

Matthew W. Kreuter, PhD, MPH

Washington University in St. Louis
700 Rosedale Avenue
Campus Box 1009
St. Louis, MO 63112

314.935.3701
mkreuter@gwbmail.wustl.edu
<http://hcrl.wustl.edu>

BIOGRAPHY

Matthew W. Kreuter, PhD, MPH, is Professor of Social Work and Medicine, and a member of the Institute for Public Health at Washington University in St. Louis. He is founder and director of the Health Communication Research Laboratory, one of five NCI-designated Centers of Excellence in Cancer Communication Research. His research explores strategies to increase the reach and effectiveness of health information in low-income and minority populations to help eliminate health disparities.

EDUCATION

PhD Health Behavior and Health Education, UNC-Chapel Hill, Chapel Hill, NC, 1993

MPH Health Behavior and Health Education, UNC-Chapel Hill, Chapel Hill, NC, 1990

BA English, University of Utah, Salt Lake City, UT, 1986

POSITIONS

1992-1993 Pre-Doctoral Fellow, National Research Service Award, Cecil G. Sheps Center for Health Services Research, University of North Carolina at Chapel Hill

1993-1999 Assistant Professor, Behavioral Science and Health Education, Department of Community Health, School of Public Health, Saint Louis University

1996-2008 Director, Health Communication Research Laboratory, School of Public Health, Saint Louis University

1999-2005 Associate Professor with tenure, Behavioral Science and Health Education, Department of Community Health, School of Public Health, Saint Louis University

2003-2008 Director, Center of Excellence in Cancer Communication Research, School of Public Health, Saint Louis University

- 2005-2008 Professor with tenure, Behavioral Science and Health Education, Department of Community Health, School of Public Health, Saint Louis University
- 2008-present Professor with tenure, George Warren Brown School of Social Work, Washington University in St. Louis
- 2008-present Professor, Department of Surgery, Washington University in St. Louis School of Medicine
- 2008-present Director, Center of Excellence in Cancer Communication Research, George Warren Brown School of Social Work, Washington University in St. Louis
- 2008-present Director, Health Communication Research Laboratory, George Warren Brown School of Social Work, Washington University in St. Louis

RESEARCH GRANTS AND CONTRACTS

PENDING APPLICATIONS

Effective communication to improve decision making about health care plans. Total amount: \$418,000
 12-1-11 to 11-30-13
 AHRQ/NINR
 PI: Mary C. Politi, PhD
 Co-I: Matthew W. Kreuter, PhD, MPH

Improving cancer control with population tools for collecting family history. Total amount: \$418,000
 12-1-11 to 11-30-13
National Institute of Health
 PI: Kimberly Kaphingst, PhD
 Co-I: Matthew W. Kreuter, PhD, MPH

FUNDED - ACTIVE PROJECTS

Cancer Prevention and Control Research Network (CPCRN). Total amount: \$1,495,209
 9-30-09 to 9-24-14
Centers for Disease Control and Prevention / National Cancer Institute
 PI: Matthew W. Kreuter, PhD, MPH

<p>Communication-based strategies to eliminate cancer disparities. 9-1-08 to 8-31-13 <i>National Cancer Institute</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$8,598,911</p>
<p>Diabetes Research and Training Center (DRTC) prevention and control core. 12-1-07 to 11-30-12 <i>National Institute of Diabetes and Digestive and Kidney Diseases</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$750,000</p>
<p>Cancer control dissemination research among state level policy makers. 9-27-07 to 7-31-12 <i>National Cancer Institute</i> PI: Ross Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$2,514,194</p>
<p>Ozioma online cancer news service, (ARRA stimulus supplement). 8-1-09 to 7-30-12 <i>National Cancer Institute</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$891,979</p>
<p>Training practitioners to control obesity and cancer. 4-1-05 to 6-30-12 <i>National Cancer Institute</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$1,493,088</p>
<p>Black newspaper coverage of genetics and its implications for African Americans. 4-1-09 to 3-31-12 <i>National Institute of Health</i> PI: Charlene Caburnay, PhD, MPH Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$152,000</p>
<p>Maximizing the social impact of cancer registry data, (APRC stimulus supplement). 8-1-09 to 7-30-11 <i>National Cancer Institute</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$700,909</p>

Connecting rarely/never screened women to mammography via kiosks and navigators. Total amount: \$100,000
7-1-10 to 6-30-11
Regional Health Commission
PI: Mary C. Politi, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

COMPLETED PROJECTS 2010

Understanding and enhancing dissemination among US chronic disease practitioners. Total amount: \$1,348,485
9-30-07 to 9-29-10
Centers for Disease Control and Prevention
PI: Ross C. Brownson, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Achieving energy balance in overweight postpartum teens. Total amount: \$2,978,000
9-30-05 to 7-31-10
National Cancer Institute and Office of Behavioral and Social Sciences Research
PI: Debra Haire-Joshu, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Missouri center for health literacy enhancement Total amount: \$2,001,695
8-1-07 to 6-30-10
Missouri Foundation for Health
PI: Matthew W. Kreuter, PhD, MPH

Training practitioners to control obesity and cancer. Total amount: \$1,493,088
4-1-05 to 3-31-10
National Cancer Institute
PI: Ross C. Brownson, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

COMPLETED PROJECTS 2009

Cancer Prevention and Control Research Network (CPCRN). Total amount: \$1,500,000
9-30-04 to 9-29-09
Centers for Disease Control and Prevention / National Cancer Institute
PI: Matthew W. Kreuter, PhD, MPH

Sustainable strategies for increasing CIS use among African Americans and Hispanics. Total amount: \$214,231
9-27-06 to 6-30-09
National Cancer Institute
PI: Matthew W. Kreuter, PhD, MPH

COMPLETED PROJECTS 2008

Center of Excellence in Cancer Communication Research (CECCR). Total amount: \$9,300,000
9-1-03 to 8-30-08
National Cancer Institute
PI: Matthew W. Kreuter, PhD, MPH

Minority pre-doctoral education to reduce disparities. Total amount: \$1,603,552
7-1-03 to 6-30-08
National Cancer Institute
PI: Matthew W. Kreuter, PhD, MPH

COMPLETED PROJECTS 2007

Diabetes Research and Training Center (DRTC). Total amount: \$100,000
12-1-06 to 11-30-07
National Institute of Diabetes and Digestive and Kidney Diseases
PI: Debra Haire-Joshu, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Reflections of you, Bosanska Zena, Latina Vivaz! Breast cancer educational kiosks for African American, Bosnian and Hispanic women in St. Louis. Total amount: \$88,997
4-1-06 to 3-31-07
Komen Foundation, St. Louis Affiliate
PI: Matthew W. Kreuter, PhD, MPH

COMPLETED PROJECTS 2006

Development and evaluation of messages to address safety and adverse events concerns about influenza vaccination among adults. 9-30-04 to 9-29-06 <i>Centers for Disease Control and Prevention</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$299,952
Physical activity, obesity and diabetes prevention. 5-3-02 to 4-30-06 <i>National Institute of Diabetes and Digestive and Kidney Disease</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$1,732,166 HCRL amount: \$92,545
Breast cancer educational kiosks in Spanish, Bosnian and for African American women. 11-1-05 to 3-31-06 <i>Komen Foundation, St. Louis Affiliate</i> PI: Matthew W. Kreuter, PhD, MPH	Total amount: \$50,400

COMPLETED PROJECTS 2005

Bioterrorism pre-event message development, year 2. 11-1-04 to 10-31-05 <i>Centers for Disease Control and Prevention</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$218,173
Center of Excellence in Cancer Communication Research (CECCR), (Administrative supplement). 7-1-04 to 6-31-05 <i>National Cancer Institute</i> PI: Matthew W. Kreuter, PhD, MPH	Total amount: \$31,235
Brief child safety interventions in emergency departments. 7-1-02 to 6-30-05 <i>National Institute of Child Health and Human Development</i> PI: Andrea Geilen, ScD (John Hopkins University) Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$1,691,681 HCRL amount: \$112,918

COMPLETED PROJECTS 2004

Altering dietary patterns in preschool children. 1-1-01 to 12-31-04 <i>National Institutes of Health / National Cancer Institute</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$486,914
Reflections of you: Breast cancer education kiosks for African-American women. 11-1-03 to 10-31-04 <i>Susan G. Komen Foundation, St. Louis Affiliate</i> PI: Matthew W. Kreuter, PhD, MPH	Total amount: \$121,220
Disseminating physical activity recommendations. 10-1-02 to 9-30-04 <i>Centers for Disease Control and Prevention</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$200,100
SLU-2000 Center of Excellence. 9-1-01 to 8-31-04 <i>Saint Louis University</i> PI: Matthew W. Kreuter, PhD, MPH	Total amount: \$618,810
Spiritually based breast cancer communication for black women. 8-1-02 to 7-30-04 <i>National Cancer Institute</i> PI: Cheryl Holt, PhD Formally designated mentor: Matthew W. Kreuter, PhD, MPH	Total amount: \$144,122
A study of prostate cancer screening and shared decision-making in the African American community. 7-1-03 to 6-30-04 <i>The St. Louis Men's Group Against Cancer</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total amount: \$32,570
Breast health facts sheet. 11-24-02 to 4-30-04 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total amount: \$10,296

Preventing CVD in children: An inter-generational approach.
8-1-00 to 3-30-04
National Heart, Lung, and Blood Institute
PI: Debra Haire-Joshu, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Total amount: \$3,206,994
HCRL amount: \$204,840

Chronic disease prevention in high-risk communities.
2-1-99 to 1-31-04
Centers for Disease Control and Prevention
PI: Ross C. Brownson, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Total amount: \$3,246,477
HCRL amount: \$894,048

COMPLETED PROJECTS 2003

Breast cancer educational kiosks in communities.
11-1-02 to 10-31-03
Susan G. Komen Breast Cancer Foundation
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$49,962

