

**CURRICULUM VITAE
UNIVERSITY OF PITTSBURGH
SCHOOL OF MEDICINE**

BIOGRAPHICAL

Name:	Brian A. Primack, MD, EdM, MS	Birth Date:	April 22, 1969
Home Address:	5933 Hobart Street Pittsburgh, PA 15217	Birth Place:	New York, NY
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EDUCATION and TRAINING

UNDERGRADUATE:

Dates	Name/Location	Degree/Year	Major Subject
1987-1991	Yale University New Haven, CT	BA 1991 <i>Magna cum laude</i>	English and Mathematics

GRADUATE:

Dates	Name/Location	Degree/Year	Major Subject
1992-1993	Harvard University Cambridge, MA	EdM 1993	Human Development and Psychology
1995-1999	Emory University Atlanta, GA	MD 1999 <i>Summa cum laude</i>	Medicine
2005-2008	University of Pittsburgh Pittsburgh, PA	MS 2008	Clinical and Translational Research
2008-present	University of Pittsburgh Pittsburgh, PA	PhD expected 2012	Clinical and Translational Research

POSTGRADUATE:

Dates	Name/Location	Discipline/Program Director
1999-2002	UPMC Saint Margaret Hospital Residency Program, Pittsburgh, PA	Family Medicine Ted Schaffer, MD, Director

APPOINTMENTS and POSITIONS

ACADEMIC:

Years Inclusive	Name/Location	Rank/Title
2002-2005	University of Pittsburgh School of Medicine Pittsburgh, PA	Assistant Professor of Family Medicine
2002-2004	Matilda Theiss Health Center Pittsburgh, PA	Physician
2004-2007	University of Pittsburgh Student Health Pittsburgh, PA	Physician
2005-present	University of Pittsburgh School of Medicine Pittsburgh, PA	Assistant Professor of Medicine
2007-present	Carnegie Mellon University Student Health Pittsburgh, PA	Physician
2007-present	University of Pittsburgh School of Medicine Pittsburgh, PA	Assistant Professor of Pediatrics (Secondary Appointment)

NON-ACADEMIC:

Years Inclusive	Name/Location	Rank/Title
1988	The National Security Agency Fort Meade, MD	Mathematician
1990-1991	Yale University New Haven, CT	Freshman Counselor
1990-1995	Exploration Summer Program Wellesley, MA	Instructor and Head of House
1992-1993	American School of Niamey Niger, West Africa	Teacher
1993-1995	The University of Maryland College Park, MD	Mathematics Instructor

1995-1996	Emory University Atlanta, GA	Resident Director
2000	Exploration Summer Program Wellesley, MA	Dean of Students

CERTIFICATION and LICENSURE

SPECIALTY CERTIFICATION:

Certifying Board	Year
American Board of Family Practice	2003-2012

MEDICAL LICENSURE:

Licensing Board	Year
State of Pennsylvania	2000-2010

MEMBERSHIPS in PROFESSIONAL and SCIENTIFIC SOCIETIES

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

HONORS

Honor/Award	Year
Yale Commencement Day Speaker, Class of 1991	1991
<i>Magna cum laude</i> , Yale University	1991
Distinction in the English major, Yale University	1991

Honor/Award	Year
Yale University Fellows' Prize for "Academic achievement above and beyond the call of duty"	1991
Niger National Champion, international French mathematics competition	1992
Robert W. Woodruff Fellowship in Medicine (full four-year scholarship and stipend to medical school)	1995
Stanley Foundation Fellowship (research grant)	1997
Gaston Award for service to the community	1997
Elected to Alpha Omega Alpha medical honor society	1998
<i>Summa cum laude</i> , Emory University School of Medicine	1999
Saint Margaret Hospital Outstanding Teaching Resident Award	2002
Featured 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	2002-9
American Cancer Society Program Award in Cancer Control	2003
University of Pittsburgh Provost's Innovation in Education Award	2005
Society of Adolescent Medicine New Investigator Award for "excellence in research unique to the development and health care needs of adolescents"	2006
Bronze Telly Award (National Video Production Award)	2006
Robert Wood Johnson Foundation Physician Faculty Scholar Award	2006-9

PUBLICATIONS

A. Refereed articles, original research

1. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale. *Archives of Pediatric and Adolescent Medicine*. 2006;160:369-374.
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;39:465-472. (Lead article.)
3. **Primack BA**, Switzer GE, Dalton MA. Improving measurement of smoking normative beliefs in adolescents. *Archives of Pediatric and Adolescent Medicine*. 2007;161:434-439. (Lead article.)
4. **Primack BA**, Bui T, Fertman C. Social marketing meets health literacy: Innovative improvement of health care providers' comfort with patient interaction. *Patient Education and Counseling*. 2007;68:3-9.

