 14, 2011.

### **State and National Presentations**

- 2003 "Social Marketing: The Tobacco Story," teleconference presentation, U.S. EPA Chesapeake Bay Program, Washington, DC, September 15, 2003.
- 2006 "Innovative Youth Smoking Prevention," Pennsylvania Department of Health, Harrisburg, Pennsylvania, May 23, 2006.
- 2008 "Keeping Our Children Safe in a Multimedia World," plenary presentation, Annual Conference of the Center for Safe Schools, Harrisburg, Pennsylvania, May 7, 2008.
- 2008 "Media Literacy to Prevent Substance Use," plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference, Harrisburg, Pennsylvania, June 19-20, 2008.
- 2009 "Can Media Literacy Prevent Substance Use?" National Leadership Forum, Community Anti-Drug Coalitions of America, Washington, DC, February 9, 2009.
- 2009 "Ancient Practice Gets New Life: Hookah," Office of Smoking and Health Media Network Webcast, Centers for Disease Control and Prevention (CDC), Atlanta, Georgia, March 19, 2009.
- 2009 "Media Literacy to Prevent Substance Use," plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference, Harrisburg, Pennsylvania, April 2-3, 2009.
- 2009 "Hookah Smoking: The Next Strain in the Global Tobacco Epidemic," Prevention Connections National Tobacco Control Conference, Alexandria, Virginia, April 30, 2009.
- 2009 "Hookah Smoking in the Middle East, Hanover, and Beyond," Cancer Control Seminar, Dartmouth University School of Medicine, Hanover, New Hampshire, August 11, 2009.
- 2009 "Media Literacy: Can It Improve Our Relationships with Our Patients?" Pediatric Grand Rounds, Dartmouth University School of Medicine, Hanover, New Hampshire, August 12, 2009.
- 2009 "Waterpipe Tobacco Smoking: 16th Century Practice, 21st Century Public Health Threat," Pediatric Grand Rounds, Rochester, New York, November 17, 2009.
- 2010 "An Update on Mass Media and the Health of Adolescents," Adolescent Medicine Grand Rounds, Columbia University, New York, New York, March 17, 2010.
- 2010 "Mass Media Messages and Adolescent Substance Abuse in 2010," featured presentation, National Center on Substance Abuse, Columbia University, New York, New York, March 18, 2010.
- 2010 "Media Literacy to Prevent Substance Use," plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference, Harrisburg, Pennsylvania, March 25-26, 2010.

- 2011 "From Big Macs to Big Pharma: Media and Health in 2011." University of Pittsburgh Winter Academy Featured Speaker. Naples, Florida. January 28, 2011.
- 2011 "Media Literacy to Prevent Substance Use: Pittsburgh," plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference, Pittsburgh, Pennsylvania, May 3-4, 2011.
- 2011 "Media Literacy to Prevent Substance Use: State College," plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference, State College, Pennsylvania, May 10-11, 2011.

#### **PROFESSIONAL ACTIVITIES: CURRENT RESEARCH INTERESTS**

- Assessing associations between media exposures (such as advertising, television, Internet, and video games) and adolescent health outcomes (such as substance use, risky sexual behavior, and violence).
- Hookah (water-pipe) tobacco smoking in adolescence and young adulthood in the U.S.
- Development of state-of-the art interventions using media literacy to prevent disease among adolescents.

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#### **PROFESSIONAL ACTIVITIES: SERVICE**

##### **Service at the University of Pittsburgh and Affiliated Hospitals**

- 2002–2004 Alternate member, Bioterrorism Task Force, University of Pittsburgh.
- 2002–2004 Member, Patient-Physician Communication Group, School of Medicine.
- 2003–2005 Member, Committee on Medical Education, Department of Family Medicine.
- 2003–2005 Member, Clerkship Committee, Department of Family Medicine.
- 2005–2006 Member, Committee on Health Promotion, University of Pittsburgh.
- 2007 Member, Committee for Research on Education, Department of Medicine.
- 2007–present Member, Committee for Secondary and Presecondary Research Education, Department of Medicine.
- 2007–present Member, Steering Committee, Project to Reduce Exposure and Smoking of Tobacco (RESET), University of Pittsburgh.
- 2008–present Member, Biobehavioral Research Program, University of Pittsburgh Cancer Institute.

##### **Community Service**

- 1993 Volunteer counselor, Harvard Crisis Hotline, Cambridge, Massachusetts.
- 1994–1995 Emergency room volunteer and volunteer coordinator, Washington Hospital Center, Washington, DC.
- 1996 Volunteer counselor, Georgia Highlands Mental Health Center, Dalton, Georgia.
- 1996 Volunteer, Bright Beginnings Head Start Program, Washington, DC.
- 2002–present Volunteer, American Cancer Society, Pittsburgh, Pennsylvania.
- 2002–present Volunteer, Weinberg Terrace and Weinberg Village Nursing Homes, Pittsburgh, Pennsylvania.
- 2005–present Member, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, Pennsylvania.

- 2008–2010 Vice president, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, Pennsylvania.
- 2008–present Member, Speakers' Bureau, American Cancer Society of Western Pennsylvania, Pittsburgh, Pennsylvania.
- 2010–present President, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, Pennsylvania.

### **National Service**

- 2006–present Ad hoc reviewer for the following journals: *American Journal of Preventive Medicine*, *American Journal of Public Health*, *Annals of Behavioral Medicine*, *Annals of Internal Medicine*, *Archives of Pediatric and Adolescent Medicine*, *Drug and Alcohol Dependence*, *Health Education Research*, *Journal of Adolescent Health*, *Medical Education*, *New England Journal of Medicine*, *Pediatric Diabetes*, *Pediatrics*, *Scandinavian Journal of Public Health*, and *Tobacco Control*.
- 2007–present Member (founding member), Editorial Board, *Journal of Health and Mass Communication*.
- 2007 Member, Study Section, "International Tobacco and Health Research and Capacity Building Program (R01)," National Cancer Institute, National Institutes of Health (NIH).
- 2008–present Member (founding member), Editorial Board, *Journal of Media Literacy Education*.
- 2008 Member, Study Section, "Centers of Excellence in Cancer Communication Research II (P50)," National Cancer Institute, NIH.
- 2009 Member, Study Section, "Small Grants for Behavioral Research in Cancer Control (R03)," National Cancer Institute, NIH.
- 2009–2010 Member, Committee to Integrate Media Literacy Evaluation into the U.S. Educational System, Council for Chief State School Officers.
- 2010 Member, Study Section, "State and Community Tobacco Control Policy and Media Research (U01)," National Cancer Institute, NIH.
- 2011 Member, Study Section, "Small Grants for Behavioral Research in Cancer Control (R03)," National Cancer Institute, NIH.
- 2011–present Member, Standing Study Section, "Community Influences in Health Behavior (R01/R21/R03)," Center for Scientific Review, NIH.