Individually tailored behavior change feedback and health
risk appraisal.
10-1-92 to 10-31-03
*William Randolph Hearst Foundation, (through Emory
University)*
PI: Matthew W. Kreuter, PhD, MPH

Total amount: 18,602

Bioterrorism pre-event message development.
11-1-02 to 10-30-03
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$326,190

Dr. Health'nstein's Body Fun™: Health education
enhancement and on-line community.
9-30-02 to 10-3-03
Cancer Research and Prevention Foundation
PI: Bob Gold, PhD (University of Maryland)
Co-I: Matthew W. Kreuter, PhD, MPH

Total amount: \$489,725
HCRL amount: \$239,725

Optimal segmentation strategies for health communication.
10-1-99 to 9-30-03
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$749,983

Bioterrorism pre-event message development: Smallpox. Total amount: \$149,962
4-1-03 to 9-30-03
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Enhancement of human subjects research protection. Total amount: \$100,000
9-1-02 to 8-31-03
National Institute of Health
PI: Robert Webster, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Daily Lives. Total amount: \$93,576
11-1-02 to 7-1-03
Susan G. Komen Breast Cancer Foundation
PI: Katherine Jahnige, MD, MPH
Co-I: Matthew W. Kreuter, PhD, MPH

Neighborhood based projects for CVD prevention. Total amount: \$179,275
12-1-01 to 6-15-03
Missouri Department of Health
PI: Matthew W. Kreuter, PhD, MPH

Cultural tailoring for cancer prevention in black women. Total amount: \$2,076,974
4-1-99 to 2-28-03 (Including supplements)
National Cancer Institute.
PI: Matthew W. Kreuter, PhD, MPH

COMPETED PROJECTS 2002

Validity of self-report measure of home safety behaviors. Total amount: \$16,086
5-31-02 to 12-31-02
National Institute of Child Health and Human Development
PI: Matthew W. Kreuter, PhD, MPH

Promoting walking in communities. Total amount: \$1,200,000
10-1-99 to 9-30-02 HCRL amount: \$319,203
Centers for Disease Control and Prevention
PI: Ross C. Brownson, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Computer-tailored education for child safety. Total amount: \$597,956
10-1-99 to 9-30-02 HCRL amount: \$128,840
Centers for Disease Control and Prevention
PI: Andrea Gielen, ScD (John Hopkins University)
Co-I: Matthew W. Kreuter, PhD, MPH

Eliminating health disparities traineeship for minority public health graduate students.
10-1-99 to 9-30-02
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$433,332

Effectiveness of tailored injury prevention messages in pediatric care settings.
6-1-01 to 5-31-02
National Institute of Child Health and Human Development
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$32,175

COMPETED PROJECTS 2001

Environmental approaches to cardiovascular disease prevention.
4-1-01 to 9-30-01
Missouri Department of Health
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$211,360

Development of a breast surgery education tool for providers.
8-1-00 to 7-30-01
Breast Health Center at BJC Health System
Contract: HCRL

Total amount: \$20,849

Evaluation of a tailored website for arthritis management.
10-16-00 to 7-16-01
Arthritis Foundation
Contract: HCRL

Total amount: \$49,600

COMPETED PROJECTS 2000

Dissemination of ABC immunization calendar program to public health centers in St. Louis.
9-1-00 to 12-31-00
Greater St. Louis Health Foundation
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$25,000

Using neighborhood-based lay media to reduce CVD among urban Blacks in St. Louis.
5-1-00 to 12-31-00
Missouri Department of Health
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$68,136

<p>Production and testing of breast health educational materials: Breast self examination cards in English, Spanish, and for African Americans. 3-1-00 to 12-30-00 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$101,343</p>
<p>Developing breast health materials in English, Spanish, and Arabic. 10-1-99 to 9-30-00 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: \$199,632</p>
<p>Evaluating the effectiveness of tailored occupational safety and health information on the World Wide Web: Increasing knowledge and changing behavior of residential building construction contractors. 10-1-98 to 9-30-00 <i>National Institute of Occupational Safety and Health</i> PI: Herb Linn (NIOSH) Contract: HCRL</p>	<p>Total amount: \$70,000 HCRL amount: \$51,000</p>
<p>Tailoring health promotion to address rural family violence. 8-1-97 to 8-1-00 <i>U.S. Department of Health and Human Services, Public Health Service, Health Resources and Services Administration</i> PI: Elizabeth Baker, PhD, MPH Contract: HCRL</p>	<p>Total amount: \$441,382 HCRL amount: \$28,400</p>
<p>Development of an interactive computer kiosk to produce tailored child safety messages. 6-1-99 to 3-1-00 <i>National Institute of Child Health and Human Development</i> Contract: HCRL</p>	<p>Total amount: \$47,925</p>
<p>Using computer tailored calendars to promote childhood immunizations in urban St. Louis public health centers. 4-1-99 to 3-31-00 <i>Deaconess Foundation</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total amount: 63,279</p>

COMPETED PROJECTS 1999

Developing an interactive computer program to generate tailored health promotion materials for visitors to Exploration Place health exhibits. Total amount: \$22,000
10-1-98 to 5-1-99
Gyroscope, Inc
PI: Matthew W. Kreuter, PhD, MPH

Printed breast health materials that make a difference. Total amount: \$234,221
6-1-98 to 5-1-99
Susan G. Komen Breast Cancer Foundation
PI: Matthew W. Kreuter, PhD, MPH

COMPETED PROJECTS 1998

Community needs assessment. Total amount: \$3,364
8-1-98 to 11-30-98
Family Care Health Centers
PI: Matthew W. Kreuter, PhD, MPH

Testing immunization calendars in inner-city clinics. Total amount: \$89,877
10-1-97 to 9-30-98
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Environmental factors and physical activity in women. Total amount: \$1,534,865
9-1-95 to 9-30-98
Centers for Disease Control and Prevention
PI: Ross C. Brownson, PhD
Co-I: Matthew W. Kreuter, PhD, MPH

Using computer-tailored health promotion materials to reduce cardiovascular disease risk factors among patients in rural primary care settings. Total amount: \$98,001
9-1-94 to 9-30-98
Centers for Disease Control and Prevention
PI: Matthew W. Kreuter, PhD, MPH

Developing assessments and tailored feedback for medication compliance with ace-inhibitors and calcium channel blockers. Total amount: \$19,866
1-23-98 to 4-17-98
Innovative Health Solutions
PI: Matthew W. Kreuter, PhD, MPH

Conducting background research for development of a communication-based program to promote compliance with lipid lowering agents. Total amount: \$16,200
12-1-97 to 2-28-98
Center for Cardiovascular Education
PI: Matthew W. Kreuter, PhD, MPH

Understanding how individuals process educational materials for weight loss: A comparison of tailored and standard printed materials. Total amount: \$40,000
9-1-97 to 1-31-98
Knoll Pharmaceutical
PI: Matthew W. Kreuter, PhD, MPH

COMPETED PROJECTS 1997

Developing a computer-based integrated health and lifestyle management system. Total amount: \$240,781
11-1-96 to 12-31-97
The Monsanto Company
PI: Matthew W. Kreuter, PhD, MPH

Developing a computer-tailored weight management program. Total amount: \$343,044
4-1-97 to 9-1-97
Knoll Pharmaceutical
PI: Matthew W. Kreuter, PhD, MPH

Modifying a menopause management program for an older adult population. Total amount: \$33,010
7-1-97 to 8-15-97
Innovative Health Solutions
PI: Matthew W. Kreuter, PhD, MPH

Developing self-administered and telephone questionnaires to assess disease management behaviors amount arthritis sufferers. Total amount: \$12,150
5-1-97 to 7-15-97
Searle Pharmaceutical, (through Corbett Health Connect)
PI: Matthew W. Kreuter, PhD, MPH

Developing and testing a computer-tailored program to increase patients' adherence to cholesterol reducing medication. Total amount: \$149,042
8-1-96 to 3-31-97
Bristol Myers Squibb, (through Phase V Communication)
PI: Matthew W. Kreuter, PhD, MPH

Developing and testing a barrier assessment tool and tailored messages to enhance adult women's compliance with HRT, osteoporosis, and heart disease therapies. Total amount: \$77,892
10-1-96 to 2-28-97
Merck / Medco Managed Care
PI: Matthew W. Kreuter, PhD, MPH

COMPETED PROJECTS PRIOR TO 1997

A formative evaluation of computer-tailored calendars to promote childhood immunization in St. Louis. Total amount: \$3,000
1-1-94 to 12-31-94
Beaumont Faculty Development Fund
PI: Matthew W. Kreuter, PhD, MPH

Improving health risk appraisal as a strategy for helping individuals reduce their cancer risks. Total amount: \$6,000
1-1-92 to 12-31-92
Lineberger Comprehensive Cancer Center
PI: Matthew W. Kreuter, PhD, MPH

PUBLICATIONS

BOOKS

1. Kreuter MW, Farrell D, Olevitch L, & Brennan L. (2000). *Tailoring health messages: Customizing communication using computer technology*. Mahwah, NJ: Lawrence Erlbaum Associates.
2. Kreuter MW, Lezin N, & Green L. (2nd ed. 2003). (1998). *Community health promotion ideas that work*. Sudbury, MA: Jones & Bartlett.

Major Reports

3. Institute of Medicine (2011). *Front-of-package nutrition rating systems and symbols: Promoting healthier choices*. Washington, DC: The National Academies Press.