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*. September 2007;122:607-615.
6. **Primack BA**, Dalton MA, Carroll MV, Agarwal AA, Fine MJ. A content analysis of tobacco, alcohol, and other drugs in popular music. *Archives of Pediatric and Adolescent Medicine*. 2008;162:169-175.
7. **Primack BA**, Land SR, Fine MJ. Adolescent smoking and volume of exposure to various forms of media. *Public Health*. 2008;122:379-89.
8. **Primack BA**, Hobbs R. Association of Various Components of Media Literacy and Adolescent Smoking. *American Journal of Health Behavior*. 2009;33(2):192-201.
9. **Primack BA**, Gold MA, Schwarz EB, Dalton MA. Degrading and non-degrading sex in popular music: A content analysis. *Pub Health Reports*. 2008;123:593-600.
10. **Primack BA**, Sidani JE, Agarwal AA, Donny EC, Shadel WG, Eissenberg TE. Prevalence of and associations with waterpipe smoking among US university students. *Annals of Behavioral Medicine*. 2008;36:81-86.
11. **Primack BA**, Kraemer KL, Dalton MA, Fine MJ. Media exposure and marijuana and alcohol use among adolescents. *Substance Use and Misuse*. In press.
12. **Primack BA**, Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Excessive media use and depression: a longitudinal study. *Archives of General Psychiatry*. 2009;66:181-188.
13. **Primack BA**, Walsh M, Eissenberg TE. Waterpipe tobacco smoking among middle and high school students. *Pediatrics*. 2009;123:e282-e288.
14. Adachi-Mejia AM, **Primack BA**, Beach ML, Titus-Ernstoff L, Longacre MR, Weiss JE, Dalton MA. The influence of early movie smoking exposure and team sports participation on established smoking. *Archives of Pediatric and Adolescent Medicine*. In press.
15. **Primack BA**, Fine D, Yang K, Wickett D, Zickmund S. Students' impressions of two different types of anti-smoking education: qualitative results from a randomized controlled trial. *Health Education Research*. Advance Access: doi:10.1093/her/cyn062.
16. **Primack BA**, Sidani JE, Carroll MV, Fine MJ. Associations between smoking and media literacy in college students. *Journal of Health Communication*. In press.
17. **Primack BA**, Douglas E, Fine MJ, Dalton MA. Association of favorite music and sexual behavior. *American Journal of Preventive Medicine*. 2009;36:317-323.
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*. June 2009. In press.
19. Arke ET, **Primack BA**. Quantifying media literacy: Development, reliability, and validity of a new measure. *Educational Media International*. 2009. In press.
20. Fertman CI, **Primack BA**. Development and validation of an elementary school student self efficacy scale. *Journal of Drug Education*. 2009. In press.

21. Sherman E, **Primack BA**. What works to prevent smoking? A systematic review of the National Cancer Institute's research-tested intervention programs. *Journal of School Health*. 2009. In press.

B. Reviews, commentaries, invited published papers, monographs, books and book chapters

	Citation	Publication Type
1.	Primack BA . Applied pressure reduced perceived pain at the intramuscular injection site: commentary. <i>Evidence-Based Medicine</i> . 2003;8(2):61.	Commentary
2.	Primack BA . The WHO-5 Wellbeing Index performed the best in screening for depression in primary care: commentary. <i>American College of Physicians Journal Club</i> . 2003; 139(2):48.	Commentary
3.	Primack BA and Pincus HA. Educational and organizational interventions to improve the management of depression in primary care: commentary. <i>Evidence-Based Medicine</i> . 2003;8(6):191.	Commentary
4.	Primack BA and Mahaniah KJ. Anemia. Monograph for the American Academy of Family Practice. June, 2004.	Monograph
5.	Primack BA and Mahaniah KJ. Chapter 30: Anemia. <i>Current Medical Diagnosis and Treatment for Family Medicine 2004</i> (First Edition). Columbus, OH: McGraw Hill.	Book Chapter
6.	Primack BA . Mass Media and Violence. Policy statement for the AAFP. Published June 2004.	Policy Statement
7.	Primack BA . Alcohol Advertising and Youth. Policy statement for the AAFP. Published June 2004.	Policy Statement
8.	Primack BA and Zimmerman RK. Immunizations in Women. <i>The Female Patient, Primary Care Edition</i> . 2004; 29(1):12-18. (Cover article.)	Invited Paper
9.	Primack BA . Counseling Patients about Mass Media and Health. <i>American Family Physician</i> . 2004;69(11):2545-2554.	Review
10.	Primack BA and Zimmerman RK. Update on Influenza and Other Immunizations in Women. <i>The Female Patient, Obstetrics/Gynecology Edition</i> 2004;29(10).	Invited Paper
11.	Primack BA . Some therapies for treating the irritable bowel syndrome may be effective symptom improvement: commentary. <i>American College of Physicians Journal Club</i> . 2005;142(3):78.	Commentary

