

Department of Prevention and Community Health News

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*"Public Health is
Contagious –
Spread the Word."*

Welcome to Dr. Bingenheimer !

- ❖ After a long search, we are happy to welcome Jeffery Bart Bingenheimer PhD to our PCH family. Congrats and welcome, Bart!
- ❖ Jeffrey "Bart" Bingenheimer received his PhD in health behavior and health education at the University of Michigan in 2005. Since then, he has done stints as a Robert Wood Johnson Health and Society Scholar at the Harvard School of Public Health, and as an NICHD-funded Post-Doctoral Fellow in the Population Research Institute at Pennsylvania State University. His interests are in the areas of social epidemiology, social determinants of health-related behaviors, and quantitative methods for studying all of these. He has a new project just getting underway that will focus on the influences of gendered parenting practices, peer group norms, and gender role attitudes on adolescent HIV risk behaviors in two communities in southeastern Ghana.

Announcements



- ❖ **THE CENTER MOVES AHEAD!** After several years of planning, on September 1, 2009 Center director Julia Graham Lear handed the Center's leadership reins over to Olga Acosta Price, who during her 3 years with the Center has served as its deputy director and most recently co-director. Olga has been the director for the Robert Wood Johnson Foundation initiative, Caring Across Communities, that is modeling new ways of building school-connected mental health services for immigrant and refugee youth. Julia remains with the Center as its Senior Adviser but is also now serving as Interim Chair for the Department of Prevention and Community Health in the George Washington University School of Public Health and Health Services. The Center is an affiliate of the department.
- ❖ The Forum for Collaborative HIV Research is seeking a Deputy Director to work with staff and Senior Researchers on HIV/AIDS related projects. Please click on the following link for more information: <http://www.hivforum.org/index.php?option=content&task=view&id=259&Itemid=65>

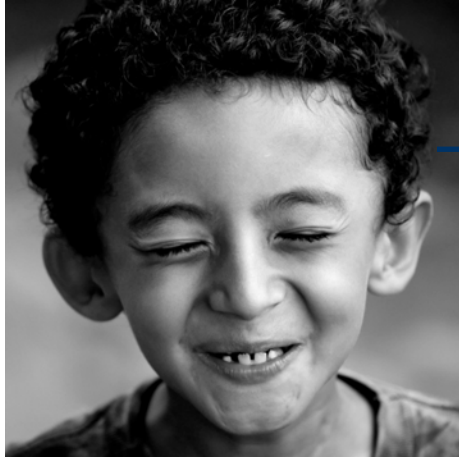


Awards and Grants

- ❖ The National Library of Medicine (NLM) has accepted the proposal submitted by **Karyn Pomerantz** in response to RFQ No. NLM-09-078/SES, entitled HIV/AIDS Community Information Outreach Project 2009 has been selected for funding in the amount of \$60,000.00.
- ❖ **Renaisa Anthony** has been awarded the Travel Award by NIH/NMA Travel Award Committee and will be attending the 2009 National Medical Association Annual Meeting and Scientific Sessions, which is being held in Las Vegas, Nevada July 25th-30th.
- ❖ **Doug Evans** won a grant from Johnson and Johnson to evaluate the text4baby mobile health marketing intervention, which promotes adherence to pre-natal care among low-income women.
- ❖ Under a subcontract, **Caroline Sparks** will lead a 4.5-year evaluation program of a CDC grant to the American Psychological Association for a Behavioral Social Science Volunteer Program research effort. In addition to involving Dr. Sparks, the subcontract will also support two half-time graduate students.
- ❖ **Lorien Abroms** was awarded an administrative supplement to her K Award from the National Cancer Institute entitled, "Using Email to Enhance Counseling Services at NCI's Smoking Cessation Quitline."
- ❖ Funding for **Mark Edberg's** SAFER Latino Project has been extended to August 2010.
- ❖ **Bart Bingenheimer** has received funding from NIH for his project Gendered Social Context of Adolescent HIV Risk Behavior: Family, Peer Group, and Community Influences in Southeast Ghana for five years totaling 2.8 million dollars.
- ❖ **Karen McDonnell** is co-PI on a grant from the Robert Wood Johnson Foundation entitled: Health Games Research: Advancing Effectiveness of Interactive Games for Health
- ❖ **Monica Ruiz** received funding from NIH for a workshop on the inclusion of Adolescents in Clinical Trials for HIV Prevention



- ❖ **Doug Evans** is consulting with Population Services International on condom brand promotion. His work with PSI takes him to Madagascar and Tanzania in early October for site visits.