BOOK CHAPTERS

1. Kreuter MW, Casey CM. (2012). Enhancing dissemination through marketing and distribution systems: A vision for public health. In R Brownson, G Colditz, E Proctor, (Eds.), *Dissemination and Implementation Research in Health: Translating Science to Practice*. New York: Oxford University Press.
2. Parrott R, & Kreuter MW. (2011). Multidisciplinary, interdisciplinary, and transdisciplinary approaches to health communication. In TL Thompson, R Parrott, & JF Nussbaum, (Eds.), *The Routledge Handbook of Health Communication, 2nd Edition* (pp. 3-17). New York, NY: Routledge.
3. Kreuter MW. (2008). Culture and health communication. In W Donsbach (Ed.), *International encyclopedia of communication* (pp. 1133-1137). Malden, MA: Blackwell.
4. Kreuter MW, & Weaver NL. (2007). Targeting and tailoring. In SE Boslaugh (Ed.), *Encyclopedia of epidemiology* (pp. 1027-1029). Thousand Oaks, CA: Sage.
5. Kreuter MW, Wray RJ, & Caburnay CA. (2007). Customized communication in patient education. In DC Park & LL Liu (Eds.), *Medical adherence and aging: Social and cognitive perspectives* (pp. 235-249). Washington, DC: American Psychological Association.
6. Parks SE, & Kreuter MW. (2007). Cultural appropriateness in interventions for racial and ethnic minorities. In LS Doll, SE Bonzo, JA Mercy, DA Sleet, & EN Haas (Eds.), *Handbook on injury and violence prevention* (pp. 449-462). New York: Kluwer Academic Publishers.
7. Kreuter MW, Jacobsen HA, McDonald EM, & Gielen AC. (2nd ed.). (2002). Developing computerized tailored health messages. In RJ Bensley, J Brookins-Fisher, (Eds.), *Community health education methods and strategies: A practitioner's guide* (pp. 255-289). Sudbury, MA: Jones & Bartlett.
8. Kreuter MW, & Bucholtz DC. (2002). Patient educational media. In L Breslow (Ed.), *Encyclopedia of public health*. New York: Macmillan.
9. Kreuter MW, & Scharff D. (1999). The role of health assessment in planning health promotion programs. In G Hyner, K Peterson, & J Travis (Eds.), *Handbook of health assessment tools* (pp. 101-109). Sewickley, PA: Society of Prospective Medicine.
10. Strecher VJ, & Kreuter MW. (1999). Health risk appraisal from a behavioral perspective: Present and future. In G Hyner, K Peterson, J Travis (Eds.),

Handbook of health assessment tools (pp. 75-82). Sewickley, PA: Society of Prospective Medicine.

11. Skinner CS, & Kreuter MW. (1997). Using theories in planning interactive computer programs. In RL Street, WR Gold, T Manning (Eds.), *Health promotion and interactive technology: Theoretical applications and future directions* (pp. 39-64). Hillsdale, NJ: Lawrence Erlbaum.
12. Strecher VJ, & Kreuter MW. (1995). The psychosocial and behavioral impact of health risk appraisals. In RT Croyle (Ed.), *Psychological effects of screening for disease prevention and detection* (pp. 126-143). New York: Oxford University Press.

JOURNAL ARTICLES UNDER REVIEW

13. Kreuter M, Garibay L, Pfeiffer D, Mortan J, Pieters J, Thomas M, Wilson K, Szczepaniec K, Scott A, Poor T. (2011). Health Communication Priorities, needs and current practices in CDC's Colorectal Cancer Control Program. Manuscript submitted for publication.
14. Bollinger S, Kreuter MW. (2011). *Real-time moment-to-moment emotional responses to narrative and informational breast cancer videos in African American women*. Manuscript submitted for publication.
15. Kaphingst KA, Kreuter MW, Casey C, Leme L, Thompson T, Cheng M, Jacobsen H, Sterling R, Oguntimein J, Filler C, Culbert A, Rooney M, Lapka C. (2011). *Health Literacy INDEX: Development, reliability, and validity of a new tool for evaluating health information resources*. Manuscript submitted for publication.
16. Landrine H, Corral I, Kreuter MW, Nicholson R, Mellerson JL, & Adams-Simms D. (2010). *Communicating Cancer Information to African-Americans: The trouble with talking about disparities 1*. Manuscript submitted for publication.

JOURNAL ARTICLES IN PRESS

17. Purnell JQ, Kreuter MW, Eddens KS, Ribisl K, Hannon P, Fernandez M, Jobe D, Gemmel S, Morris M, Fagin D. (2011). Cancer control needs of 2-1-1 callers in Missouri, North Carolina, Texas and Washington. *Journal of Health Care for the Poor and Underserved*.
18. McQueen A, Kreuter MW, Kalesan B, & Alcaraz K. (2010). Understanding Narrative Effects: The impact of breast cancer survivor stories on message processing: Attitudes and beliefs in African American women. *Health Psychology*.

JOURNAL ARTICLES 2011

19. Kreuter MW, Fernandez ME, Richert M, Cofta-Woerpel L, Pfeiffer D, Adams-Piphus B, Krebill H, Gonzalez DA, Campos DM, Thompson G, Betsworth S, Casey C, & Luke D. (2010). Increasing information-seeking about HPV vaccination through community partnerships in African American and Hispanic communities. *Family & Community Health*, 35(1):1-16.
20. Brownson RC, Dodson EA, Stamatakis KA, Casey CM, Elliott MB, Luke DA, Wintrobe CG, & Kreuter MW, (2011). Communicating evidence-based information on cancer prevention to state-level policy makers. *Journal of the National Cancer Institute*, 103(4), 306-16. PMID: 21212381
21. Roth DL, Mwase I, Holt CL, Clark EM, Lukwago S, & Kreuter MW. (2011). *Religious involvement measurement model in a national sample of African Americans*, e-published ahead of print on March 17, 2011. PMID: 21416161
22. Kreuter MW, Griffith DJ, Thomson V, Brownson RC, McClure S, Scharff DP, Clark EM, & Haire-Joshu D, (2011). Lessons learned from a decade of focused recruitment and training to develop minority public health professionals. *American Journal of Public Health*, e-published ahead of print on May 6, 2011, as 10.2105/AJPH.2011.300122. PMID: 21718791
23. Eddens K, Kreuter M, & Archer K. (2011). Proactive screening for health needs in United Way's 2-1-1 information and referral service. *Journal of Social Service Research*, 37(2). PMID: 21566702
24. Alcaraz KI, Weaver NL, Andresen EM, Christopher K, & Kreuter MW, (2011). The neighborhood voice: Evaluating a mobile research vehicle for recruiting African Americans to participate in cancer control studies. *Evaluation & the Health Professions*, 34(3):336-348. PMID: 21411475
25. Bernhardt JM, Mays D & Kreuter MW (2011). Dissemination 2.0: Closing the gap between knowledge and practice with new media and marketing. *Journal of Health Communication*, 16:sup1, 32-44. PMID: 21843094
26. Hinnant A, Oh HJ, Caburnay CA, & Kreuter MW. (2011). What makes African American health disparities newsworthy? An experiment among journalists about story framing. *Health Education Research*, e-published ahead of print on September 12, 2011.

JOURNAL ARTICLES 2010

27. Kreuter MW, Holmes K, Alcaraz K, Kalesan B, Rath S, Richert M, McQueen A, Caito N, Robinson L, & Clark EM, (2010). Comparing narrative and informational

- videos to increase mammography in low-income African American women. *Patient Education and Counseling*, 81(Suppl. 1), 6-14. PMID: 21071167
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 29. McQueen A, & Kreuter MW, (2010). Women's cognitive and affective reactions to breast cancer survivor stories: A structural equation analysis. *Patient Education & Counseling*, 81(Suppl. 1), 15-21. PMID: 20850258
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92. Skinner CS, Buchanan A, Kreuter MW, Holt CL, Bucholtz DC, & Strigo T. (2003). Adapting tailored intervention message libraries for new populations and settings: Why, when, and how? *Health Education*, 103(4), 221-229.
93. Holt CL, Clark EM, Kreuter MW, & Rubio DM. (2003). Spiritual health locus of control and breast cancer beliefs among urban African American women. *Health Psychology*, 22(3), 294-299. PMID: 12790257
94. Holt CL, Lukwago SN, Kreuter MW. (2003). Spirituality, breast cancer beliefs, and mammography utilization among urban African American women. *Journal of Health Psychology*, 8(3), 375-388. PMID: 14670216
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information on environmental factors affecting walking to school among elementary school children. *Health Education and Behavior*, 30(4), 405-406.

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97. Baker EA, Kreuter MW, Homan SM, Starkloff-Morgan S, Schoenhoff R, & Francioni A. (2002). Using community-based participatory processes to bring health education technology to communities. *Health Promotion Practice*, 3(1), 83-94.
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JOURNAL ARTICLES 2001

99. Kreuter MW, & Holt CL. (2001). How do people process health information? Applications in an age of individualized communication. *Current Directions in Psychological Science*, 10(6), 206-209.
100. Kreuter MW, & Skinner CS. (2001). Response to Pasick [Letter to the editor]. *Health Education Research, Theory and Practice*, 16(4), 507-508.
101. Lukwago SN, Kreuter MW, Bucholtz DC, Holt C, & Clark E. (2001). Development and validation of brief scales to measure collectivism, religiosity, racial pride, and time orientation in urban African American women. *Family and Community Health*, 24(3), 63-71. PMID: 11563945
102. Jacobsen HA, Kreuter MW, Luke D, & Caburnay CA. (2001). Seat belt use in top-grossing movies and actual U.S. rates, 1978-1998. *American Journal of Public Health*, 91(9), 1395-1396. PMID: 11527768
103. Caburnay CA, Kreuter MW, & Donlin MJ. (2001). Disseminating effective health promotion programs from prevention research to community organizations. *Journal of Public Health Management and Practice*, 7(2), 81-89. PMID: 12174403
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106. Brownson RC, Baker EA, & Kreuter MW. (2001). Prevention research partnerships in community settings: What are we learning? [Editorial]. *Journal of Public Health Management and Practice*, 7(2), VII-IX.

