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I. EDUCATION

POST-DOCTORAL FELLOW (2002 – 2003)

McMaster University – Hamilton, Ontario, Canada

Department of Clinical Epidemiology and Biostatistics

Evidence-Based Practice Centre

Canadian Longitudinal Study on Aging (CLSA)

Focus: Healthy Ageing. Patient-Provider Communication and Clinical Decision Making

DOCTOR OF PHILOSOPHY, HEALTH STUDIES (2002)

Texas Woman's University - Denton, Texas, USA

Major fields: Health Education and Behavior Change, Health Communication & Technologies,

Tailored communication

Dissertation: Tailored Online Health Communication: A Content Analysis

MASTER OF SCIENCE, HEALTH STUDIES (1999)

Texas Woman's University - Denton, Texas, USA

Major fields: Health Education & Promotion, Psychosocial Aspects of Health, Women's Health,

Communication Technologies

Thesis: Women's Health Education and the Internet: Consumerism or Mutuality?

BACHELOR OF BUSINESS ADMINISTRATION, MARKETING (1994)

University of North Texas - Denton, Texas, USA

Additional Education, Training, and Certification

PHYSICAL ACTIVITY AND PUBLIC HEALTH COURSE (SEPTEMBER 2006), Canadian Fitness and Lifestyle Research Institute

ADVANCE TRAINING INSTITUTE IN HEALTH BEHAVIOR THEORY (JUNE 2005), U.S. Nat. Cancer Institute

PROFESSIONALS IN RESIDENCE PROGRAM – ADDICTION TREATMENT AND RECOVERY (OCTOBER 2004), Hazelden Foundation

CERTIFIED HEALTH EDUCATION SPECIALIST (CHES) (1999), National Commission for Health Education Credentialing

II. RESEARCH ACTIVITY (PUBLICATIONS, RESEARCH STUDIES, CONFERENCES AND KEYNOTES)

A. Publications

II.A.1 Books, Chapters and Case studies in books

Suggs, L.S., Rangelov, N., Schmeil, A., Occa, A., Bardus, B., Radchuk, O. & Dianat, S. (forthcoming, 2015). E-Health Services. In: The International Encyclopedia of Digital Communication and Society. Wiley Blackwell.

Suggs LS, Rangelov N, Rangel Garcia M, Aguirre Sánchez L. (2013). FAN – Famiglia, Attività fisica, Nutrizione: Ticino Switzerland's campaign for healthy weight. In: Hastings G, Domegan C, (eds.) Social marketing, from tunes to symphonies. Routledge, UK

Suggs, L.S. & Ratzan, S.C. (2012). Global e-health communication. In: The Handbook of Global Health Communication. First Edition. Waisbord, S. and Obregon, R. (Eds). Wiley-Blackwell. ISBN: 978-1-4443-3862-1

Peer Reviewed

Fast, I., Sorensen, K., Brand, H., and Suggs, L.S. (2014). "Social Media for Public Health: An Exploratory Policy Analysis." *The European Journal of Public Health*. doi: 10.1093/eurpub/cku080

Bardus, M., Blkae, H., Lloyd, S. & Suggs, L.S. (2014). Reasons for participating and not participating in a e-health workplace physical activity intervention: A qualitative analysis. *International Journal of Workplace Health Management*:xx-xx

Coman, E. N., Lin, C. A., Suggs, S. L., Iordache, E., McArdle, J. J., & Barbour, R. (2014). Altering dynamic pathways to reduce substance use among youth: Changes achieved by dynamic coupling. *Addiction Research & Theory*. doi:10.3109/16066359.2014.892932

Coman, E., Iordache, E., Dierker, L., Fifield, J., Schensul, J. J., Suggs, S., Barbour, R. (2014). Statistical Power of Alternative Structural Models for Comparative Effectiveness Research: Advantages of Modeling Unreliability. *Journal of Modern Applied Statistical Methods*. 13(1), p71-90.

de Viron, S., Suggs, L.S., Brand, A., & Van Oyen, H. (2013). Communicating genetics and smoking through social media: Are we there yet? *JMIR*. doi:10.2196/jmir.2653

Malik, S., Blake, H., & Suggs, L.S. (2013). A systematic review of workplace health promotion interventions for increasing physical activity. *British Journal of Health Psychology*.

Suggs, L.S., Bardus, M. Blake, H. & Lloyd (2013). Effects of text-messaging in addition to emails on uptake of physical activity among university and college employees at UK worksites. *Journal of Health Services Research & Policy*. 18(1 suppl). p. 56-64.

Luca, N.R. & Suggs, L.S., (2013). Theory and Model Use in Social Marketing Health Interventions. *Journal of Health Communication: International Perspectives*. 13(1). p. 20-40. DOI:10.1080/10810730.2012.688243. PMID: 22934539

Domegan, C., Suggs, L.S., & Moreira, P. (2012). Social Marketing in Europe: Exploring new approaches to health and behaviour change. *International Journal of Healthcare Management*. 5(4), pp. 231-232(2). DOI: 10.1179/2047970012Z.00000000035

Wettstein, D., Suggs, L.S., & Lellig, C. (2012). Social Marketing and alcohol misuse prevention in German speaking countries. *Journal of Social Marketing*. 2(3). p.187 - 206

Déglise, C., Suggs, L.S., & Odermatt, P. (2012). SMS for Disease Control: A Systematic Review of Applications in Developing Countries. *Journal of Telemedicine and Telecare*. 18(5). p. 273-281

Déglise, C., Suggs, L.S., & Odermatt, P. (2012). SMS for Disease Prevention in Developing Countries. *Journal of Medical Internet Research*. 14(1):e3 doi:10.2196/jmir.1823

McHugh, J., & Suggs, L.S. (2012). Online Tailored Weight Management in the Worksite: Do They Make a Difference in Biennial HRA Data? *Journal of Health Communication: International Perspectives*. 17(3) p. 278-293

Suggs, L.S., & Rots, G. Jacques, J., Vong, H., Mui, J., Reardon, B. & Team IA2SD, (2011). I'm Allergic to Stupid Decisions: An m-health campaign to reduce youth alcohol consumption. *Cases in Public Health Communication & Marketing*. 5: 111-135. Available from: www.casesjournal.org/volume5.

Suggs, L.S. & McIntyre, C. (2011). European Union Public Opinion on Policy Measures to Address Childhood Overweight and Obesity. *Journal of Public Health Policy*, 32(1). doi: 10.1057/jphp.2010.44

Cowdery, J., Kindred, J., Michalakis, A., & Suggs, L.S. (2011). Promoting health in a virtual world: Impressions of health communication messages delivered in Second life. *First Monday*. 16(9).

Luca, N.R. & Suggs, L.S. (2010). Strategies for the Social Marketing Mix: A Systematic Review. *Social Marketing Quarterly*, 16(4), p. 122-149.