Presentations and Meetings

- ❖ Lorien Abroms:

Abroms, LC. Using New Communication Technologies for Smoking Cessation. Georgetown University, Lombardi Comprehensive Cancer Center. Washington, DC. Oct. 1, 2009.

Abroms, LC. Using New Communication Technologies to Enhance Services at Smoking Quitlines. Invited lecture for the North American Quitline Consortium. Washington, DC. Sept. 9th and 11th, 2009.

Abroms, LC. Invited Panalist to “Developing a New Mobile Therapy: Twitter for Tobacco Tweetment”, a one day workshop at the National Institute of Drug Abuse, NIH, Rockville, MD. Sept. 21st, 2009.

Bontemps-Jones, J., Westmaas, J. L., **Abroms, L.**, Bauer, J., & Bade, J. (August, 2009). Black smokers don't and will never use quitlines: Fact or fiction? Poster presented at the American Cancer Society's Health Equity through the Cancer Lens Conference, Las Vegas, NV.

- ❖ James Cawley:

Cawley, J.F. Workforce Policy, Health Care Reform, and Pas Presented to: 115th Federal Interagency Institute for Healthcare Executives, Washington, D.C., September 21, 2009.

- ❖ Doug Evans:

Evans, W.D. “Social Marketing: Effective Campaigns and How They Work.” Invited Presentation at the Bloomberg School of Public Health at The Johns Hopkins University, September 2009.

Evans, W.D. “Mediators of Parent-Child Communication About Sex.” Presented at the 6th Annual Media Psychology Society Meeting, Duisburg, Germany, September 2009.

Evans, W.D. “Health Equity, Social Determinants, and Social Marketing.” Invited Presentation at the Presented at the Centers for Disease Control,





National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2009.

Evans, W.D. “An Ecological Approach to Branding Childhood Obesity Prevention.” Presented at the Presented at the Centers for Disease Control, National Center for Health Marketing Annual Meeting, Atlanta, GA, August 2009.

Evans, W.D. “An Ecological Approach to Branding Childhood Obesity Prevention.” Presented at the Annual Meeting of the International Society for Behavioral Nutrition and Physical Activity, Cascais, Portugal, June 2009.

❖ Jaime Gofin:

The Annual Meeting of the COPC Network in Spain took place in Barcelona in May. The Opening Talk of the Annual Meeting was given by **Jaime Gofin**, a founding member of the COPC Working Group of the Catala Society of Family and Community Medicine, on “An International Perspective of COPC – Integration of Public Health and Community Medicine.” Community Oriented Primary Care (COPC) has been taught and practiced in Catalunya, Spain, since 1987 and is part of the Residency Program of Family and Community Medicine for the whole country. The Network AUPA (a catala version of Towards Unity For Health- TUFH) of community oriented primary care practices in Catalunya was created in 2003, which includes today 43 clinics, 10% of the primary care practices in the region. Twenty-four of these clinics are COPC practices; additionally there are members of the Network currently in the process to apply the same approach.



❖ Olga Acosta Price:

July 31st **Olga Acosta Price** presented on a panel to the Campaign for High School Equity on addressing the mental health issues in refugee and immigrant communities. The Campaign for High School Equity is a diverse coalition of national organizations representing communities of color that believe high schools should have the capacity and motivation to prepare every student for graduation, college, work, and life.

Publications

❖ James Cawley

Jones, P.E., **Cawley, J.F.** Work Week Restrictions and Specialty-Trained Physician Assistants: Potential Opportunities. *Journal of Surgical Education* 2009; 66(3):45-49.



Cawley, J.F. Physician Assistants are an Asset to Health Workforce Policy Reform. *Journal of the American Academy of Physician Assistants*, 2009;22:10.

❖ Doug Evans

Evans, W.D., Silber-Ashley, O., Davis, K.C., Snider, J. (Forthcoming). "Parent-child Agreement About Sexual Communication." *Journal of Adolescent Health*.

Evans, W.D., Blitstein, J., Davis, K.C., Ulasevich, A. (Forthcoming). "Mediators of Parent-Child Communication About Sexual Activity." *Prevention Science*.