Citation	Publication Type
12. Primack BA. Commentary: Is bibliotherapy an effective intervention for patients with depression? <i>Evidence-Based Medicine</i> . 2006;11;8- doi:10.1136/ebm.11.1.8.	Commentary
13. Primack BA, Aronson, JD, Agarwal, AA. An old custom, a new threat to public health. <i>American Journal of Public Health</i> . 2006;96:1339.	Letter to the Editor
14. Primack BA and Mahaniah KJ. Chapter 31: Anemia. <i>Current Medical Diagnosis and Treatment for Family Medicine 2007</i> (Second Edition). Columbus, OH: McGraw Hill.	Book Chapter
15. Primack BA, Walsh M, Bryce C, Eissenberg TE. Highlighting the potential dangers of waterpipe tobacco smoking to the public health. <i>Pediatrics</i> . 2009; 123:e282, eLetters.	Letter to the Editor

C. *Published Abstracts (Peer-Reviewed Conference Presentations)*

1. **Primack BA.** Remote Control: Media Literacy and Health Education. Oral presentation. Annual STFM/AAFP Patient Education Conference. Fort Lauderdale, FL. 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, FL. 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, FL. October 15, 2004.
4. **Primack BA.** Media literacy can reduce the impact of the mass media on adolescent smoking. Poster presentation. Society for Public Health Education National Meeting. Washington, DC. November 6, 2004.
5. **Primack BA,** Land SR, Fine MJ. Tobacco-related mass communications aimed at African-Americans. Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 8, 2004.
6. **Primack BA.** Developing school-based media education programs aimed at reducing youth tobacco use. Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 9, 2004.
7. **Primack BA,** Steinkamp K, Land SR. Developing school-based media education programs aimed at reducing youth tobacco use. Poster presentation. American Public Health Association Annual Meeting. Washington, DC. November 9, 2004.
8. **Primack BA.** AD IT UP: Innovative smoking media literacy education. Oral presentation. National Media Education Conference. San Francisco, CA. June 26, 2005.

9. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Orlando, FL. February 17, 2006.
10. **Primack BA**. Association of adolescent smoking and specific types of media exposure. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Orlando, FL. February 18, 2006.
11. **Primack BA**, Gold MA, Land SR, Fine MJ. Associations between media literacy and adolescent smoking. Plenary oral presentation. Society for Adolescent Medicine Annual Meeting. Boston, MA. March 23, 2006. *Won New Investigator Award for best presentation by a new investigator.*
12. **Primack BA**. The relationship between media literacy and adolescent smoking. Oral presentation. 13th World Conference on Tobacco or Health. Washington, DC. July 14, 2006.
13. Sheftel AV, Chiapetta L, **Primack BA**, Gold MA. Association between religiosity and sexual behaviors. Oral presentation. North American Society for Pediatric and Adolescent Gynecology. Atlanta, GA. April 20, 2007. *Won Laufer Award for best oral presentation.*
14. **Primack BA**. Measurement of smoking behaviors and beliefs. Plenary oral presentation. National Media Education Conference. St. Louis, MO. June 23, 2007.
15. **Primack BA**. Anti-smoking media literacy: preliminary results from a randomized controlled trial. Oral presentation. National Media Education Conference. St. Louis, MO. June 24, 2007.
16. **Primack BA**, Gold MA, Schwarz EB, Dalton MA. Music preference and sexual experience among adolescents (Oral). American Public Health Association's 135th Annual Meeting. Washington, DC. November 5, 2007.
17. **Primack BA**, Hobbs R. Which specific components of media literacy are most strongly associated with adolescent smoking? Oral presentation. American Public Health Association's 135th Annual Meeting. Washington, DC. November 6, 2007.
18. **Primack BA**, Dalton MA, Carroll MV, Agarwal AA, Fine MJ. Content analysis of references to substance abuse in popular music. Oral presentation. American Public Health Association's 135th Annual Meeting. Washington, DC. November 7, 2007.
19. **Primack BA**, Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Adolescent media use and young adult depression: A longitudinal study. Plenary oral presentation. Society for Adolescent Medicine 2008 Annual Meeting. Greensboro, NC. March 27, 2008.
20. **Primack BA**, Kraemer KL, Fine MJ, Dalton MA. Association between media exposure and marijuana and alcohol use in adolescents. Plenary oral presentation. Society for Adolescent Medicine 2008 Annual Meeting. Greensboro, NC. March 27, 2008.