Suggs, L.S., Cowdery, J.E., & Noll, D. (2010). Health information seeking behavior of young educated Hispanic women. *American Journal of Health Studies*, 25(4), p. 186-195.

Suggs, L.S., McIntyre, C. & Cowdery, J. (2010). Overweight and Obese Sedentary Adults' Physical Activity Beliefs and Preferences. *American Journal of Health Studies*. 25(2), p. 67-77.

Daly, B. & Suggs, L.S. (2010). Teachers' experiences with humane education and animals in the elementary classroom: implications for empathy development. *Journal of Moral Education*.39(1), p. 101-112.

Suggs, L.S., Raina, P., Gafni, A., Grant, S., Skilton, K., Fan, A. & Szala-Meneok, K. (2009). Family Physician Attitudes about Prescribing using a Drug Formulary. *BMC Family Practice*. 10:69. doi:10.1186/1471-2296-10-69

Suggs, L.S. & McIntyre, C. (2009). Are we there yet? An examination of online tailored health communication. *Health Education & Behavior*. 36(2), p.278-288.

Cowdery, J., Suggs, L.S., & Parker, S. (2007). Application of a Web-Based Tailored Health Risk Assessment in a Worksite Population. *Health Promotion Practice*. 8(1). p. 88-95.

Suggs, L.S. (2006). A 10-Year Retrospective of Research in New Technologies for Health Communication. *Journal of Health Communication*. 11(1). p. 61-74.

Suggs, L.S., Cowdery, J., & Carroll, J.B. (2006). Tailored Program Evaluation: Past, Present, Future. *Evaluation and Program Planning*. 29. p. 426-432.

Suggs, L.S., Cissell, W.B., McIntyre, C., & Ward, M. (2002). Adoption of Communication Technologies in a Texas Health Setting. *Educational Technology and Society*. 5(2). 69-74.

Suggs, L.S. (2000). 1-2-3 SmokeFree Program at Quitcigs.com. *Health Education and Behavior*. 27(6). 682-3.

Oomen, J., Owens, L., and Suggs, L.S. (1999). Culture Counts: Why Current Treatment Models Fail Hispanic Women With Type 2 Diabetes. *The Diabetes Educator*. 25(2). 220-225.

Goldstein, R.B., Johannes, C.B., Woods, J., Crawford, S.L., McIntyre, C., Suggs, L.S., McWilliams, E.M., Rightmeyer, J., & Osganian, V. (1999). Use of wireless handheld computers in clinical research. *Controlled Clinical Trials: Design, Methods, and Analysis*. 20(2S). 44S.

II.A.2 Non Peer Reviewed

Suggs, L.S., (2011). What role do social media play in advancing health literacy? White Paper. European Health Forum Gastein 2010.

Eysenbauch, G., MacMillian, H., McIntyre, C., McKibbin, A., O'Brien, MA., Santaguida P.L, and Suggs, L.S. (2004). A Synthesis of Literature to Identify Best Practices: e-Health and Mental Health Services. Prepared for the Ministry of Health and Long-Term Care & Ontario Mental Health Foundation.

Suggs, L.S. (2003). Analysis & Perspective: The Case for Tailored Behavior Change Programs, *HealthPlan and Provider Report*. 9(50). 1336-1339.

II.A.3 Peer reviewed conference proceedings:

Schmeil, A. & Suggs, L.S. "“How am I doing?” Personifying Health Behavior through Animated Characters.” *HCI International 2014* conference (Greece) session “*Experience Design for Behavior Change*”. Crete, Greece. 22-27 June, 2014. (Notification of acceptance on 10 February).

Schmeil, A. & Suggs, L.S. "An Empirical Comparison of Variations of a Virtual Representation of an Individual's Health". *Persuasive 2014: The 9th International Conference on Persuasive Technology*. Padova Italy, 21-23 May 2014. (Notification of "accepted as an oral presentation at Persuasive 2014, pending revisions" 31 January. Revisions due 20 February)

B. Research Studies

II.B.1 Funded Studies:

- Social setting and behavior "Examining Children's Eating Behaviors and their Social Determinants In Ticino Switzerland"
Aim: Examines eating behaviors and nutrition patterns of children in Ticino, Switzerland, and focuses on the influence of social settings on eating habits
Role: Principal Investigator: Suggs, L.S., Co-applicant: Pedro Vidal-Marque (Lausanne)
Funding Swiss National Science Foundation
- Tobacco Use Prevention EverFresh: Il Caso del programma Svizzero-Ticinese per la Prevenzione del Consumo di Tabacco da Parte degli Adolescenti
EverFresh: The Ticino Program for the Prevention of Tobacco Consumption among Adolescents"
Aim: To provide Advice on communication strategies and external evaluation of Everfresh project aimed to prevent Ticino youth from starting to smoke tobacco"
Role: Principal Investigator: Suggs, L.S.
Funding Dipartimento della sanità e della socialità
Ufficio del Medico cantonale
Servizio di promozione e di valutazione sanitaria
- Comm & AMD Media communication of genetic risks for common diseases
02/2014-02/2016
Aim: Construction of and prevention in the post-genomic era: Media communication of genetic risks for common diseases and their effects on the example of age-related macular degeneration (AMD)
Role: Principal Investigator: Loss, J.,
Co-Investigators: Weber, B., Suggs, L.S. Heid, I., Scholl, H., Helbig, H.
Funding: Competitive Source: Bundesministerium für Bildung und Forschung (Federal Ministry of Education and Research (BMBF)), Germany
- Hand Washing Pre-study and baseline survey for two Hand Washing Campaigns in Rural Burundi and Peri-Urban Zimbabwe
10/2013-5/2014
Aim: To develop and conduct formative and baseline research on handwashing behaviors and design a behavior change intervention using both ICT and interpersonal channels of communication in two countries.
Role: (responsible: Mosler, H.J (Eawag, Zurich) & (collaborator on

- communication): Suggs, L.S.
Funding: Swiss Agency for Development and Cooperation
- MotionAid Testing usability and user experience in a medical device to promote speedy recovery after knee surgery
Aim: To test the effects of various features, games, and videos on teaching and monitoring prescribed physical therapy to knee replacement patients in Austria.
Role: Principal Investigators: Suggs, L.S. (USI)
Co-Investigator: Schmeil, A.
Funding MedizinKraft
- USI-SINC Università della Svizzera italiana Sustainability Incubator
06/2013-12/2016
Aim: To develop and conduct research on sustainability issues related to health, and environmental behaviors.
Role: Principal Investigator: Suggs, L.S.
Co-Investigator: Bardus, M.
Collaborators: Balmelli, M. Executive Committee: Università della Svizzera italiana
SostA project; Responsible: *Quality Assurance Service USI*
Funding: Competitive Source: Swiss Academies for Arts and Science, Network for Transdisciplinary Research: Sustainable Development at Universities Programme
- SOPHYA Swiss Children's Objectively Measured Physical Activity
09/2013-09/2015
Aim: To objectively measure physical activity levels of children and parents in Switzerland. The project includes a representative sample of Swiss schoolchildren aged 6-14 years of age, living in German-, French- and Italian speaking Switzerland.
Role: Principal Investigator: Braun-Fahrlander, C.
Co-Investigators & Regional Study Centers: Bringolf-Isler, B., Kayser, B. & Suggs, L.S.
Funding: Competitive Sources: BASPO (Federal Office Of Sport), BAG (Federal Office of Public Health) and Santésuisse
- SMS 4 HIV Going beyond awareness raising: a mobile Phone SMS-based intervention to encourage uptake of HIV testing amongst African communities in Nottingham
Testing
07/2013-01/2015
Aim: To determine whether a mobile phone based SMS text-messaging initiative can increase uptake of HIV testing amongst African communities in Nottingham, United Kingdom
Role: Principal Investigator: Catrin, E.
Co-Investigator: Blake, H., Suggs, L.S., Juma, A.
Funding: Competitive Source: NHS Nottingham City, Public Health Commissioned Research or Evaluation Project
- Active8 Tailored text messaging to promote physical activity in an NHS