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107. Kreuter MW, Chedda SG, & Bull FC. (2000). How does physician advice influence patient behavior? Evidence for a priming effect. *Archives of Family Medicine*, 9, 426-433. PMID: 10810947
108. Kreuter MW, Oswald DL, Bull FC, & Clark EM. (2000). Are tailored health education materials always more effective than non-tailored materials? *Health Education Research, Theory and Practice*, 15(3), 305-315. PMID: 10977378
109. Kreuter MW, & Skinner CS. (2000). Tailoring: What's in a name? [Editorial]. *Health Education Research, Theory and Practice*, 15(1), 1-4. PMID: 10788196
110. Scharff D, & Kreuter MW. (2000). Training and workforce diversity as keys to eliminating health disparities. *Health Promotion Practice*, 1(3), 288-291.
111. Holt CL, Clark EM, Kreuter MW, & Scharff DP. (2000). Does locus of control moderate the effects of tailored health education materials? *Health Education Research, Theory and Practice*, 15(4), 393-403. PMID: 11066457

JOURNAL ARTICLES 1999

112. Kreuter MW, Strecher VJ, & Glasman B. (1999). One size does not fit all: The case for tailored print materials. *Annals of Behavioral Medicine*, 21(4), 276-283. PMID: 10721433
113. Kreuter MW, Bull FC, Clark EM, & Oswald DL. (1999). Understanding how people process health information: A comparison of tailored and non-tailored weight-loss materials. *Health Psychology*, 18(5), 487-494. PMID: 10519465
114. Kreuter MW. (1999). Dealing with competing and conflicting risks in cancer communication. *Journal of the National Cancer Institute Monographs*, 25, 27-35. PMID: 10854454
115. Bull FC, Kreuter MW, & Scharff D. (1999). Effects of tailored, personalized, and general materials on physical activity. *Patient Education and Counseling*, 36, 181-192. PMID: 10223022

116. Scharff D, Homan S, Kreuter MW, & Brennan LK. (1999). Factors associated with physical activity in women across the life span: Implications for program development. *Women and Health*, 29(2), 115-134. PMID: 10427652
117. Baker EA, Homan S, Schonhoff R, & Kreuter MW. (1999). Principles of practice for academic/practice/ community research partnerships. *American Journal of Preventative Medicine*, 16(Suppl. 3), 86-93. PMID: 10198685

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118. Skinner CS, Kreuter MW, Kobrin SC, & Strecher VJ. (1998). Perceived and actual breast cancer risk: Optimistic and pessimistic biases. *Journal of Health Psychology*, 3(2), 181-193.
119. Wadud ES, Kreuter MW, & Clarkson S. (1998). Risk perception, beliefs about prevention, and preventive health behaviors among farmers. *Journal of Agricultural Safety and Health*, 4(1), 15-24.

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120. Kreuter MW, Scharff D, Brennan LK, & Lukwago S. (1997). Physician recommendations for diet and physical activity: Which patients get advised to change? *Preventative Medicine*, 26, 825-833. PMID: 9388794
121. Kreuter MW, Brennan LK, Scharff D, & Lukwago S. (1997). Do nutrition label readers eat healthier diets? Behavioral correlates of patients' use of food labels. *American Journal of Preventative Medicine*, 13(4), 277-283. PMID: 9236964
122. Brownson RC, & Kreuter MW. (1997). Future trends affecting public health: Challenges and opportunities. *Journal of Public Health Management and Practice*, 3(2), 49-60. PMID: 10186712

JOURNAL ARTICLES 1996

123. Kreuter MW, & Strecher VJ. (1996). Do tailored behavior change messages enhance the effectiveness of health risk appraisal? Results from a randomized trial. *Health Education Research, Theory and Practice*, 11(1), 97-105. PMID: 10160231
124. Kreuter MW, Vehige E, & McGuire AG. (1996). Using computer-tailored calendars to promote childhood immunization: A pilot study. *Public Health Reports*, 111, 176-178. PMID: 8606919

JOURNAL ARTICLES 1995

125. Kreuter MW, & Strecher VJ. (1995). Changing inaccurate perceptions of health risk: Results from a randomized trial. *Health Psychology, 14*(1), 56-63. PMID: 7737074
126. Kreuter MW, Strecher VJ, Harris R, Kobrin SC, & Skinner CS. (1995). Are patients of women physicians screened more aggressively? A prospective study of physician gender and screening. *Journal of General Internal Medicine, 10*, 119-125. PMID: 7769467
127. Strecher VJ, Kreuter MW, & Kobrin SC. (1995). Do cigarette smokers have unrealistic perceptions of their heart attack, cancer and stroke risks? *Journal of Behavioral Medicine, 18*(1), 45-54. PMID: 7595951

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128. Strecher VJ, Kreuter MW, Den Boer DJ, Kobrin S, Hospers HJ, & Skinner CS. (1994). The effects of computer-tailored smoking cessation messages in family practice settings. *Journal of Family Practice, 39*(3), 262-270. PMID: 8077905
129. Strecher VJ, Kobrin SC, & Kreuter MW. (1994). Opportunities for alcohol screening and counseling in primary care. *Journal of Family Practice, 39*(1), 26-32. PMID: 8027729
130. Runyan CW, Gray DE, Kotch JB, & Kreuter MW. (1991). Analysis of U.S. child care safety regulations. *American Journal of Public Health, 81*(8), 981-985. PMID: 1854015
131. Mullen PD, Evans D, Forster J, Gottlieb NH, Kreuter MW, Moon R, O'Rourke T, & Strecher V. (1995). Settings as an important dimension in health education/promotion policy, programs, and research. *Health Education Quarterly (now Health Education and Behavior), 22*(3), 329-345. PMID: 7591788

OTHER PUBLICATIONS

132. Kreuter MW. (2004, March 10). Health and Race: Exercise isn't enough [Commentary]. *St. Louis Post-Dispatch*, p. B7.

AWARDS

HEALTH COMMUNICATION RESEARCH LABORATORY (HCRL) AWARDS

1. Winner, Health 2.0/National Cancer Institute Developer Challenge: Enabling Community Use of Data for Cancer Prevention and Control (2010). "Ozioma".

2. Honorable Mention, Printed Materials. (2002). 12th Annual Public Health Materials Contest: "Mystery Island Adventures, The Squashbuckler." *American Public Health Association*.
3. Center of Excellence. (2001). *Saint Louis University*, St. Louis, MO.
4. Health People Objectives Award, (ABC immunization calendar). (2000). Technology games of the partnerships for health in the new millennium conference. *US Department of Health and Human Services, office of disease prevention and health promotion*.
5. Research Area of Excellence. (1998). *Saint Louis University, school of public health*, St. Louis, MO.

PERSONAL AWARDS

6. Pfizer Visiting Professorship in Health Literacy / Clear Health Communication. (2008). *University of Illinois at Chicago*, Chicago, IL.
7. Pfizer Visiting Professorship in Health Literacy / Clear Health Communication. (2007). *University of Washington*, Seattle, WA.
8. Research in Action Award. National Cancer Institute, community networks program for the elimination of cancer disparities. (2006). *Siteman Cancer Center*, St. Louis, MO.
9. Distinguished Service Award. (2004). *Saint Louis University*, St. Louis, MO.
10. Honorary Public Health Society. (1993). *Delta Omega, Theta chapter*, Chapel Hill, NC.

PROFESSIONAL ASSOCIATIONS

BOARD MEMBERSHIP

1. 2-1-1 Advisory Committee, (member). (2010-2012). *United Way of Greater St. Louis*, St. Louis, MO.
2. Board on Population Health and Public Health Practice, (member). (2007-2010). *Institute of Medicine*, Washington, DC.
3. Board of Directors, (President). (2007-2010). *Cornerstone Center for Child Development*, St. Louis, MO.
4. Board of Directors, (Vice President). (2006-2007). *Cornerstone Center for Child Development*, St. Louis, MO.

5. National Advisory Board, (member). (2003-2008). *University of Michigan Center for Health Communications Research*, Ann Arbor, MI.
6. Scientific Advisory Board, (member). (2002). *Health Media Incorporated*, Ann Arbor, MI.

PROFESSIONAL AND WORK GROUP PARTICIPATION

7. Committee on examination of front-of-package nutrition rating systems and symbols, (member). (2009-present). *Institute of Medicine*, Washington, DC.
8. Computer tailored interventions workgroup, (participant). (August 2007). *National Cancer Institute*, Providence, RI.
9. Integrated review group, community-level health promotion, (member). (2005-2007). *National Institutes of Health*.
10. Narrative communication in cancer prevention and control working group, (chair). (2005-2006). *National Cancer Institute*.
11. Patient education best practices advisory panel, (member). (December 2004). *Pfizer Pharmaceuticals*, New York, NY.
12. Disparities elimination advisory committee, (member). (2004-present). *Alvin J. Siteman Cancer Center*, St. Louis, MO.
13. Workshop: Integrating message effects and behavior change theories in cancer prevention, treatment, and care, (participant). (November 2003). *National Cancer Institute, University of Pennsylvania*, Philadelphia, PA.
14. National bi-Annual Conference Planning Committee, (member). (2002 & 2004). *Cancer, Culture & Literacy*.
15. Minority fellowship program advisory and review committee, (member). (2002). *Association of Schools of Public Health/Centers for Disease Control and Prevention/Prevention Research Centers*.
16. National Advisory Committee: Health e-technologies initiative, (member). (2002-2005). *Robert Wood Johnson Foundation*.
17. Communication committee: Prevention research centers program, (member). (2001-2003). *Centers for Disease Control and Prevention*.
18. Designing for dissemination workgroup, (participant). (September 2002). *Robert Wood Johnson Foundation and National Cancer Institute*.

19. Research dialogue: Online behavior change and disease management research, (participant). (April 2001 & August 2001). *National Cancer Institute and Robert Wood Johnson Foundation*, Princeton, NJ, & Bethesda, MD.
20. Workshop on risk information in health promotion, (participant). (July 2000). *National Cancer Institute, & Centers for Disease Control*, Washington, DC.
21. Workshop on strategic education and training in communication and health, (participant). (May 2000). *National Cancer Institute*, Excelsior Springs, MO.
22. Workshop on cancer risk communication, (participant). (December 1998). *National Cancer Institute*, Rockville, MD.
23. Working group on behavioral science and injury prevention, (participant). (September 1998). *Centers for Disease Control and Prevention*, Atlanta, GA.
24. Working Group on tailored messages in cancer communication, (participant). (July 1996). *National Cancer Institute*, Rockville, MD.
25. Working Group on setting a research agenda for health education, (participant). (September 1994). *Society of Public Health Education*, Atlanta, GA.