21. **Primack BA**, Sidani J, Agarwal AA, Shadel WS, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among US university students. Poster presentation. Society for Adolescent Medicine 2008 Annual Meeting. Greensboro, NC. March 27, 2008.
22. **Primack BA**, Douglas E, Wickett DJ, Fine MJ. Exposure to degrading sex in popular music and sexual experience among adolescents. Oral presentation. Society of General Internal Medicine Annual Meeting 2008. Pittsburgh, PA. April 10, 2008.
23. Chan CW, **Primack BA**. Video games to improve health: a systematic review. Poster presentation. Society for Teachers of Family Medicine Annual Spring Conference. Baltimore, MD. May 1, 2008.
24. Somma MA, Culley CM, Hall DL, **Primack BA**, Meyer SM. Integrating a Student-Directed Public Health Outreach Project into Experiential Learning. American Association of Colleges of Pharmacy Annual Meeting 2008. Chicago, IL. July 22, 2008.
25. Rich MO, Bickham D, **Primack BA**. Take back the remote control: Media literacy for adolescent health. Oral presentation. Society for Adolescent Medicine Annual Meeting 2009. Los Angeles, CA. March 25, 2009.
26. **Primack BA**, Carroll M, McNamara M, Klem M, King B, Rich MO, Nayak, S. Systematic review: Can video games improve health? Oral presentation. Society for Behavioral Medicine Annual Meeting 2009. Montreal, QC. April 24, 2009.
27. **Primack BA**. Waterpipe tobacco smoking among college students: A first look at national data. Poster presentation. Society for Behavioral Medicine Annual Meeting 2009. Montreal, QC. April 25, 2009.
28. **Primack BA**. Exposure to marijuana in popular music and marijuana smoking among adolescents. Poster presentation. Society for Behavioral Medicine Annual Meeting 2009. Montreal, QC. April 25, 2009.

PROFESSIONAL ACTIVITIES

TEACHING:

A. Coursework

Course	Role	Description	Students Involved	Dates Inclusive
Matilda Theiss Health Center	Preceptor	6 hours of weekly precepting and clinical teaching	one second-year medical student weekly	2002-2004

Course	Role	Description	Students Involved	Dates Inclusive
Shadyside family health center	Preceptor	3 hours of weekly precepting and clinical teaching	15 medical students (3 rd -4 th year) and family medicine residents (1 st -3 rd year) weekly	2002-2003
Theories of Health Behavior (BCHS 2511 and BCHS 2520)	Lecturer	Bi-annual guest lecturer on health behavior theory	25 master's of public health students each session	2003-2006
Family Medicine Clerkship	Lecturer	One hour lecture on evidence based prevention monthly	15 third year medical students each month	2003-2004
Health: from Cells to Communities (MED 2110)	Course Developer and Director	Three credit course for the University Honors College (three hr/wk x 16 weeks)	16 undergraduate honors students	2004
Medical Interviewing (MED 5122)	Instructor and Small Group Facilitator	Taught seven three-hour sessions	8 first-year medical students	2004
Medicine: from Molecules to Mass Media (MED 2111)	Course Developer and Director	Three credit course for the University Honors College (three hr/wk x 16 weeks)	8 undergraduate honors students	2005
Psychiatry	Problem Based Learning Facilitator	Two three-hour meetings	10 first-year medical students	2006
Clinical Experiences Course	Lecturer	Two hour-long lectures annually on health literacy	150 first-year medical students	2004-present
Carnegie Mellon University Student Health Center	Preceptor	8 hours of clinical teaching weekly	Second year internal medicine residents and third year medical students	2007-present

Course	Role	Description	Students Involved	Dates Inclusive
Combined Ambulatory Medicine and Pediatrics Clerkship	Lecturer	Bimonthly lectures on nicotine addiction	Third year medical students	2007-present
Introduction to the Practice of Nursing	Lecturer	Annual lectures to nursing student body on effects of mass media on health	First year nursing students	2008-present