- workplace
03/2012-12/2013
- Aim: Pilot randomized controlled trial, testing difference in efficacy and cost of tailored health communication delivered by sms or email in increasing physical activity among National Health Service staff in the UK.
- Role: Principal Investigator: Blake, H.
Co-Investigator: Suggs, L.S., Zhou D, and Batt ME.
- Funding: Competitive Source: BUPA Medical Charity
- Vicarious
Wo/Man
- Vicarious Persona and Health Behavior: Can a Digital Person Motivate Change?
07/2012-07/2013
- Aim: To test the effects of a digital persona (vicarious person) on nutrition and physical activity motivation, intention, and behavior.
- Role: Principal Investigator: Suggs, L.S.
Co-Investigator: Schmeil, A.
- Funding: Source: Human Health Innovation, Merck & Co.
- MyTAMINO
- Examining Predictive Factors of Therapy Preference of Oncology Patients
10/2012-10/2015
- Aim: To understand the determinants of choice for oral versus IV chemotherapy in cancer patients and patient-provider communication about options for therapy.
- Role: Principal Investigator: Suggs, L.S.
Co-Investigators: Pagani, O., Di Lascio, S., Frösch, P., and Groux, P.
- Funding: Source: Pierre-Fabre
Robapharm AG, Pierre Fabre Oncologie Suisse
- Digital
Persona
- Improving Health Behavior through a Vicarious Digital Persona
06/2011-08/2011
- Aim: To investigate how a digital representation of a person's health and health behavior can be created and updated.
- Role: Principal Investigator: Suggs, L.S.
Co-Investigator: Schmeil, A.
- Funding: Source: Human Health Innovation, Merck & Co.
- FAN2
- FAN 2: Testing Technology-Based Approaches for Healthy Nutrition and Physical Activity in Ticino
11/2011-10/2012
- Aim: To test the use of new technologies, narrative and comic based communication, as well as an interactive planning tool on healthy diet and physical activity behaviors of parents and children (ages 6-13).
- Role: Principal Investigator: Suggs, L.S.
Co-Investigator, Rangelov, N.
- Funding: Source: Repubblica e Cantone Ticino, Dipartimento della sanità e della socialità, Divisione della salute pubblica, Ufficio di promozione e di valutazione sanitaria and Health Promotion Switzerland
- Pre-Active8!
- Changing health behaviour with mass-reach communication

- technologies
- Aim: 1: To strengthen an international research partnership.
2: To undertake essential preparatory work for an international research project (the 'Active8 Study')
- Role: Co-Principal Investigators: Blake H, Suggs S, & Batt M.E.
- Funding: Competitive Source: University of Nottingham School of Nursing, Midwifery and Physiotherapy International Committee.
- TRIAGE TRIAGE: Ticino Heart Failure and Arrhythmia Monitoring Project
03/2010-12/2011
- Aim: To understand the determinants of the prescription and adoption of implantable device therapies, Implantable Cardiac Defibrillator (ICD), and Cardiac Resynchronization Therapy (CRT) for Heart Failure and Arrhythmia in Ticino, Switzerland. Specifically, we aim to analyze cardiologists' decision-making process and communication behaviors regarding prescription of ICD and CRT. Moreover, we explore patient's decision-making process and communication behaviors regarding acceptance of their doctor's recommendation of ICD/CRT and associated self-management factors.
- Role: Co-Principal Investigators: Suggs, L.S & Dr. Auricchio, A., Director of the Heart Failure Program and Clinical Electrophysiology Unit at Fondazione Cardiocentro Ticino, Professor of Cardiology at the University Magdeburg in Germany, and President of the European Heart Rhythm Association
- Funding: Source: Medtronic
- Movelt! Movelt! UNottingham: Research on the Dosage of SMS for Health Communication Purposes
01.05.2011-01.02-2012
- Aim: To investigate the effect of personalized SMS text messaging intended to promote levels of physical activity on current levels of knowledge, attitudes and behavior patterns in student nurses. A secondary objective of the current study is to assess the impact of a specific dosage of SMS text messaging on behavior and attitude related to physical activity amongst a group of student nurses.
- Role: Principal Investigator: Suggs. L.S.
Co-Investigator: Holly Blake, PhD, University of Nottingham
- Funding: Competitive Source: University of Nottingham International Strategy Competitive Grant mechanism
- FAN 1 Famiglia, Attività, Nutrizione (FAN): Testing Tailored Communication and New Technologies for Diet and Physical Activity Behavior
03/2010-08/2011
- Aim: To test tailored communication delivered using three communication channels on behaviors related to physical activity and diet in families in Ticino.
- Role: Principal Investigator: Suggs, L.S.
- Funding: Source: Repubblica e Cantone Ticino, Dipartimento della sanità e della socialità, Divisione della salute pubblica, Ufficio di promozione e di valutazione sanitaria and Health Promotion Switzerland