GRANT REVIEWS

1. Community-level health promotion study section, (member). (October 2004 to June 2007). *National Institutes of Health*.
2. Special emphasis panel, disseminating surveillance research. (July 2006). *National Cancer Institute*.
3. Special emphasis panel/initial review group, subcommittee-G. (October 2004). *National Cancer Institute*, Alexandria, VA.
4. Health e-technologies initiative. (July 2004). *Robert Wood Johnson Foundation*, Chicago, IL.
5. Special emphasis panel/initial review group, subcommittee-G. (February 2004). *National Cancer Institute*, Washington, DC.
6. Small Grants for Behavioral Research in Cancer Control. (November 2003). *National Cancer Institute*.
7. Site visitor for P01 application. (September 2003). *National Cancer Institute*.

8. Translational research for the prevention and control of diabetes. (July 2003). *National Institute of Diabetes & Digestive & Kidney Diseases*, Rockville, MD.
9. Health e-technologies initiative. (June 2003). *Robert Wood Johnson Foundation*, Chicago, IL.
10. Dissemination research of effective interventions to prevent unintentional injuries. (May 2003). *Centers for Disease Control and Prevention*, Atlanta, GA.
11. Site visitor for P01 application. (2002). *National Cancer Institute*.
12. Site visitor for P01 application. (2001). *National Cancer Institute*.
13. Site visitor for P01 application. (1999). *National Cancer Institute*.
14. (1997). *American Lung Association*.
15. (1996). *National Cancer Institute of Canada*.
16. Cancer prevention research units. (March 1996). *National Cancer Institute*.

PRESENTATIONS

INVITED PRESENTATIONS

1. Bringing tobacco control data to life for social impact. Kreuter MW. (November 18, 2011). Presented at *Tobacco Free Missouri Coalition Annual Meeting*, Columbia, MO.
2. Visualizing change: The role of data visualization in health IT. Kreuter MW. (October 25, 2011). Presented at *American Medical Informatics Association's 35th Annual Symposium on Biomedical and Health Informatics*, Washington, DC.
3. Communication strategies for cancer control and eliminating health disparities. Kreuter MW. (June 17, 2011). Presented at *Sloan Kettering Cancer Center*, New York, NY.
4. Reframing the dissemination challenge: A marketing and distribution perspective. Kreuter MW. (March 16, 2011). Presented at *Penn State University Prevention Research Center Seminar*, University Park, PA.
5. Eliminating Health Disparities: Communication strategies that work. Kreuter MW. (March 3, 2011). Presented at *Drexel University Grand Rounds Lecture Series*, Philadelphia, PA.

6. Improving access to community-level health data for journalists. Robinson E, Caburnay CA, Stephens K, Thomas S, Casey C, Golla B, Kreuter MW. (March 2011). Presented at the *Behavioral Risk Factor Surveillance System (BRFSS) Conference and Training Workshop*, Atlanta, GA.
7. Integrating Cancer Control into 2-1-1 Systems. Kreuter MW. (November 1, 2010). Presented at *CPCRN Dialogue with NCI: A Seminar Series on Dissemination and Implementation Science*, Rockville, MD.
8. Communication-based strategies to eliminated cancer disparities. Kreuter MW. (October 22, 2010). Presented at *University Wisconsin 9th Annual Professional Education Conference*, Madison, WI.
9. Integrating MIYO into the national colorectal cancer control program. Kreuter MW. (October 21, 2010). Presented at *Center for Disease Control*, Atlanta, GA.
10. Four communication strategies to eliminate cancer disparities. Kreuter MW. (October 18, 2010). Presented at *UNC Lineberger Comprehensive Cancer Center*, Chapel Hill, NC.
11. Dialogue on Dissemination: The Researcher Perspective [Panel discussion]. Brownson RC, Bowen DJ, Kreuter MW, & Glasgow. (September 28, 2010). Presented at *Cancer Control P.L.A.N.E.T Research to Reality*, Webinar.
12. Integrating MIYO into CDC cancer control efforts. Kreuter MW. (September 7, 2010). Presented at *Center for Disease Control*, Atlanta, GA.
13. Introducing MIYO. Kreuter MW. (April 20, 2010). Presented at *National Comprehensive Cancer Control Program Clinical Trials Working Group*, Webinar.
14. Tailoring: A better approach for reaching diverse audiences? Kreuter MW. (April 8, 2010). Presented at *Targeted and Tailored Messages for Dealing with Depression Conference*, Sacramento, CA.
15. Communication and Behavior Change. Kreuter MW. (January 29, 2010). Presented at *Applying Complex Systems Approaches to the Processes of Behavior Change - A First Conversation*, Ann Arbor, MI.
16. Increasing the social impact of cancer information. Kreuter MW. (February 23, 2010). Presented at *Avon Foundation Breast Cancer Forum*, San Francisco, CA.
17. Integrating cancer prevention and control into systems serving low-income and minority Americans. Kreuter MW. (March 23, 2010). Presented at *American Society of Preventive Oncology*, Bethesda, MD.

18. Increasing the social impact of cancer information. Kreuter MW. (November 20, 2009). Presented at *Breast Cancer and the Environment Research Centers' 6th Annual Scientific Meeting*, Sausalito, CA.
19. Consumer health informatics for cancer prevention and control: An academic research perspective. Kreuter MW. (November 5, 2009). Presented at *Consumer Health Informatics Summit*, Bethesda, MD.
20. Maximizing the social impact of cancer registry data. Kreuter MW. (October 28, 2009). Presented at *Cancer Data Visualization Project Stakeholder Meeting*, Bethesda, MD.
21. Integrating proactive screening and referral into 2-1-1. Kreuter MW, Eddens K. (June 3, 2009). Presented at *Alliance of Information and Referral Systems 2009: Information and Referral Training and Education Conference*, Webinar.
22. Increasing reach and effectiveness of cancer communication to eliminate health disparities. Kreuter MW. (May 23, 2009). Presented at *International Communication Association*.
23. Communication-based strategies to eliminate health disparities in diverse populations. Kreuter MW. (May 12, 2009). Presented at *Clinical Research Training Center*, St. Louis, MO.
24. Effects of cancer survivor stories on use of mammograms in low-income African American adults. Kreuter MW. (May 6-8, 2009). Presented at *Centers of Excellence in Cancer Communication Grantee Meeting*, Denver, CO.
25. Increasing HPV vaccine information seeking with the MIYO system. Richert M, Pfeiffer D, & Kreuter MW. (May 6-8, 2009). Presented at *Centers for Excellence in Cancer Communication Research Grantees Meeting*, Denver CO.
26. Cancer communication tools for eliminating disparities: Contributions of a center of excellence in cancer communication research. Kreuter MW. (April 29, 2009). Presented at *National Cancer Institute*, Bethesda, MD.
27. Reach, relevance and connections: Strategies for eliminating cancer disparities. Kreuter MW. (April 9, 2009). Presented at *Cancer Control and Population Science Research Program Pfizer Visiting Professor of Clear Health Communication*, University of Illinois at Chicago, Chicago, IL.
28. Communication-based strategies to eliminate health disparities in diverse populations. Kreuter MW. (April 8, 2009). Presented at *Institute for Health Research and Policy*, University of Illinois at Chicago, Chicago, IL.

29. Community-based communication interventions to eliminate cancer disparities. Kreuter MW. (March 3, 2009). Presented at *University of Miami, Cancer Disparities and Community Based Research Seminar Series*, Miami, FL.
30. Using tailored communication in community settings to help eliminate health disparities. Kreuter MW. (August 4, 2008). Presented at *Michigan Tailoring Workshop*, Ann Arbor, MI.
31. Communication-based strategies to eliminate health disparities in diverse populations. Kreuter MW. (July 16, 2008). Presented at *Catholic Health Association's Community Benefit Conference*, St. Louis, MO.
32. Community-based approaches to eliminating disparities. Kreuter MW. (June 9, 2008). Presented at *Academy of Health 25th Annual Research Meeting*, Washington, DC.
33. Health education and health communication: A house united or divided? [Panel discussion]. Kreuter MW, Lam J, Marshall R, Smith B, & Stieger J. (May 24, 2008). Presented at *SOPHE Mid-Year Scientific Conference*, Chicago, IL.
34. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (April 25, 2008). Presented at *University of Texas M. D. Anderson Cancer Center Cancer Prevention Grand Rounds*, Houston, TX.
35. Reaching minority populations with effective health information. Kreuter MW. (April 1, 2008). Presented at *Washington University in St. Louis Alzheimer's Disease Research Center*, St. Louis, MO.
36. Promising new variables for message tailoring in diverse populations. Kreuter MW. (March 26, 2008). Presented at *Society of Behavioral Medicine 29th Annual Meeting*, San Diego, CA.
37. Population and community strategies to disseminate HPV vaccination. Kreuter MW. (March 16, 2008). Presented at *American Society of Preventive Oncology 32nd Annual Meeting*, Bethesda, MD.
38. Development of a computer-based training and planning tool for increasing use of evidence-based approaches (EBA) for cancer control. Kreuter MW. (March 16, 2008). Presented at *American Society of Preventive Oncology 32nd Annual Meeting*, Bethesda, MD.
39. R21 Creating culturally appropriate materials to increase calls to the Cancer Information Service (CIS) among Hispanics. Kreuter MW. (March 16, 2008). Presented at *American Society of Preventive Oncology 32nd Annual Meeting*, Bethesda, MD.

40. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (March 5, 2008). Presented at *University of Arizona Cancer Center*, Tucson, AZ.
41. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (March 5, 2008). Presented at *University of Arizona College of Public Health*, Tucson, AZ.
42. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (February 27, 2008). Presented at *Ohio State University Comprehensive Cancer Center Cancer Control Seminar*, Columbus, OH.
43. Unintended effects of emphasizing disparities in cancer communication. Kreuter MW. (November 27, 2007). Presented at *American Association for Cancer Research Conference on The Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved*, Atlanta, GA.
44. Survivor stories and other communication-based strategies to eliminate breast cancer disparities. Kreuter MW. (November 19, 2007). Presented at *Siteman Cancer Center Breast Cancer Research Group Seminar Series*, St. Louis, MO.
45. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (November 13, 2007). Presented at *American Cancer Society*, Atlanta, GA.
46. Tailoring health messages. Kreuter MW. (September 27, 2007). Presented at *Catholic Health Systems Communications Leaders Forum*, St. Louis, MO.
47. Using computer kiosks for breast cancer education in six community settings. Kreuter MW. (August 16, 2007). Presented at *Center for Disease Control Cancer Conference*, Atlanta, GA.
48. Translating evidence-based recommendations into community practice: A panel discussion. Kreuter MW. (August 15, 2007). Presented at *Center for Disease Control Cancer Conference*, Atlanta, GA.
49. Cultural tailoring for cancer prevention in African American adult women. Kreuter MW. (May 2, 2007). Presented at *National Institutes of Health, Interdisciplinary Science, Health Promotion, and Disease Conference*, Pasadena, CA.
50. Center of excellence in cancer communication research. Kreuter MW. (March 27, 2007). Presented at *Washington University in St. Louis, Cancer Center Administrators' Forum*, St. Louis, MO.
51. A historical and conceptual perspective on understanding and eliminating health disparities. Kreuter MW. (January 23, 2007). Presented at *Washington University in St. Louis, Disparity and Diversity Workshop Series*, St. Louis, MO.

52. Cultural tailoring and other evidence-based lessons to enhance health communication. Kreuter MW. (January 18, 2007). Presented at *Children's Hospital Pediatric Grand Rounds*, Seattle, WA.
53. Increasing reach and relevance in health communication. Kreuter MW. (January 17, 2007). Presented at *University of Washington Child Health Institute*, Seattle, WA.
54. Strategic messaging and community partners. Kreuter MW. (January 17, 2007). Presented at *King County Department of Health*, Seattle, WA.
55. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (January 16, 2007). Presented at *Fred Hutchison Cancer Research Center*, Seattle, WA.
56. Communicating research to multiple audiences. Kreuter MW. (January 11, 2006). Presented at *Saint Louis University Annual Integrity in Teaching and Research Faculty Forum Conference*, St. Louis, MO.
57. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (December 7, 2006). Presented at *Health Promotion: Community Applications, Institute of Public Health, Georgia State University*, Atlanta, GA.
58. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (November 3, 2006). Presented at *National Cancer Institute, 35th Regular Meeting of the Board of Scientific Advisors*, Bethesda, MD.
59. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (October 26, 2006). Presented at *Cancer Patient Education Network 16th Annual National Conference*, St. Louis, MO.
60. A historical perspective on health disparities in St. Louis, MO. Kreuter MW. (June 5, 2006). Presented at *Washington University in St. Louis Center for Advanced Medicine*, St. Louis, MO.
61. Communication-based strategies to eliminate health disparities. Kreuter MW. (May 10, 2006). Presented at *National Institutes of Health Symposium, Advancing the science, extending the reach and improving the effectiveness of health communication*, Bethesda, MD.
62. Using computer kiosks for breast cancer education among African American women in six community settings. Kreuter MW. (March 15, 2006). Presented at *Vanderbilt University School of Nursing*, Nashville, TN.

63. Using computer kiosks for breast cancer education among African American women in six community settings. Kreuter MW. (February 16, 2006). Presented at *University of Illinois- Chicago College of Nursing*, Chicago, IL.
64. Using computer kiosks for breast cancer education among African American women in six community settings. Kreuter MW. (February 1, 2006). Presented at *Harvard Center for Cancer Prevention*, Boston, MA.
65. Using computer kiosks for breast cancer education among African American women in five community settings. Kreuter MW. (December 13, 2005). Presented at *Annenberg School for Communication*, Philadelphia, PA.
66. Using computer kiosks for breast cancer education among African American women in five community settings. Kreuter MW. (November 4, 2005). Presented at *Mt. Sinai School of Medicine*.
67. Using computer kiosks for breast cancer education in five community settings. Kreuter MW. (September 20, 2005). Presented at *Research Exchange About Communication and Health (REACH) seminar series*, Saint Louis University, MO.
68. Integrating health communication into public health curricula. Kreuter MW. (May 9, 2005). Presented at *ASPH Education Committee Meeting*, Chicago, IL.
69. Disparity issues with special populations: Communication Factors. Kreuter MW. (January 24, 2005). Presented at *Necessary Elements in Fundamentals of Human Studies Research*, Washington University in St. Louis, St. Louis, MO.
70. Cultural tailoring and cancer communication. Kreuter MW. (January 12, 2005). Presented at *Cancer, Culture, and Literacy Institute*, Moffitt Cancer Center, Tampa, FL.
71. Use of technology in health communication to eliminate disparities. Kreuter MW. (December 1, 2004). Presented at *22nd Annual Alaska Health Summit*, Anchorage, AK.
72. Breast cancer survivor stories. Kreuter MW. (November 12, 2004). Presented at *Witness Project National AMEN Revival*, Little Rock, AR.
73. Reflections of You: A breast cancer educational kiosk for African American women. Kreuter MW. (July 15, 2004). Presented at *St. Louis Race for the Cure Volunteer Event*, St. Louis, MO.
74. Towards more effective nutrition counseling: Four behavioral science theories you can use. Kreuter MW. (September 12, 1994). Presented at *St. Louis Dietetics Association*, St. Louis, MO.

75. Computer-tailored health promotion interventions: an overview and results from a randomized field trial. Kreuter MW. (May 18, 1994). Presented at *University of Pittsburgh Graduate School of Public Health*, Pittsburgh, PA.
76. Technology-based tools for patient communication: TRIP success stories. Kreuter MW. (July 12, 2004). Presented at *Translating Research Into Practice (TRIP)*, Washington, DC.
77. Strategies for using eHealth to eliminate health disparities. Kreuter MW. (June 9, 2004). Presented at *Empowerment Through Health Information, the 2004 eHealth Conference for Promoting Health and Wellness at Historically Black Colleges and Universities*, Bethesda, MD.
78. Centers of excellence in cancer communication research. Kreuter MW. (May 28, 2004). Presented at *International Communication Association 2004 Annual Conference*, New Orleans, LA.
79. Towards technology-based systems of patient education in primary care. Kreuter MW. (March 16, 2004). Presented at *Family and Community Medicine Grand Rounds, University of California Medical Center at Davis*, Sacramento, CA.
80. Tailored health communication: evidence for effectiveness and applications in health behavior change. Kreuter MW. (March 16, 2004). Presented at *Center for Health Services Research in Primary Care, University of California Medical Center at Davis*, Sacramento, CA.
81. Culturally tailored health communication for cancer prevention in African American women [Keynote address]. Kreuter MW. (March 5, 2004). Presented at *8th Annual GSA Symposium, University of Kentucky College of Communications and Information Studies*, Lexington, KY.
82. Challenges, opportunities, and innovations in tailored health communication. Kreuter MW. (February 27, 2004). Presented at *Pre-conference workshop, Computer tailored interventions for health behavior change, 2004 Midwest Nurses Research Society annual meeting*, St. Louis, MO.
83. Tailored health communication: Evidence for effectiveness and applications in health behavior change. Kreuter MW. (February 3, 2004). Presented at *University of Kansas School of Medicine Clinical Research Curriculum Program, KU Medical Center*, Kansas City, KS.
84. Cultural tailoring for cancer prevention in African American women. Kreuter MW. (January 13, 2004). Presented at *Cancer, Culture, and Literacy Institute, Moffitt Cancer Center*, Tampa, FL.

85. Communication strategies for cancer prevention and control. Kreuter MW. (November 14, 2003). Presented at *National Witness Project's Annual Meeting for Education and Networking (AMEN)*, Little Rock, AR.
86. Tailored messaging in health communications. Kreuter MW. (June 26, 2003). Presented at *Continuing education workshop for University of Maryland's Department of Public and Community Health and American Association for Health Education*, College Park, MD.
87. Enhancing asthma education and communication in culturally diverse populations. Kreuter MW. (June 13, 2003 & May 15, 2003). Presented at *Missouri Department of Health's How to Save Money and Improve Patient Care Workshop*, Kansas City, MO, & St. Louis, MO.
88. Walk Missouri: Development of a media-based walking campaign. Kreuter MW, Jupka K, Jacobsen H, Wray R, & Ludwig Bell C. (April 10, 2003). Presented at *Division of Nutrition and Physical Activity, Centers for Disease Control and Prevention*, Teleconference.
89. Tailored communications in participatory research and practice [Panel presentation]. Kreuter MW. (March 26, 2003). Presented at *Building Connections for Community Health: Best Practices for Promoting Health Through Participatory Methods in the Workplace and Community Conference*, Chapel Hill, NC.
90. Research on tailored health communication. Kreuter MW. (March 18, 2003). Presented at *American Academy of Health Behavior (AAHB) Annual Scientific Meeting*, St. Augustine, FL.
91. Techniques to promote behavior change in individuals: Tailored health communication. Kreuter MW. (January 23, 2003). Presented at *Behavior Approaches to Injury Control Conference, Harborview Injury Prevention and Research Center*, Seattle, WA.
92. The role of culture in understanding and addressing health and cancer disparities. Kreuter MW. (January 8, 2003). Presented at *Cancer, Culture, and Literacy Institute, Moffitt Cancer Center*, Tampa, FL.
93. Tailored communication: What we know and how it can be applied to injury prevention. Kreuter MW. (November 25, 2002). Presented at *Graduate Seminar in Injury Research and Policy, Johns Hopkins Bloomberg School of Public Health*, Baltimore, MD.
94. Computer tailored expert systems. Kreuter MW. (November 15, 2002). Presented at *University of Ottawa Heart Institute Investigator's Meeting*, Ottawa, ON.