B. Supervision/Mentorship

Advisee	Level	Years of Supervision	My Role	Accomplishments while under Supervision
Anna Adachi-Mejia	Junior Faculty	2007-current	Research Mentor	Faculty member in Pediatrics; first-author publications in <i>JAMA</i> , <i>Archives of Pediatric and Adolescent Medicine</i>
Jennifer Middleton	Junior Faculty	2006-current	Research Mentor	Top paper award at Northeast Society for Teachers of Family Medicine 2006; Green Award Research Scholarship; American Academy of Family Physicians Research Grant
Michael Yonas	Junior Faculty	2005-2007	Research Mentor	Transitioned to faculty in Family Medicine
Craig Fryer	Junior Faculty	2005-2007	Research Mentor	Transitioned to faculty in Graduate School of Public Health
Alison Goldberg	MS2-MS4	2007-current	Research Mentor	Best poster at 2007 Annual Meeting of Society of Pediatric and Adolescent Gynecology; First-author publication accepted to <i>Journal of Pediatric and Adolescent Gynecology</i>
Brandi Swanier	MS3-MS4	2007-2008	Research Mentor	Second-author publication in <i>Archives of General Psychiatry</i>
Jennifer Basarab	MS1-MS4	2004-2008	Faculty Advisor	Received first choice residency in Emergency Medicine (University of Pennsylvania)

Advisee	Level	Years of Supervision	My Role	Accomplishments while under Supervision
Shail Mehta	MS1-MS4	2004-2008	Faculty Advisor	Received first choice residency in Medicine (University of Michigan)
Kristen Scopaz	MS1-MS4	2004-2009	Faculty Advisor	Received first choice residency in Family Medicine (UPMC St. Margaret)
Jonathan Lee	MS2	2008-current	Scholarly Project Mentor	Scholarly project entitled "Association between compliance with recommended processes of care and pneumonia outcomes"
Enrico Castillo	MS2-MS4	2007-current	Scholarly Project Mentor	Scholarly project entitled "Development of a cancer screening brochure for Asian females"
Traci Roberts	MS2-MS4	2007-current	Scholarly Project Mentor	Scholarly project entitled "Representation of emergency department visits in mass media"
Elyse Sherman	U4	2008-2009	Senior Honors Thesis Advisor	Successful sociology honors thesis; Revision processing for first-author publication in <i>Journal of School Health</i>
Aaron Agarwal	U2-U4	2005-2007	Advisor	Co-author of published letter in <i>American Journal of Public Health</i> and manuscripts in <i>Archives of Pediatric and Adolescent Medicine</i> and <i>Annals of Behavioral Medicine</i>
Natasha Hoyte	U2-U4	2005-2008	Advisor	Awarded Vira Heinz Scholarship to study in Tanzania for the summer 2007
Mary Carroll	U2-U4	2006-2008	Advisor	Co-author of publications accepted to <i>Archives of Pediatric and Adolescent Medicine</i> and <i>Journal of Health Communication</i>

RESEARCH:**1a. Current Grant Support:**

Source/Mechanism	Grant Title	Role/Effort	Years Inclusive	Amount
1. National Cancer Institute K07	Development and Validation of a Smoking Media Literacy Scale	PI, 75%	2006-2011	\$667,695
2. Robert Wood Johnson Foundation Physician Faculty Scholar Award	School-Based Media Literacy to Reduce Adolescent Smoking	PI, 25%	2006-2009	\$300,000
3. Maurice Falk Foundation	Computer-Based Health and Media Education in Needy Area High Schools	PI, 10%	2008-2010	\$100,000
4. American Academy of Family Physicians Foundation	The Effect of a Targeted Video Intervention on Beliefs Regarding Hypertension	Co-I and Research Mentor, 5%	2008-2010	\$30,000
5. RUPHI (RAND-University of Pittsburgh Partnership)	Investigating Associations between Media Use, Depression, and Anxiety using Ecological Momentary Assessment (EMA)	Co-PI, 10%	2008-2009	\$25,000

1b. Completed Grant Support:

Source/Mechanism	Grant Title	Role/Effort	Years Inclusive	Amount
1. Maurice Falk Foundation	Media Literacy for Health Education and Disease Prevention: Pilot Projects	PI, 10%	2003-2004	\$26,365

Source/Mechanism	Grant Title	Role/Effort	Years Inclusive	Amount
2. Tobacco-Free Allegheny	The Impact of Anti-Smoking Legislation on Baldwin High School	PI, 10%	2004-2005	\$20,264
3. Maurice Falk Foundation	Ad It Up: Integration of Video Production into Smoking Prevention Media Literacy Programs	PI, 10%	2004-2007	\$65,765
4. Provost of the University of Pittsburgh, Innovation in Education Award	Improving Medical Students' Cultural Competency through Developing Community Patient Education Materials	PI, 3%	2005-2006	\$13,435