- IA2SD 2 I'm Allergic to Stupid Decisions: A Youth led Social Marketing Initiative to Change Individual Behaviors and Community Norms around Youth Alcohol Consumption.
09/2012-08/2013
- Aim: To test the impact of a mobile health only campaign to a mobile health plus class room curriculum campaign on individual behaviors and communicate social norms about underage alcohol consumption
- Role: Co-Principal Investigator: Suggs, L.S. & Rots, G., Prevention Coordinator, City of Cambridge Massachusetts USA
- Funding a: Competitive Source: United States Mental Health and Substance Abuse Association (SAMSHA), Service to Science program and Medford Massachusetts Department of Health
- Funding b: Competitive Source: Center for the Application of Prevention Technologies
Education Development Center, Inc.
- IA2SD 1 I'm Allergic to Stupid Decisions (IA2SD): An innovative social marketing program targeting high school students in Medford, Massachusetts.
09/2009-05/2010
- Aim: To reduce alcohol consumption by providing an m-health support system with Choices, Facts and Excuses for abstaining from alcohol.
- Role: Principal Investigator: Suggs, L.S.
Co-Investigator: Rots, G.
- Funding: Source: Medford Massachusetts Department of Health
- Accendi I Testing Strategies to Improve Diet and Physical Activity Behaviors in
sensi Families with Young Children. An Evaluation of the Accendi i Sensi Project.
09/2009-07/2010
- Aim: Evaluate the effectiveness, satisfaction with and cost-benefit of the AIS event in Tenero, CH that aimed to teach children 6-10 years old new ways to eat healthy and get fun physical activity.
- Role: Principal Investigator: Suggs, L.S.
- Funding: Source: Swiss Federal Office of Public Health (BAG)
- 2nd Life for Reception and Processing of Health Communication Messages
Health Delivered via an Online Virtual World
Communicati 01/2008-01/2009
on
- Aim: To examine the use of the online virtual world Second Life (SL) as a vehicle for the delivery of health communication messages designed to encourage individuals to make healthy lifestyle choices regarding physical activity and nutrition.
- Role: Principal Investigator: Cowdery, J.
Co-Investigators: Kindred J.E., Michalakis A., & Suggs LS
- Funding: Competitive Source: Eastern Michigan University

II.B.2 Studies conducted without external funding:

HCPPO Health Communication Policy and Public Opinion

- 2008-2010
Aim: Explore public opinion about obesity and overweight related health policies in Europe
Role: Principal Investigator: Suggs, L.S.
Co-Investigator: McIntyre, C.
- TPB Diabetes Measuring the Determinants of Physical Activity Behavior for People Diagnosed with Type 2 Diabetes: Developing a Measurement Tool in Ticino, Switzerland
2009-Present
Aim: The primary purpose is to test Theory of Planned Behavior in predicting physical activity among T2DM participants in Ticino, Switzerland. This will be the first test of TPB in a Type 2 Diabetes population in Switzerland and in the Italian language.
The secondary purpose is to see if a condensed version of the full TPB survey can maintain its predictive power.
Role: Principal Investigator: Suggs, L.S.
Co-Investigators: Carolina Gross, PhD, Post-doctoral Researcher, Marco Bardus, PhD Student,
Local Collaborators: Ticino Diabetes Association and Lugano Diabetes Foundation, eight endocrinologists, local pharmacies, and several general practitioners.
- MoveM8 Tailored Physical Activity Communication in the Workplace: A Test of the Theory of Planned Behavior and Persuasive Communication Strategies
07/2008-2/2012
Aim: A Randomized Control Trial to examine if the addition of Short Messaging Service (SMS) to the weekly e-mail communication has an effect on perceived message relevance, physical activity behavior, or other TPB constructs (Attitudes, Subjective Norms, Perceived Behavioral Control, or Intention).
Role: Principal Investigator: Suggs, L.S.
Co-Investigators: Holly Blake, PhD, University of Nottingham, UK, Scott Lloyd, Stockton on Teeds, UK, and Marco Bardus, PhD
- SMS4DC SMS for the Control of Communicable and Non-Communicable Disease in Developing Countries
Aim: 01/2009-01/2010
Role: Principal Investigator: Developed purpose, research questions and research protocol. Master student in International Health took on the data collection and analysis as their thesis.
Co-Investigators, Carol Deglise, MD, MIH & Peter Odermatt, PhD

Research projects that commenced before coming to USI

EVALUATION OF THE EFFICACY OF PASSPORT FOR LIFE AND PATIENTLINK IN HEMOPHILIA TREATMENT ADHERENCE (A TAILORED PROGRAM)
Baxter BioScience
08/2003 to 12/2008

Principal Investigators: Suggs, L.S & Mathew, P., MD

IDENTIFYING COMMUNICATION NEEDS AND PREFERENCES OF OBESE AND OVERWEIGHT SEDENTARY ADULTS

Emerson College Faculty Advancement Fund Grant

08/2006-07/2007

Principal Investigator Suggs, L.S

THE USE OF INTERACTIVE WEB-BASED TECHNOLOGIES AMONG COLLEGE STUDENTS

Emerson College: Professional Allowance Funds

11/2006-06/2007

Principal Investigator: Suggs, L.S

THE USE OF NEW TECHNOLOGIES FOR PHYSICAL ACTIVITY PROMOTION

Emerson College: Professional Allowance Funds

11/2006-06/2007

Principal Investigator: Suggs, L.S

HEALTH INFORMATION SEEKING BEHAVIORS OF HISPANIC WOMEN

Emerson College: Professional Allowance Funds

02/2006-04/2006

Principal Investigator: Suggs, L.S

A WEB-BASED TAILORED COOKBOOK TO PROMOTE 5 A DAY

Centers for Disease Control and Prevention

08/2004 to 3/2005

Principal Investigator: Suggs, L.S.

Co-Investigators; Strecher, V.J., Wildenhaus, K.

EFFICACY OF A WEB-BASED TAILORED WEIGHT MANAGEMENT PROGRAM WITH AND WITHOUT TAILORED NUTRITION AND GOAL SETTING SUPPORT

Robert Wood Johnson Foundation

08/2003 to 08/2005

Principal Investigators; Wildenhaus, K. and Glasgow, R.

Co-Investigators: Suggs, LS., Nelson, C., Kearney, K., Reid, RJ., Strecher, V., Ritzwoller, D.

E-HEALTH AND MENTAL HEALTH SERVICES: A SYNTHESIS OF THE LITERATURE TO IDENTIFY BEST PRACTICES

Ministry of Health and Long-Term Care & Ontario Mental Health Foundation

12/2003 to 08/2005

Principal Investigators: Eysenbauch, G.

Co-Investigators: Suggs, LS., McIntyre, C., MacMillian, H., McKibbon, A., O'Brien, MA., Santaguida PL.

III. PRESENTATIONS

Peer Reviewed Conference Presentations

N Rangelov, M Gerards , K Sorensen & LS Suggs. A tailored e-health social marketing intervention to promote healthy nutrition and regular physical activity among families in Switzerland: participant engagement and behavioral outcomes. EUPHA 2013, November. Brussels.

Blake, Suggs, Batt. Active8! A m-health program to encourage physical activity of health workers in the UK. EUPHA 2013, November. Brussels.

Coman, E., Lin, C. & Suggs, L.S., (2013). "Changes in youth intent to use substances achieved by dynamic coupling: dynamic growth modeling of community-based interventions." International Communication Association Annual Conference, "Challenging Communication Research." 17 June 2013. London, England.

Coman E, Carolyn L., Suggs S., Iordache E., Coman M.A., and Barbour R. (2013). Changes in Risk Behavior Achieved by Activating Dynamic Coupling Processes: dynamic growth modeling of a health prevention intervention. Poster, 2013 Modern Modeling Methods (M3) Conference. May 21-22, 2013. University of Connecticut, Storrs, CT, USA.