95. Cultural tailoring for cancer prevention in African American women. Kreuter MW. (May 17, 2002). Presented at *Cancer, Culture, and Literacy Bi-Annual Meeting*, Clearwater Beach, FL.
96. Customized communication in health communication. Kreuter MW. (February 9-11, 2002). Presented at *Center on Aging and Cognition: Health, Education, and Training (CACHET) Conference*, St. Pete Beach, FL.
97. Cultural tailoring for cancer prevention in African American women. Kreuter MW. (January 6, 2002). Presented at *Cancer, Culture, and Literacy Institute, Moffitt Cancer Center*, Tampa, FL.
98. Tailored communication: Applications and opportunities. Kreuter MW. (June 2002). Presented at *Health Communication on the Border: Issues and Responsibilities Conference*, El Paso, TX.
99. Innovative computer technology. Enhancing injury prevention communication and education. Kreuter MW, Jacobsen HA, McDonald E, & Gielen AC. (June 2002). Presented at *10th Anniversary Celebration of the National Center for Injury Prevention and Control*, Baltimore, MD.
100. Optimal segmentation strategies for health communication. Kreuter MW. (December 4, 2001). Presented at *Division of Nutrition and Physical Activity Seminar Series, Centers for Disease Control and Prevention*, Atlanta, GA.
101. Moderator: Opportunities for governmental and private sector collaboration. Kreuter MW. (November 14-16, 2001). Presented at *E-Health Summit*, San Jose, CA.
102. Lessons learned from parent-directed interventions in public health centers. Kreuter MW. (April 22, 2001). Presented at *SIDS Alliance Conference*, Chicago, IL.
103. E-transience and the digital divide. Kreuter MW. (January 24, 2001). Presented at *National Cancer Institute's Communications Opportunity Leadership Team*, Washington, DC.
104. Media as a policy tool. Kreuter MW. (December 1, 2000). Presented at *15th National Chronic Disease Conference*, Washington, DC.
105. Response to breast cancer case. Kreuter MW. (July 11, 2000). Presented at *Centers for Disease Control / National Cancer Institute Workshop on Risk Communication in Health Promotion*, Washington, DC.
106. Cultural tailoring for cancer prevention in black women. Kreuter MW. (July 2000). Presented at *National Cancer Institute Cancer Control Academy*, Bethesda, MD.

107. Tailored health communication: The promise and future of mass customization. Kreuter MW. (June 21, 2000). Presented at *ETR Associates*, Santa Cruz, CA.
108. An overview of tailored health communication. Kreuter MW. (June 15, 2000). Presented at *Johns Hopkins University Pediatric Injury Prevention Physicians meeting*, Baltimore, MD.
109. Using computer tailored calendars to promote child immunization. Kreuter MW. (June 2000). Presented at *National Immunization Program, Centers for Disease Control and Prevention*, Atlanta, GA.
110. Applying technologies in health promotion and health education. Kreuter MW. (May 18, 2000). Presented at *National Conference on Health Education and Health Promotion / Society of Public Health Education Midyear Scientific Conference*, Denver, CO.
111. Health communication for 2000 and beyond: Four ideas worth pursuing. Kreuter MW. (April 14, 2000). Presented at *Great Lakes Chapter-Society of Public Health Education Midyear Conference*, Mt. Pleasant, MI.
112. Planning a health magazine for Black women in St. Louis. Kreuter MW. (March 18, 2000). Presented at *St. Louis Breakfast Club*, St. Louis, MO.
113. Meeting the challenge: Translating research into practice. Kreuter MW. (February 16, 2000). Presented at *CDC/Academia Prevention Research Partnership Conference*, Atlanta, GA.
114. Health communication for the next decade: the promise of mass customization. Kreuter MW. (December 13, 1999). Presented at *University of North Carolina Health Communication Interest Group Speakers Series*, Chapel Hill, NC.
115. Dealing with competing and conflicting risks in cancer communication. Kreuter MW. (September 23-24, 1999). Presented at *NCI Workshop on Cancer Risk Communication*, Rockville, MD.
116. Health communication for the next decade: the promise of mass customization. Kreuter MW. (July 27, 1999). Presented at *National Institute for Occupational Safety and Health*, Morgantown, WV.
117. The role of collaboration in developing interactive health communication programs. Kreuter MW. (June 22, 1999). Presented at *1999 Interactive Health Communication Developers Summit*, Monterrey, CA.

118. Workshop on new communication technologies for health education. Kreuter MW. (June 19, 1999). Presented at *Society for Public Health Education Mid-Year Meeting*, Minneapolis, MN.
119. Using new communication technologies for health promotion in health care settings. Kreuter MW. (June 2, 1999). Presented at *Blue Cross Blue Shield National Health Promotion Conference*, Chicago, IL.
120. What We Know and What We Need to Learn. Kreuter MW. (December 1998). Presented at *National Cancer Institute workshop on Cancer Risk Communication*.
121. Innovative ways to affect behavior change. Kreuter MW. (November 4, 1998). Presented at *Missouri Public Health Association Annual Meeting*, Lake of the Ozarks, MO.
122. New technologies in health communication and behavior change. Kreuter MW. (October 15, 1998). Presented at *Glaxo Welcome / NewSof Conference on Communication Technologies in Health Care*, Seattle, WA.
123. Computer-tailoring as a public health education tool for the '90s. Kreuter MW. (February 26, 1998). Presented at *1998 Illinois Chronic Disease Prevention Meeting*, Springfield, IL.
124. Using computer tailored messages in public health education. Kreuter MW. (October 14, 1997). Presented at *1997 Kansas Public Health Association Conference*, Hutchison, KS.
125. Using computer tailored education materials to promote nutrition label reading and healthy eating. Kreuter MW. (September 26, 1997). Presented at *Nutrition Update 1997*, St. Louis, MO.
126. Advanced communication technology. Kreuter MW. (May 28-30, 1997). Presented at *National Conference on Health Education and Health Promotion*, Atlanta, GA.
127. Tailored strategies that work. Kreuter MW. (April 10, 1997). Presented at *MO-Kan Heart Coalition, Stop Tobacco Addiction Meeting*, Kansas City, MO.
128. Facilitating behavior change. Kreuter MW. (August 21, 1996). Presented at *Missouri Department of Health Women, Infants, and Children (WIC) Nutritionist Training*, St. Louis, MO.
129. Behavior change theory in health education and health promotion. Kreuter MW. (July 19, 1996). Presented at *Missouri Health Educators Network*, St. Louis, MO.

130. One size does not fit all: The case for tailoring health promotion materials. Kreuter MW. (April 26, 1996). Presented at *Region 8 Health Promotion Conference*, Omaha, NE.
131. Keeping the beat when your workforce marches to different drummers. Kreuter MW. (November 30, 1995). Presented at *8th Annual Mid-Atlantic Worksite Wellness Conference*, Wilmington, DE.
132. Computer-tailored messages: Application and theory. Kreuter MW. (May 23, 1995). Presented at *Mid-Year Midwest Society of Public Health Education Conference*, Kansas City, MO.
133. Facilitating behavior change. Kreuter MW. (May 17, 1995). Presented at *DuPont Integrated Health Services Wellness Forum*, Reston, VA.
134. Using computer-tailored health education materials to promote behavior change: Evidence for effectiveness and possible applications for relapse prevention. Kreuter MW. (November 18, 1994). Presented at *Center for Addiction Research, Department of Psychology, University of Washington*, Seattle, WA.
135. Towards more effective nutrition counseling: Four behavioral science theories you can use. Kreuter MW. (September 12, 1994). Presented at *Saint Louis Dietetics Association*, St. Louis, MO.
136. Computer-tailored health promotion interventions: an overview and results from a randomized field trial. Kreuter MW. (May 18, 1994). Presented at *University of Pittsburgh Graduate School of Public Health*, Pittsburgh, PA.

PEER REVIEWED PRESENTATIONS

137. Maximizing the social impact of cancer registry data. Kreuter MW. (November 19, 2010). Presented at *SEER PI Meeting*, Washington, DC.
138. Cancer control needs of clients in the Supplemental Nutrition Assistance Program (SNAP). Garibay LB, Pfeiffer D, Alcaraz K, Rath S, Eckstein E, Cornelison K, & Kreuter MW. (November 9, 2010). Presented at *American Public Health Association 138th Annual Meeting*, Denver, CO.
139. Keeping clients healthy: Integrating proactive health screening and referral in to 211. MW Kreuter, & K Eddens. (May 26, 2010). Presented at *Alliance of Information and Referral Systems Conference*, Rochester, NY.
140. Difficulties, benefits, and the vision of 2-1-1 research collaboration. Kreuter MW, Eddens K, Purnell J, & Pfeiffer D. (May 25, 2010). Presented at *Alliance of Information and Referral Systems Conference*, Rochester, NY.