2. Seminars and Invited Lectures Related to Research

Title	Organization/Location	Date
1. Cross Cultural Psychiatry	Shadyside Hospital, Pittsburgh, PA	10/1/2002
2. Smoke Out the Advertisers	American Cancer Society's Second Annual Youth Tobacco Leadership Institute, Pittsburgh, PA	11/20/2002
3. Media Literacy for Adolescents	Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, PA	1/16/2003
4. Learn the Lies, Teach the Truth	Beaver County Youth Leadership Institute, Beaver, PA	1/30/2003
5. Media Literacy and Technology	Carnegie Mellon University Program in Entertainment Technology, Pittsburgh, PA	2/14/2003
6. Using the Language of Mass Media for Health Promotion	Presentation to UPMC Patient-Provider Communication Workgroup, Pittsburgh, PA	8/27/2003
7. Social Marketing: The Tobacco Story	Teleconference presentation to U.S. EPA Chesapeake Bay Program, Washington, DC	9/15/2003
8. Health and Your TV	University of Pittsburgh Honors Program Lecture Series, Pittsburgh, PA	9/26/2003

	Title	Organization/Location	Date
9.	Media Literacy and Smoking Prevention in Adolescents	Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, PA	10/2/2003
10.	Innovative Smoking Prevention with Media Literacy	Center for Research on Health Care, Pittsburgh, PA	11/4/2003
11.	Media Literacy: A Solution for Health Disparities?	Board of the Maurice Falk Foundation, Pittsburgh, PA	12/2/2003
12.	Mass Media and Health	Duquesne University Social Psychology Course, Pittsburgh, PA	2/16/2004
13.	Media Literacy for Prevention	Beaver County Community College Prevention Conference, Beaver, PA	3/16/2004
14.	Media Literacy as a Tool for Prevention of Smoking Initiation	Center for Health Equity Research and Promotion, Pittsburgh, PA	3/16/2004
15.	Media Literacy for Prevention of Adolescent Smoking	Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, PA	4/1/2004
16.	The Effect of the Mass Media on Youth	Point Park University Speaker Series, Pittsburgh, PA	5/23/2004
17.	Getting Back Remote Control: Mass Media Messages and Your Patients' Health	41 st Annual Family Medicine Refresher Course, UPMC Saint Margaret, Pittsburgh, PA	6/17/2004
18.	Remote Control	Providing Athletic Youth Both Academic and Career Success (PAYBACS) program for at-risk athletic youth, Pittsburgh, PA	7/9/2004
19.	Tobacco-Related Mass Communications Aimed at African-Americans	Center for Minority Health, University of Pittsburgh Graduate School of Public Health, Pittsburgh, PA	7/21/2004
20.	Youth Non-Smoking Ordinances and Smoking Outcomes	Whitehall City Council meeting involving public youth smoking ordinance, Whitehall, PA	9/1/2004
21.	Media Violence	WVIA-TV (PBS affiliate) "ask the expert" format show filmed and broadcast live, Scranton, PA	9/14/2004
22.	Media Literacy and You	Carrick High School Parent-Teacher Community Council Meeting Presentation, Carrick, PA	2/8/2005

	Title	Organization/Location	Date
23.	Media Literacy: Entertainment Technology Meets Social Conscience	Carnegie Mellon University Entertainment Technology Center, Pittsburgh, PA	2/9/2005
24.	Mass Media and Spirituality	Jewish Healthcare Foundation Fellowship Talk	2/15/2005
25.	Getting Back Remote Control: Mass Media Messages and Your Patients' Health	42 nd Annual Family Medicine Refresher Course, UPMC Saint Margaret, Pittsburgh, PA	6/11/2005
26.	Mass Media and the Health of the Population	Pennsylvania Governor's School, Pittsburgh, PA	7/16/2005
27.	Mass Media Messages: Who's Selling Who?	Featured presentation, Project Prevention Annual Substance Abuse Youth Leadership Conference, Pittsburgh, PA	11/8/2005
28.	Smoking Norms: The Way of the People	Plenary presentation, Tobacco Free Allegheny Annual Conference, Pittsburgh, PA	11/10/2005
29.	Mass Media, Marketing, and Medicine	Professor Grand Rounds, UPMC Saint Margaret Hospital, Pittsburgh, PA	1/19/2006
30.	Social Marketing Meets Health Literacy	University of Pittsburgh Institute on Patient-Doctor Communication Seminar Series, Pittsburgh, PA	2/24/2006
31.	Making Medical Headlines	Mini Medical School, University of Pittsburgh, Pittsburgh, PA	4/18/2006
32.	Innovative Youth Smoking Prevention	Pennsylvania Department of Health, Harrisburg, PA	5/23/2006
33.	Tobacco Advertising and Racial Disparities	Annual minority health tobacco institute, Center for Minority Health, Pittsburgh, PA	6/25/2006
34.	Media and the Health of the US	Pennsylvania Governor's School for Health Care, Pittsburgh, PA	7/6/2006
35.	The Association Between Media Literacy and Adolescent Smoking	Center for Research on Health Care, Pittsburgh, PA	9/19/2006
36.	Health Literacy Meets Social Marketing: Innovative Improvement of Medical Students' Comfort with Patient Care	Teaching Excellence Fair, University of Pittsburgh, Pittsburgh, PA	11/8/2007