Coman E, Bardus M., Suggs S., Iordache E., Coman M.A., and Blake H. (2013). Investigating the Directionality and Pattern of Mutual Changes of Health Outcomes: Adding dynamic perspectives to static longitudinal analyses. 21-22 May 2013. University of Connecticut, Storrs, CT, USA,

Suggs, L.S. & Wettstein, D. (2012). "How do you know when it is Social Marketing"? A comparison of assessment tools". European Social Marketing Association 1st Conference. 26-28 November 2012. Lisbon, Portugal.

Lassu, R.A., Pochon, E., Dragonetti G., Bardus, M. & Suggs, L.S. (2012). " USI SMILE: A Social Marketing Campaign Aimed at Improving the Oral Hygiene of University Students in Ticino, Switzerland." European Social Marketing Association. 26-28 November 2012. Lisbon, Portugal.

Bardus, M. & Suggs, L.S., (2012). "Teaching social marketing using an innovative constructivist approach" . European Social Marketing Association 1st Conference. 26-28 November 2012. Lisbon, Portugal.

Rangelov, N. & Suggs, L.S. (2012). "Doing Social Marketing to promote healthy weight to parents and children: Lessons learned from the FAN project". European Social Marketing Association 1st Conference. 26-28 November 2012. Lisbon, Portugal.

Luca, N. & Suggs, L.S. (2012). "Theory and model use in social marketing health interventions" European Social Marketing Association 1st Conference. 26-28 November 2012. Lisbon, Portugal.

Rangelov, N. & Suggs, L.S. (2012). "Using new technologies to promote healthy nutrition and physical activity to children and their parents in Switzerland, 2010-2012: A social marketing success story." European Public Health Association Annual Conference. 7-10 November 2012. Malta.

Bardus M., Suggs S., Blake H., Lloyd S. (2011). The MoveM8 programme: physical activity promotion through e-mail and SMS. Midlands Health Psychology Network Conference, Derby, 10 February, 2011.

Bardus M, Suggs LS, Blake H, Lloyd S. "Promoting physical activity in the workplace with e-mail and SMS: MoveM8! A tailored approach." Health Services Research Network (HSRN) Symposium: Delivering Better Health Services. 19-20 June 2012, Manchester Central, United Kingdom.

Coman E., Rots G., Suggs S., Fuxman S., Coman M. (2012). "Combining missing-by-design and mixture modeling to assess impact of a community-wide interventions. A social marketing and text messaging campaign to reduce alcohol use among high school students. Mixture and multilevel causal modeling of true effects. Modern Modeling Methods (M3) Conference. May 22-23, 2012. University of Connecticut, Hartford Connecticut, United States.

Bardus, M. & Suggs, L.S. (2011). "MoveM8: A Case for Social Marketing." 2nd World Social Marketing Conference. April 9-11 2011. Dublin Ireland.

Bardus M., Suggs S., Blake H., Lloyd S. (2011). Promoting physical activity in the workplace with e-mail and SMS: MoveM8! A tailored approach. Health & Wellbeing. The 21st Century Agenda. 8-9 September 2011, London, UK.

Suggs, L.S., Blake, H., Lloyd, S., Bardus, M. (2010). "MoveM8! A technology-based physical activity intervention for UK worksites: Results of a randomized controlled trial conducted from September 2009 to August 2010." 3rd European Public Health Association Conference, 10-13 November 2010, Amsterdam, the Netherlands.

Suggs, L.S., Rots, G, & Team TADD (2010). "I'm Allergic to Stupid Decisions: A Social Marketing Campaign Using SMS to Help Youth Choose to not Drink Alcohol." World Health Promotion Conference, July 2010. Geneva Switzerland.

Suggs, L.S, Deglise, C., & Odermatt (2010). "Texting 4 the Prevention and Management of diseases in Developing Countries." World Health Promotion Conference, July 2010. Geneva Switzerland.

Luca, N.R. & Suggs, L.S. (2010). "Strategies for Developing the Social Marketing Mix in Health Interventions: A Systematic Review". World Health Promotion Conference, July 2010. Geneva Switzerland.

Luca, N.R. & Suggs, L.S. (2010). "Theory and Models in Social Marketing-based Health Interventions: Best Practices?" World Health Promotion Conference, July 2010. Geneva Switzerland.

Bardus, M., Suggs, L.S., (2010). "Social Media & Social Marketing: Are We There Yet?" World Health Promotion Conference, July 2010. Geneva Switzerland.

Bardus, M., Suggs, L.S., Blake, H., & Lloyd, S. (2010). "Recruitment Challenges and Limitations of Worksite Physical Activity Promotion: MoveM8" World Health Promotion Conference, July 2010. Geneva Switzerland.

Suggs, LS, McIntyre, C., & Cowdery, J.E. (2009). Public Opinion towards Policy Measures Related to Childhood Overweight and Obesity in the European Union. American Public Health Association Conference. November 2009, Philadelphia USA.

McHugh, J., Suggs, L.S., & Griffin, T. (2009). Online tailored weight management: Do they make

a difference in bi-annual HRA data in a worksite setting? American Public Health Association Conference. November 2009, Philadelphia USA.

Suggs, L.S., Cowdery, J.E., Kindred, J., Michalakis, A, & Adams, A. (2009). Health communication in a virtual world: A test of Second Life. 2nd Joint European Public Health Conference. November 2009. Lodz Poland.

McIntyre, C., Suggs, L.S., Cowdery, (2009). Confronting Childhood Obesity: A Comparison of Public Opinion in the European Union. 2nd Joint European Public Health Conference. November 2009. Lodz Poland.

Suggs, L.S., Blake, H., Lloyd, S. & Bardus, M. (2009). An individualised approach: MoveM8! E-mail and SMS physical activity communication in the workplace. British Association of Sport and Exercise Sciences (BASES) Annual Conference. September 1-3, 2009. Leeds, UK.

Bardus M., Suggs S., Blake H. (2009). Promoting physical activity with e-mail and SMS: MoveM8! A tailored approach. 3rd International Congress Mountain, Sport & Health, 12-14 November 2009, Rovereto (TN), Italy.

Cowdery, J.E., Kindred, J., Michalakis, A, & Adams, A. & Suggs, L.S. (2009). Effectiveness of Health Communication Messages Delivered Via a Virtual World. Centers for Disease Control National Conference on Health Communication, Marketing, and Media. August 11-13, Atlanta, GA.

Suggs, L.S. & McIntyre, C. (June 24-26, 2009). Examining Public Support for Health Communication Policy In the EU." European Health Management Association annual conference "Success in a Changing Market: Innovation, Funding, Communication." Innsbruck, Austria.

Suggs, L.S., McIntyre, C., & Cowdery, J. (May 22, 2008). "Health communication and new media: Just another TV rerun?" International Communication Association pre-conference workshop "The Long History of New Media." Montreal, Quebec, Canada.

