

ROBERT WOOD JOHNSON FOUNDATION
PHYSICIAN FACULTY SCHOLARS



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Brian Primack, M.D., Ed.M., M.S. is Assistant Professor of Medicine and Pediatrics at the University of Pittsburgh School of Medicine.. is Assistant Professor of Medicine and Pediatrics at the University of Pittsburgh School of Medicine. After graduating Yale University magna cum laude in 1991 with degrees in English literature and mathematics, Dr. Primack spent 4 years teaching adolescents and studying human development for his master's degree, which he received from Harvard University. He subsequently graduated first in his class from Emory Medical School and trained in Family Medicine in at UPMC Saint Margaret's Hospital in Pittsburgh.

Now on the Pitt medical school faculty, Dr. Primack combines his interests in education, human development, and medicine by researching the effect of the mass media messages on health. Specifically, he focuses on the use of media literacy education in preventing adolescent smoking, underage drinking, and other harmful adolescent health behaviors. His Physician Faculty Scholars Program project is entitled "Media Literacy to Prevent Adolescent Smoking."

Dr. Primack is the recent recipient of the University of Pittsburgh Provost's Innovation in Education Award in 2005 and was named the 2006 New Investigator of the Year by the National Society of Adolescent Medicine.

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