Uhrig, J.D., Bann, C.M., Williams, P.N., and **Evans, W.D.** (Forthcoming). "Social Networking Web Sites as a Platform for Disseminating Social Marketing Interventions: An Exploratory Pilot Study." *Social Marketing Quarterly*.

❖ Brenda Kirkwood:

Hovland, K., **Kirkwood, B.A.**, Ward, C., Osterweis, M., Silver, G.B. "Liberal Education and Public Health: Surveying the Landscape." *Peer Review* 2009, 11(3).

❖ Veronica Miller/HIV Forum

Miller, V. The Forum for Collaborative HIV Research: A model for an integrated and inclusive approach to clinical research and drug development. *Clinical Pharmacology and Therapeutics* 2010; 86:332-335

The Male Circumcision Impact Evaluation Report and the PATH Collaboration Report are now available on the Forum Website
<http://www.hivforum.org/storage/hivforum/documents/MC2/mc2%20report%20final.pdf>
http://www.hivforum.org/index.php?option=com_content&task=view&id=254&Itemid=92.



In the news

❖ Doug Evans was interviewed on Sept. 2, 2009 by ABC News on public health communications on swine flu. View his comments at :
<http://abcnews.go.com/Health/SwineFlu/story?id=8466417>

- ❖ An article was written for this month's Parenting Magazine about Dr. Lorien Abroms' work with an iPhone app for smoking cessation.
- ❖ Dr. Richard Windsor's SCRIPT project was highlighted in an article about pregnant smokers in West Virginia featured in the Charleston Daily Mail on Sept. 7, 2009; view the article at <http://www.dailymail.com/News/statenews/200909060225?page=2&builid=cache>



Student News

- ❖ Heather Pitorak, PCH Research Fellowship Award winner for Summer 2009 has returned from her CE work in Uganda, where she conducted qualitative research in coordination with Population Services International. Her work concentrated on women's reproductive health, in particular, family planning. Heather plans to present her project at the end of the semester.
- ❖ Congratulations to Lesley Fung and Julia Ufer, our Fall 2009 PCH Research Fellowship Award Winners. We look forward to hearing your work.
- ❖ Brenda A. Kirkwood, MPH, a current DrPH student in Health Behavior, and Senior Research Assistant in the PCH Department, co-authored an article which appears in the Summer 2009 issue of *Peer Review*, a publication of the Association of American Colleges and Universities. The article, "Liberal Education and Public Health: Surveying the Landscape" served as the analysis piece for the theme issue dedicated to undergraduate public health education. The issue can be accessed online at: http://www.aacu.org/peerreview/pr-su09/pr-su09_index.cfm The article can be accessed at: http://www.aacu.org/peerreview/pr-u09/PRSU09_Landscape.cfm
- ❖ Rabia Mir's poster entitled "Hookah Smoking Among South Asian Students..." has been accepted for presentation at the Sixth Biennial Conference of the Society for the Study of Human Development, which will focus on the theme of Human Development: Earlier Influences on Later Life Outcomes. Rabia will be presenting Monday October 19th from 5:00-6:30 pm.
- ❖ Aileen Orino was featured in the White House Examiner for her work with the Alexandria Health Department and the 50 Million Pound Challenge. For more about this program, see the link below: <http://www.examiner.com/examiner/x-12352-White-House-Examiner~y2009m9d14-Challenge-Walk-Off-in-Alexandria-Virginia-is-part-of-a-national-drive-to-fight-obesity>



- ❖ Friday, September 11th, marked the first meeting of the Black Public Health Student Network (BPHSN), titled "What IS Public Health?". Led by Dr. A. Seiji Hayashi of the Community Oriented Primary Care Tract, Dr. Olga Price of the Health Promotion Tract, and Dr. Renaisa Anthony of the Maternal and Child Health Tract, attendees were able to delve into some of the deeper issues of public health in respect to race, culture, and socioeconomic status. This kick-off event is the first monthly meeting of BPHSN.
- ❖ Janice Cunningham, MPH in Public Health Communication & Marketing Presented at the CDC Health Marketing Conference in Atlanta (August 2009) on MDOT (Mobile Direct Observation of Treatment) for TB treatment Compliance; She will also present this work at the mHealth Summit October 29th.

Special Thanks to our wonderful students who contributed their practicum/CE pictures:

Sarah Kim
Amy Mangieri

Christy Forster
Heather Pitorak