McIntyre, C. & Suggs, L.S. (April 18-19, 2008). "In Blogs We Trust? Attitudes and Beliefs about Blogs and Politics." Politics: Web 2.0: An International Conference. London England.

Suggs, L.S. & McIntyre, C. (April 13-17, 2008). "Communication Technologies for Physical Activity Promotion." International Congress on Physical Activity and Public Health. Beyond the barriers: cutting edge approaches to physical activity and public health. Amsterdam, Netherlands.

Suggs, L.S., McIntyre, C., & Cowdery, JE. (April 13-17, 2008). "Physical activity communication: Understanding the needs of overweight and obese sedentary adults." International Congress on Physical Activity and Public Health. Beyond the barriers: cutting edge approaches to physical activity and public health. Amsterdam, Netherlands.

Cowdery, J. & Suggs, L.S. (October 31-November 2, 2007). "Qualitative Analysis of Health Beliefs and Information Seeking Behaviors of Hispanic Women." Sixth International Conference on Urban Health. Baltimore, Maryland.

Suggs, L.S., Cowdery, J., & Noll, D. (November 2006). "Health information seeking behaviors of Hispanic women." American Public Health Association Annual Meeting in Boston,

Massachusetts.

Suggs, L.S. & Cowdery, J. (September 2006). "Identifying Communication Needs and Preferences of Obese and Overweight Sedentary Adults." Canadian Fitness and Lifestyle Institute's "Physical Activity for Public Health" Conference. Collingwood, Ontario.

Suggs, L.S. & Cowdery, J. (July 2006). "Health beliefs and practices of Hispanic women: Implications for health promotion." 31st Annual National Wellness Conference. University of Wisconsin-Stevens Point.

Suggs, L.S. (November 2005). "A 10-Year Retrospective of Research in New Technologies for Health Communication." National Communication Association annual meeting. Boston, Massachusetts.

Cowdery, J.E. & Suggs, L.S. (9 June, 2005). "Evaluation of a Web-Based, Tailored Health Promotion Program for Cancer Survivors." Critical Issues in eHealth Research Conference. Bethesda, Maryland.

Raina, P., Szala-Meneok, K., Gafni, A., Grant, S., Skilton, K., Suggs, S., and Fan, A. (14 May, 2005). "Do Provincial Drug Reimbursement Plans Influence Physician Decision-Making and Patient Care?" Annual Meeting of the Lipid Medical Advisory Council, Toronto, Ontario.

Nelson, C., Kearney, K., Wildenhaus, K., Suggs, S., Reid, RJ, Strecher, V, Ritzwoller, D. and Glasgow, R (April, 2005). "Recruitment, Reach and Retention from a Web-Based Weight Loss Program in Three HMO Settings." 11th Annual HMO Research Network Conference, Santa Fe, New Mexico. 4-6 April, 2005.

Suggs, L.S. (March, 2004). "Tailored Health Behavior Change: An Innovative Approach to Customer Relationship Management." Canadian Forum on Pharmaceutical Marketing. Annual Meeting. Toronto, Ontario.

Suggs, L.S., Noell, J., and Swartz, L. (November 2000). "Tailored Web-based smoking cessation for worksites: A case study." American Public Health Association Annual Meeting in Boston, MA, November 12-16, 2000.

Suggs, L.S., Noell, J., Swartz, L., Clark, K., and Valencia, T. (November 2000). "An evaluation of an interactive Web-based smoking cessation program." American Public Health Association Annual Meeting in Boston, MA, November 12-16, 2000.

Cissell, W.B., Suggs, L.S., and Rager, R. (October 1998). Using a Web page to Enhance a Statewide Coordinated Needs Assessment." Society for Public Health Education Annual Meeting in Washington, DC, October 1998.

Suggs, L.S. (April 1998). "Making the Grade: Health Education and the Internet." Ninth International Conference on College Teaching and Learning, Jacksonville, FL, April 15-18, 1998.

Invited Presentations, Workshops & Seminars

Suggs, L.S. (January 2014). "The Great and Powerful i: Communication Technology in Global Health". Breakfast session "Inspiring Smart Choices: Communicating Complexity in Public Health for a Better World". World Economic Forum. Session sponsored by the Center

for Global Health and Diplomacy. 22-25 January 2014. Davos, Switzerland.

Suggs, L.S. (January 2014). "European Prevention Round Table" workgroup group. Provide input on health behavior decision making at annual meetings in Brussels every year. Chair of group: John Bowis, former British MP and MEP, international advisor in health policy. Sponsor of meetings: Sanofi Pasteur MSD. Did not attend due to Davos invite (see above).

Suggs, L.S. (October 2013). "Small Bites for Big Appetites: Using social media to promote lifestyle behaviors". European Obesity Forum, Bucharest Romania. 16-18 October 2013

Suggs, L.S., (September 2013). "Promoting Public Health: The Importance of Social Marketing and Communication". Health promotion Switzerland, Cantonal Intervention Program Annual Conference. Bern Switzerland. 26 September 2013.

Suggs, L.S., (June 2013). "The Role of Mobile Technologies in Promoting Global Health". University of Nottingham, Medical School. International Speaker Series. Nottingham UK, 12 June 2013.

Suggs, L.S. (April 2013). "Role of New Media in Community Health Improvement". International Health Promotion and Communication Symposium, Istanbul Turkey. 9-1 April, 2013

Suggs, L.S. (November 2012). "Social Marketing and New Media: Innovative Approaches to Human Behavior." Shaping Europe 2020: Socio-economic research conference. Bucharest Romania.

Suggs., L.S., (October 2012). "Social Marketing: A strategic approach to influence vaccination behaviour" Vaccines Forum. European Health Forum Gastein. Gastein Austria.

Suggs, L.S. (May 2012). "Mobile phones for disease control". eHealth Proof and Practice: Opportunities and Challenges in International Health symposium. Basel Switzerland.

Suggs, L.S. (December 2011). "Famiglia, Attività, Nutrizione (FAN): Using new technologies for diet and physical activity behavior promotion." Troubles in health diet seminar series. Institut universitaire de médecine sociale et préventive. University of Lausanne, Switzerland.

Suggs, L.S. (June 2011). "Social Media and Health Education." Drug Information Meeting. London, UK.

Suggs, L.S. (October 2010). "What role does Social Media play in promoting Health Literacy?" Health Literacy in Europe Forum. European Health Forum Gastein. Gastein Austria.

Suggs, L.S. (June 2010). "Tailored health communication: A persuasive strategy for promoting healthy behaviors". Seminar Series at the Institute of Social and Preventive Medicine, University of Bern. Bern, Switzerland.

Suggs, L.S. (August 28, 2009). Developing a social networking framework for program activities. Workshop sponsored by Health Imperatives, Brockton Massachusetts, USA.

Suggs, L.S. (August 27, 2009) "Social Media in Public Health: How to..., Opportunities..., Challenges..." Workshop sponsored by Health Imperatives, Brockton Massachusetts, USA.