141. Reframing Dissemination: A Marketing and Distribution Perspective. Kreuter MW. (March 15, 2010). Presented at 3rd Annual NIH Conference on the Science of Dissemination and Implementation, Bethesda, MD.
142. Increasing Reach and Effectiveness of Cancer Communication to Eliminate Health Disparities. Kreuter MW. (May 23, 2009). Presented at *International Communication Association*.
143. Integrating proactive screening and referral into 2-1-1. Kreuter MW, Eddens K, Archer, K. (June 3, 2009). Presented at Alliance of Information and Referral Systems 2009: Information and Referral Training and Education Conference, Reno, NV.
144. Online survivor stories: Where are the minorities? Disparities by race and ethnicity in cancer survivor stories available on the Web. Eddens K, Kreuter MW, Morgan J, Beatty K, Jasim S, Garibay L, Tao D, Buskirk T, & Jupka K. (February 2009). Presented at *Second American Association for Cancer Research Science of Health Disparities Conference in Racial/Ethnic Minorities and the Medically Underserved*, Carefree, AZ.
145. Strategic dissemination of computer tailored interventions to eliminate health disparities. Kreuter MW. (March 29, 2008). Presented at *Society of Behavioral Medicine 29th Annual Meeting*, San Diego, CA.
146. Cancer Communication for Primary and Secondary Prevention. Kreuter MW. (March 29, 2008). Presented at *Society of Behavioral Medicine 29th Annual Meeting*, San Diego, CA.
147. Centers of excellence in health communication round table on Healthy People 2010 objectives for health communication [Panel discussion]. Baur C, Bernard L, Capella J, Freimuth V, Kreuter MW, Snyder L, & Strecher VJ. (November 5, 2007). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
148. An innovative and interdisciplinary approach to breast cancer communication for African American women, (Board of community partners storytelling project). Kreuter MW, Holmes K, Erwin DO, Banks-Wallace J, Parikh S, Clark E, Mathews K, Scott J, Qiang F, Scott C, Dotson D, Hinyard L, & Robinson L. (December 2005). Presented at *133rd American Public Health Association Annual Meeting*, Philadelphia, PA.
149. Will survivors' stories enhance the effectiveness of breast cancer communication among African American women? Kreuter MW, Holmes K, Freeman JN, Clark E, Erwin DO, Banks-Wallace J, & Jahnige-Matthews K. (November 2004). Presented at *American Public Health Association Annual Meeting*, Washington, DC.

150. Reactions to behaviorally vs. culturally tailored cancer communication among African American women. Kreuter MW, Skinner CS, Steger-May K, Holt CL, Haire-Joshu DL, & Clark EM. (November 2003). Presented at *American Public Health Association Annual Meeting*, San Francisco, CA.
151. Tailoring health messages: Cultural tailoring for cancer prevention in African American women. Kreuter MW. (May 26, 2003). Presented at *International Communication Association Conference*, San Diego, CA.
152. Tailoring health messages on cultural variables for African American women in urban public health centers. Kreuter MW. (November 1999). Presented at *American Public Health Association Annual Meeting*, Chicago, IL.
153. Promoting childhood immunization among low-income African American families in urban public health centers. Kreuter MW, Caburnay C, & Donlin M. (June 1999). Presented at *Centers for Disease Control 33rd Annual National Immunization Meeting*, Dallas, TX.
154. Using computer tailored calendars to increase rates of immunization among children in inner-city clinics. Kreuter MW, Caburnay C, Brown T, & Donlin, M. (November 1998). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
155. Mass Media Coverage of Prevention Research Findings. Kreuter MW, Luke D, Arnold B, & Jacobsen H. (November 1998). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
156. How does physician advice influence patient behavior? Evidence for a priming effect. Kreuter MW, Chedda SG, & Bull FC. (November 1998). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
157. Understanding how tailored messages work: a randomized study of how people process three types of printed health education materials. Kreuter MW, Bull FC, Clark EM, Oswald DL, & Plage C. (November 1998). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
158. Towards more effective health communication: Comparing effects of tailored, personalized, and untailored messages in a randomized trial. Kreuter MW, Scharff D, Brennan LK, Lukwago SN, & Olevitch LO. (November 1997). Presented at *American Public Health Association Annual Meeting*, Indianapolis, IN.
159. Using computer tailored educational materials to promote nutrition label reading. Kreuter MW, Brennan LK, Lukwago SN, Scharff D, & Wadud E. (November 1997). Presented at *American Public Health Association Annual Meeting*, Indianapolis, IN.

160. A formative evaluation of computer-tailored calendars to promote childhood immunization in St. Louis. Kreuter MW, Vehige E, Wei F, & Kincaid W. (October 1994). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
161. Creating computer-tailored health promotion materials: A how-to model for public health professionals. Kreuter MW, & Farrell D. (October 1994). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
162. Physician gender and screening in primary care: A prospective study of sex-based differences. Kreuter MW, Strecher VJ, Harris R, Kobrin SC, & Skinner CS. (October 1994). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
163. Innovations in health risk appraisal - making it work. Kreuter MW. (March 1994). Presented at *Prevention 94*, Atlanta, GA.
164. Resurrecting health risk appraisal: Effects of adding computer-tailored behavior change feedback to HRA. Kreuter MW, & Strecher VJ. (October 1993). Presented at *American Public Health Association Annual Meeting*, San Francisco, CA.
165. Facilitating preventive health care activities in a primary care setting. Kreuter MW, Strecher VJ, & Kegler, MC. (November 1992). Presented at *American Public Health Association Annual Meeting*, Washington, DC.
166. Social marketing. Kreuter MW, & Cooke C. (December 1991). Presented at *North Carolina Health Promotion and Wellness Institute*, Durham, NC.
167. The Performance Edge. Kreuter MW. (June 1990). Presented at *Blue Ridge IX State Wellness Workshop*, Lynchburg, VA.

TEACHING

GRADUATE COURSES TAUGHT

1. TPS strategies for eliminating health disparities (S55-5320). (2010). George Warren Brown School of Social Work, *Washington University in St. Louis*, St. Louis, MO.
2. Applied health communication practice (S50-5081). (2009). George Warren Brown School of Social Work, *Washington University in St. Louis*, St. Louis, MO.
3. Persuasion, message design and customization (BSHC 533) [Co-taught]. (2006-2008). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.

4. Understanding and segmenting audiences in health communication (BSHC 532) [Co-taught]. (2006-2008). Department of Community Health, School of Public Health, Saint Louis University, St. Louis, MO.
5. Historical, philosophical, and political bases of public health education (BSHC 520). (1994-2005). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
6. Health communication: Theory and practice (BSHC 531). (1994-2001). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
7. Understanding health disparities (CMHC 543) [Co-taught]. (2000). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
8. Intervention research (BSHC 620) [Co-taught]. (1999). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
9. Research methods in behavioral science (BSHC 601). (1994-1999). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
10. Eliminating health disparities (CMHC 544) [Co-taught]. (1998). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
11. Health promotion in healthcare and work site settings (HBHE 172) [Teaching assistant]. (1992). Department of Health Behavior and Health Education, School of Public Health, *University of North Carolina at Chapel Hill*, St. Louis, MO.
12. Evaluation of health promotion programs (HBHE 251) [Teaching assistant]. (1992). Department of Health Behavior and Health Education, School of Public Health, *University of North Carolina at Chapel Hill*, St. Louis, MO.

SEMINARS AND INSTITUTES

13. Grant Writing Workshop. (December 10, 2009). Health Literacy Missouri East Region Community Network Meeting, St. Louis, MO.
14. Manuscript Development Seminar Series. (June 9-18, 2009). *Washington University in St. Louis*, St. Louis, MO.
15. Manuscript Development Seminar; Series. (September 2005 - July 2006). School of Public Health, *Saint Louis University*, St. Louis, MO.

16. Manuscript Development Seminar; Series. (September 2005 - July 2006). School of Public Health, *Saint Louis University*, St. Louis, MO.
17. Mentoring scholar. (June 2001 – present). Cancer, Culture and Literacy Institute, H. Lee Moffitt Cancer Center & Research Institute, *University of South Florida*, Tampa, FL.
18. Behavioral modification (EPID 720). (July 1996-2000). Graduate summer session in epidemiology, School of Public Health, *University of Michigan*, Ann Arbor, MI.
19. Using advanced communication technology in health promotion; Health promotion management skills intensive training seminar. (1996). *American Journal of Health Promotion*, Washington DC & Chicago, IL.

EARLY CAREER EXPERIENCE

- 1990-1990 Injury Prevention Research Center, UNC-Chapel Hill, Chapel Hill, NC.
- Co-authored manuscript, “Analysis of U.S. child care safety regulations,” published in *American Journal of Public Health*, 1991.
- 1990-1990 Centers for Disease Control, Office on Smoking and Health, Rockville, MD.
- Promotion and dissemination of a tobacco and alcohol use prevention program for high school students; writing support material for the Surgeon General’s Report on Smoking (1990), “The health benefits of smoking cessation.”
- 1989-1989 American Lung Association, New York, NY (from Chapel Hill, NC).
- Researched, developed and wrote Project Management Guide for use by local Lung Association chapters implementing American Lung Associations, “Freedom from smoking for you and your family®” television smoking cessation program.
- 1988-1989 Centers for Disease Control, National AIDS Information and Education Program, Atlanta, GA.
- Assisted NAIEP and advertising firm Ogilvey & Mather in developing public service announcement messages for phase two of “America responds to AIDS” mass media campaign.
- 1988-1989 Injury Prevention Research Center, UNC-Chapel Hill, Chapel Hill, NC.
- Research support activities: Interviewing, data coding, conducting literature reviews & searches for potential funding sources.

EDITORIAL BOARD

- Preventing Chronic Diseases: Public Health Research, Policy, and Practice

JOURNAL REVIEWER

- American Journal of Preventive Medicine
- Annals of Behavioral Medicine
- Cancer Causes and Control
- Cases in Public Health Communication and Marketing
- Health Education
- Health Education and Behavior
- Health Education Research
- Health Promotion Practice
- Health Psychology
- Hospital and Health Services Administration
- Injury Prevention
- Journal of Communication
- Journal of General Internal Medicine
- Journal of Gerontology
- Journal of Health Communication
- Journal of Women's Health
- Patient Education and Counseling
- Preventive Medicine
- Social Science & Medicine
- Tobacco Control

PROFESSIONAL MEMBERSHIPS

- American Public Health Association (APHA)
- Society for Public Health Education (SOPHE)
- International Communication Association (ICA)
- Society of Behavioral Medicine (SBM)