	Title	Organization/Location	Date
37.	Media Literacy and Patient Care	Pittsburgh Registered Nurse Club, Pittsburgh, PA	11/21/2007
38.	Choice of Musical Genre and Sexual Experience: Is There a Link?	Reproductive Health Research Seminar, Pittsburgh, PA	1/19/2007
39.	Favorite Musical Genre and Sexual Experience among Adolescents	Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh, Pittsburgh, PA	2/15/2007
40.	Media Literacy and Risk of Smoking	Carnegie Mellon University Center for Risk Perception, Pittsburgh, PA	2/28/2007
41.	Using Social Marketing to Teach Health Literacy to Medical Students	UPMC Shadyside Monthly Medical Education Seminar, Pittsburgh, PA	4/18/2007
42.	Health Literacy and Social Marketing	UPMC Northwest Professor Grand Rounds, Franklin, PA	4/19/2007
43.	Smoking Prevention	University of Pittsburgh Graduate School of Public Health Smoking Research Summit, Pittsburgh, PA	4/20/2007
44.	The Media and Your Patients' Health	Mon Valley Hospital guest speaker, Monongahela, PA	5/10/2007
45.	How to "AD IT UP" for Yourself: The Media and Health	PA Governor's School for Health Care, Pittsburgh, PA	7/2/2007
46.	Substance Use and Sex in Popular Music	Internal Medicine Grand Rounds, Pittsburgh, PA	9/28/2007
47.	Diagnosis and Treatment of Depression in Primary Care	Carnegie Mellon University Student Health Services, Pittsburgh, PA	12/5/2008
48.	Health Literacy and Nursing Care	University of Pittsburgh School of Nursing, Pittsburgh, PA	2/7/2008
49.	Popular Music and Health: Why Are We Concerned?	University of Pittsburgh School of Music, Pittsburgh, PA	2/20/2008
50.	Using Social Marketing to Improve Relationships with Our Patients	University of Pittsburgh School of Pharmacy, Pittsburgh, PA	2/20/2008
51.	Keeping Our Children Safe in a Multimedia World	Plenary Presentation, Center for Safe Schools Annual Conference, Harrisburg, PA	5/7/2008

	Title	Organization/Location	Date
52.	Media Literacy to Prevent Substance Use	Plenary Presentation and Conference Developer, Drug Free PA Media Literacy Conference, Harrisburg, PA	6/19-20/2008
53.	Hookah Smoking: Past, Present, and Future	American Cancer Society Board of Directors Meeting, Pittsburgh, PA	9/23/2008
54.	Navigating Nutrition in a Media-Driven World	American Cancer Society Speakers' Bureau Engagement, Pittsburgh, PA	11/13/2008
55.	Health Disparities and Tobacco Advertising	Center for Research on Health Care Seminar Series, Pittsburgh, PA	1/13/2009
56.	Nutrition and the Media: Lobbying for Policy Change	American Cancer Society Daffodil Days Kickoff Keynote Speaker, Pittsburgh, PA	1/14/2009
57.	Waterpipe Tobacco Smoking: A First Look at National Data	Center for Research on Health Care Seminar Series, Pittsburgh, PA	2/3/2009
58.	Can Media Literacy Prevent Substance Use?	Community Anti-Drug Coalitions of America, National Leadership Forum, Washington, DC	2/9/2009
59.	Ancient Practice Gets New Life: Hookah	Center for Disease Control (CDC) Office of Smoking and Health Media Network Webcast, Atlanta, GA	3/19/2009
60.	Hookah Smoking: The Next Strain in the Global Tobacco Epidemic	Prevention Connections National Tobacco Control Conference, Alexandria, VA	4/30/2009

LIST of CURRENT RESEARCH INTERESTS:

Adolescence	Media Literacy Education
Advertising	Movies
Alcohol	Obesity
Communication	Popular Music
Depression	Public Health
Health Behavior	Public Policy
Health Disparities	Social Justice
Health Education	Spirituality and Health
Marijuana	Tobacco
Mass Media	Video Games

SERVICE:

1. National

Description	Role	Dates Inclusive
<i>Archives of Pediatric and Adolescent Medicine</i>	Ad hoc reviewer	2006-present
<i>Pediatrics</i>	Ad hoc reviewer	2006-present
<i>Journal of Adolescent Health</i>	Ad hoc reviewer	2006-present
<i>Drug and Alcohol Dependence</i>	Ad hoc reviewer	2006-present
<i>Medical Education</i>	Ad hoc reviewer	2006-present
<i>Health Education Research</i>	Ad hoc reviewer	2006-present
<i>Pediatric Diabetes</i>	Ad hoc reviewer	2006-present
NIH Study Section, National Cancer Institute: "International Tobacco and Health Research and Capacity Building Program" (R01)	Study Section Member	2007
<i>Journal of Health and Mass Communication</i>	Editorial Board Member (Founding)	2007-present
<i>American Journal of Preventive Medicine</i>	Ad hoc reviewer	2007-present
<i>New England Journal of Medicine</i>	Ad hoc reviewer	2008-present
<i>Annals of Behavioral Medicine</i>	Ad hoc reviewer	2008-present
<i>Annals of Internal Medicine</i>	Ad hoc reviewer	2008-present
<i>Tobacco Control</i>	Ad hoc reviewer	2008-present
NIH Study Section, National Cancer Institute: "Centers of Excellence in Cancer Communication Research II" (P50)	Study Section Member	2008
<i>American Journal of Public Health</i>	Ad hoc reviewer	2008-present
<i>Scandinavian Journal of Public Health</i>	Ad hoc reviewer	2008-present
<i>Journal of Media Literacy Education</i>	Editorial Board Member (Founding)	2008-present

2. University and Medical School

Description	Role	Dates Inclusive
Emory University School of Medicine Psychology in Medicine Interest Group	Founder and Coordinator	1995-1997

Description	Role	Dates Inclusive
Emory University School of Medicine Curriculum Task Force	Co-chair, Student Sub-Committee	1998-1999
University of Pittsburgh Bioterrorism Task Force	Alternate	2002-2004
Patient-Physician Communication Group, University of Pittsburgh	Member	2002-2004
Family Medicine Committee on Medical Education	Member	2003-2005
Family Medicine Clerkship Committee	Member	2003-2005
Committee on Health Promotion at the University of Pittsburgh	Member	2005-2006
Center for Research on Health Care	Core faculty member	2005-present
Institute for Doctor-Patient Education	Affiliate faculty member	2004-present
Committee for Research on Education	Member	2007
Committee for Secondary and Pre-Secondary Research Education	Member	2007-present
University of Pittsburgh Project to Reduce Exposure and Smoking of Tobacco (RESET)	Steering Committee Member	2007-present
University of Pittsburgh Cancer Institute Biobehavioral Research Program	Member	2008-present
Division of General Medicine, Section of Health Disparities and International Health	Affiliate Faculty Member	2009-present

3. Community

Description	Role	Dates Inclusive
Harvard Crisis Hotline, Cambridge, MA	Volunteer counselor	1993
Montgomery Soccer, Silver Spring, MD	Volunteer soccer coach	1993-1994
Washington Hospital Center, Washington, DC	Emergency Room Volunteer and Volunteer Coordinator	1994-1995
Georgia Highlands Mental Health Center, Dalton, GA	Volunteer counselor	1996
Bright Beginnings Head Start Program, Washington, DC	Volunteer	1996

Description	Role	Dates Inclusive
American Cancer Society, Pittsburgh, PA	Volunteer	2002-present
Weinberg Terrace and Weinberg Village Nursing Homes, Pittsburgh, PA	Volunteer	2002-present
Music class for infants and toddlers, Beth Shalom Synagogue, Pittsburgh, PA	Music class developer and leader; 100% of proceeds donated to charities	2006-2008
American Cancer Society of Western Pennsylvania, Pittsburgh, PA	Board of Directors	2005-present
American Cancer Society of Western Pennsylvania, Pittsburgh, PA	Vice President, Board of Directors	2008-2010
American Cancer Society of Western Pennsylvania, Pittsburgh, PA	Speakers' Bureau	2008-present
American Cancer Society of Western Pennsylvania, Pittsburgh, PA	President, Board of Directors	2010-2012 (currently president elect)