Suggs, L.S. (October 17, 2008). "Using Communication Technologies in Social Marketing Initiatives." Workshop sponsored by the Regional Center for Healthy Communities (metrowest),

The Mass. Partnership for Healthy Communities & the Southeast Regional Center for Healthy Communities. Massachusetts, USA.

Suggs, L.S. (October 8, 2008). "Social Marketing" Workshop sponsored by the Wayside Youth Coalition. Milford, Massachusetts, USA.

Suggs, L.S. (May 28, 2008). "Social Marketing for Effective Health Promotion Using Innovative Marketing Techniques" Workshop sponsored by the Office of Massachusetts Attorney General. Boston, Massachusetts, USA.

Suggs, L.S. (May 13, 2008). "Social Networking, Blogs, Podcasts, Oh my! How to make the most of New Technologies in Social Marketing." A workshop sponsored by Regional Center for Healthy Communities Boston, Massachusetts, USA.

Suggs, L.S. (April 26, 2007). "Social Marketing for Effective Health Promotion Using Innovative Marketing Techniques: Moving Beyond Posters and Magnets". Workshop sponsored by Project Alliance, Middlesex Partnerships for Youth, Inc. Cambridge, Massachusetts.

Suggs, L.S. (23 September, 2004). Caregivers & Patient Adherence. HealthMedia Teleconference Seminar Series.

Suggs, L.S. (19 August, 2004). HealthMedia Balance®- Care for Your Weight A Proven Behavior Change Solution for Management of Obesity and Overweight. HealthMedia Teleconference Seminar Series.

Suggs, L.S. (2 March, 2004). Breathe: The Next Generation Smoking Cessation Solutions. HealthMedia Teleconference Seminar Series.

Suggs, L.S. (29 October, 2003). The Tailored Nutrition Program: A High-Reach, Affordable, & Scientifically Proven Solution to the Nation's Health Crisis. HealthMedia Teleconference Seminar Series.

Suggs, L.S. & Wildenhaus, K. (25 September, 2003). Stressed to the Max: Solutions for Improving Workplace Productivity, Health, and Morale. HealthMedia Teleconference Seminar Series.

IV. EMPLOYMENT AND TEACHING HISTORY

ASSISTANT PROFESSOR (August 2007 - Present)
Università della Svizzera italiana – Lugano, Switzerland
Institute for Public Communication (ICP)
Faculty of Communication Sciences

Teaching Responsibilities:

- Social Marketing I & II, Masters level. 6 ECTS (Autumn 2008, 2009, 2010, 2011, 2012, 2013-)
- Design and Evaluation of Health Campaigns, Masters level. 6 ECTS (Autumn 2009, Spring 2011, 2012)
- Focus Group Methodology, Doctoral level. 1.5 ECTS (Spring 2009, 2011, 2013-)

- Communicating Public Health Science with Media Professionals, Doctoral level. (Autumn 2013)

Invited Teaching:

- Faculty of Economics: "Health Policy and Health Promotion" June 10, 2013.
- Cardio e-TeC course: "Tailoring Health Communication" October 2009. Executive Education: Physicians and Medical Industry.
- Gender Services Workshop: "Standing out in a crowded market: Tips for compelling applications and interviews". Winter 2010, 2011, 2012. PhD and Post-doctoral Researchers
- Gender Services Seminar: "Women, Work and Health. Finding the healthy balance for success." February 2011. PhD and Post-doctoral Researchers.
- Faculty of Economics: "Focus Group Methods." Spring 2010. PhD level.

UNIVERSITY OF BASEL, INSTITUTE OF SOCIAL AND PREVENTIVE MEDICINE (2013)

PhD Programme.

Co-teach with Dr. Chris McIntyre, PhD

- Communicating Public Health Science with Media Professionals, PhD Level. (Autumn 2013-)

SWISS SCHOOL OF PUBLIC HEALTH PLUS (SSPH+) (2009-Present)

Master of Public Health Program

University of Zurich, Institute of Social and Preventive Medicine

- Focus Group Methods in Public Health, Masters level (Winter 2010, 2011)
- Social Marketing, Masters level (Winter 2011, 2013)

PhD Program in Public Health

University of Bern, Institute of Social and Preventive Medicine

- Communicating Public Health Science with Media Professionals, PhD Level. (Summer 2010, Autumn, 2011, Autumn 2012)

Summer School in Public Health Policy, Economics and Management

- Social Marketing, Open level. (August 2009)

ASSISTANT PROFESSOR, HEALTH COMMUNICATION (September 2005 – August 2007)

Emerson College – Boston, Massachusetts

Graduate Program in Health Communication

Department of Marketing Communication

School of Communication

Teaching Responsibilities:

- Media Strategies for Health Professionals, Graduate level
- Research Methods, Graduate level
- Social Marketing, Graduate level
- Media For Social Change, Undergraduate level

ADJUNCT ASSISTANT CLINICAL PROFESSOR (November 2005 – August 2007)

Tufts University School of Medicine – Boston, Massachusetts

Department of Public Health and Family Medicine

Teaching Responsibilities: Same as Emerson. Collaborative Program

ASSOCIATE DIRECTOR OF RESEARCH (August 2003 – July 2005)

HealthMedia, Inc. – Ann Arbor, Michigan

Tailored Media Group

Collaborate in the direction of company research and science practices. Plan, develop, and evaluate

tailored behavior change and health education programs. Develop grant proposals for submission to federal, public and private agencies. Develop surveys for Web, phone, and print based administration. Direct and review programs during development phase for usability, design, and appropriate baseline and evaluation instruments. Plan and facilitate focus groups. Conduct teleconference presentations to industry people on various health topics. Institutional Review Board (IRB / ERC) administrator. Clients included pharmaceutical companies, worksites, health insurers, and other health foundations and organizations.

POST-DOCTORAL FELLOW (October 2002 – July 2003)
McMaster University – Hamilton, Ontario
Department of Clinical Epidemiology and Biostatistics
Canadian Longitudinal Study on Aging (CLSA) Protocol Development
Funded by the Canadian Institutes for Health Research
Clinical decision making, healthy aging and longitudinal study design

SENIOR INSTRUCTIONAL COORDINATOR (September 2000 – September 2002)
Texas Woman's University – Denton, Texas
Texas Statewide Coordinated Statement of Need Project (TX SCSN). Grant funded by Texas Department of Health, Bureau of HIV & STD Prevention.
Develop and conduct training workshops statewide. Coordinate development and statewide implementation of dedicated database application for needs assessment data. Develop and maintain project Web site. Provide technical assistance to staff and stakeholders. Develop grant proposals for the University and collaborations with community organizations.

PROJECT COORDINATOR (May 2000-Aug. 2000) & RESEARCH ASSISTANT II (July 1999-May 2000)
Oregon Center for Applied Science, Inc. - Eugene, Oregon
Multimedia Smoking Cessation Intervention for Worksites grant and Nicotine Replacement for Interactive Smoking Cessation grant both funded by the National Cancer Institute. Plan, develop and evaluate all aspects of multimedia health education and health behavior change programs designed for the Web, CD-ROM, and VHS. Video and animation production development and editing. Recruit participants for randomized controlled trials and focus groups.

TECHNICAL WRITER (August 1998 - July 1999)
New England Research Institutes - Watertown, Massachusetts
Develop Windows and HTML help systems, user manuals, brochures, and project documentation for grant-funded software. Develop and evaluate health Web sites, CD-ROMs, software applications, and a wireless Web expert decision making application.

GRADUATE RESEARCH ASSISTANT (August 1997 - June 1998)
Texas Woman's University Health Studies Department - Denton, Texas
Design, development, and maintain the Texas Statewide Coordinated Statement of Need project Web site. Provide technical assistance to other staff. Conduct Web-based information retrieval searches regarding HIV/AIDS related material.

MEDICAL STUDENT HEALTH EDUCATOR - VOLUNTEER (January 1997 - April 1998)
University of Texas Southwestern Medical School - Dallas, Texas
Teach medical students procedures for administering breast and pelvic exams. Provide education regarding sensitivity and multi-cultural issues.

V. SERVICE

For the Università della Svizzera italiana:

FACULTY OF COMMUNICATION SCIENCES (2010-PRESENT)
Doctoral Program Committee Member

WHO-RHN (2013-PRESENT)
UNIVERSITY REPRESENTATIVE OF CANTON TICINO'S MEMBERSHIP IN NETWORK
INTERNATIONAL RELATIONS OFFICE (MAY 2009-MARCH 2012)
Academic Coordinator for the Faculty of Communication Science

FACULTY OF COMMUNICATION SCIENCES (MAY 2009-2010)
Research Synergy Committee Member

EPI DAY, 2009 & 2010 (MAY 2009 & 2010)
Scientific Committee Member

USI-COM, PHD STUDIES REPRESENTATIVE (MAY 2009)
Speaker for site visit from Graduate Students from Virginia Tech

USI-COM MASTER'S DAY SPEAKER (SEPT 2008 & SEPT 2009)
Welcome speech to new master's students

DGPuk Conference (May 30-June 2, 2008)
Session helper

For Profession:

EUROPEAN SOCIAL MARKETING ASSOCIATION
Co-Founder and Executive Board Member (April 2011-Present)
Chair of the Knowledge Exchange Workgroup (April 2011-Present)

THE DUTCH SCIENCE FOUNDATION / NETHERLANDS ORGANISATION FOR SCIENTIFIC RESEARCH (NWO)
Member of International Assessment Panel for Comprehensible Language and Effective
Communication (CLEC) Programme (October 2011-February 2012)

INTERNATIONAL SOCIAL MARKETING ASSOCIATION
Communication committee member (July 2011-2012)
Organizing Committee & Guidance Group (August 2009-April 2010)

JOURNAL OF HEALTH COMMUNICATION
Editorial Board (January 2008 - Present)
Journal Reviewer (May 2005-Present)

SUBSTANCE USE AND MISUSE
JOURNAL REVIEWER (JUNE 2013-PRESENT)

EUROPEAN CENTERS FOR DISEASE PREVENTION AND CONTROL

Invited participant in the ECDC Technical Meeting aimed to set health communication research agenda: "Developing Health Communication Research in the EU: a focus on communicable diseases." Stockholm, 9-10 March 2010

THE NETHERLANDS ORGANISATION OF HEALTH, RESEARCH AND DEVELOPMENT (ZONMW)
Invited Grant Reviewer, Healthy Nutrition Programme (2009)

RUTLEDGE PRESS
Invited reviewer for new edition of Social Marketing book (November 2009)

SWISS SCHOOL OF PUBLIC HEALTH+
SUMMER SCHOOL IN PUBLIC HEALTH POLICY, ECONOMICS AND MANAGEMENT
Guidance Committee (October 2009-Present)

MASSACHUSETTS SOCIAL MARKETING ASSOCIATION
Director (December 2008- December 2009)
Steering Committee Member (February 2006 – November 2008)

INTERNATIONAL JOURNAL OF PUBLIC HEALTH (MAY 2009-PRESENT)
Journal Reviewer

NEW MEDIA & SOCIETY (January 2009 - Present)
Journal Reviewer

COMMUNICATION YEARBOOK (January 2008)
Chapter Reviewer

SCIENTIFIC JOURNALS INTERNATIONAL (September 2007 - 2012)
Editorial Review Board
Media and Communication Journals

AMERICAN ACADEMY OF HEALTH BEHAVIOR
Affiliate Member (Peer-reviewed) (August 2002-August 2011)
Marketing and Communications Committee (August 2008-August 2009)

EUROPEAN COMMUNICATION RESEARCH & EDUCATION ASSOCIATION (ECREA) (July 2007-Present)
Member

U.S. NATIONAL COMMUNICATION ASSOCIATION (October 2005-October 2006)
Member

HEALTH COMMUNICATION (May 2005-Present)
Journal Reviewer

AMERICAN JOURNAL OF HEALTH BEHAVIOR (August 2002-Present)
Journal Reviewer

HEALTH PROMOTION PRACTICE (August 2000 -Present)
Journal Reviewer

EDUCATIONAL TECHNOLOGY AND SOCIETY (May 2003 -Present)

Journal Reviewer

EVALUATION AND PROGRAM PLANNING (January 2005-Present)
Journal Reviewer

TEXAS SOCIETY FOR PUBLIC HEALTH EDUCATION (January 2001- October 2002)
Co-Chair Communications Committee

SOCIETY FOR PUBLIC HEALTH EDUCATION (January 2001-September 2002)
Membership Committee

YOUTH OUTREACH VOLUNTEER (October 1999 – August 2000)
Womenspace - Eugene, Oregon
Facilitate support group for teen women affected by domestic violence in home or relationship.
Develop and maintain the teen section of the Womenspace Web site. Worked crisis line.

JUDGE FOR THE WWW HEALTH AWARDS (Fall 1999 – Fall 2003)
This awards program recognizes the world's best health-related Web sites for consumers and professionals.

For Previous Employers:

HUMAN SUBJECT RESEARCH REVIEW COMMITTEE (IRB) (September 2005 – August 2007)
Emerson College – Boston, Massachusetts
Full time member and Acting Chair during Chair's absence

DEPARTMENT OF MARKETING COMMUNICATION'S UNION LIAISON (October 2006- August 2007)
Emerson College – Boston, Massachusetts

INSTITUTIONAL REVIEW BOARD (IRB/ERC) (January 2000 - August 2000)
Oregon Center for Applied Science, Inc. - Eugene, Oregon
Review and address all human subject issues for new and continuing projects at ORCAS.
Developed protocol for treatment of subjects and data tracking for Internet based programs. Serve as Acting IRB Chair during the Chair's absence.