

Matthew W. Kreuter, PhD, MPH

Washington University in St. Louis
1 Brookings Drive
St. Louis, MO 63130

mkreuter@wustl.edu
hcrl.wustl.edu
314.935.3701

BIOGRAPHY

Matthew W. Kreuter, PhD, MPH, is the Kahn Family Professor of Public Health at The Brown School at Washington University in St. Louis. He is founder (1996) and director of the Health Communication Research Laboratory (HCRL). His research seeks to improve the lives and health of low-income populations and eliminate health disparities. Specifically, HCRL research develops and test strategies to increase the reach and effectiveness of health information to low-income and minority populations, and uses technology to connect them to health and social services in their communities.

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

2014-present	Kahn Family Professor of Public Health, The Brown School, Washington University in St. Louis
2008-present	Professor with tenure, The Brown School, Washington University in St. Louis
2013-2017	Associate Dean for Public Health, The Brown School, Washington University in St. Louis
2008-present	Director, Health Communication Research Laboratory, The Brown School, Washington University in St. Louis
2005-2008	Professor with tenure, Behavioral Science and Health Education, Dept. 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
1999-2005	Associate Professor with tenure, Behavioral Science and Health Education, Dept. of Community Health, School of Public Health, Saint Louis University
1996-2008	Founder and Director, Health Communication Research Laboratory, School of Public Health, Saint Louis University

- 1993-1999 Assistant Professor, Behavioral Science and Health Education, Dept. of Community Health, School of Public Health, Saint Louis University
- 1992-1993 Pre-Doctoral Fellow, National Research Service Award, Cecil Sheps Center for Health Services Research, University of North Carolina at Chapel Hill

HONORS AND AWARDS

1. Stanford University-Elsevier World's [Top 2% Scientists](#) (in academic impact, based on citations and journal quality): 2019, 2020, 2021, 2022, 2023, 2024
2. 2023 William H. Danforth St. Louis Confluence [Award winner](#), recognizing collaborative, innovative, impactful research for a brighter future for the St. Louis Region.
3. Research.com Ranking of the [Best Social Science Scholars](#) (in Discipline H-index based on bibliometric citation data): 2022, 2023.
4. Distinguished Faculty [Award](#) (2021). Washington University in St. Louis, St. Louis, MO; November 6, 2021.
5. Shining Star Award (2018). The Breakfast Club, St. Louis, MO.
6. John P. McGovern [Award](#) in Health Promotion, 2017. Awarded by Center for Health Promotion and Prevention Research, School of Public Health, University of Texas at Houston, Houston, TX; March 9, 2017.
7. Thomson Reuters: The World's Most Influential Scientific Minds, 2014. Highest impact work ([top 1%](#)) based on publication citation data 2002 to 2013.
8. Pfizer Visiting Professorship in Health Literacy / Clear Health Communication (2008). University of Illinois at Chicago, Chicago, IL.
9. Pfizer Visiting Professorship in Health Literacy / Clear Health Communication (2007). University of Washington, Seattle, WA.
10. Research in Action Award. National Cancer Institute: Community Networks Program for the Elimination of Cancer Disparities (2006). Siteman Cancer Center, St. Louis, MO.
11. Distinguished Service Award (2004). Saint Louis University, St. Louis, MO.
12. Delta Omega Honorary Public Health Society (1993), Theta chapter. School of Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC.

RESEARCH GRANTS AND CONTRACTS

Through October 31, 2024

- Total funding as principal investigator: \$55,148,672
- Additional funding as co-investigator: \$61,205,344
 - Portion of additional funding to HCRL: \$5,057,134

APPLICATIONS UNDER REVIEW

Community Engagement Implementation Strategies and
Equitable Vaccination Coverage for Fall/Winter Respiratory
Diseases

Total Amount \$444,020

03-01-2025 to 02-28-2026

NHLBI/CDC (NCIRD)

PI: Matthew W. Kreuter, PhD, MPH; MPIs: Charlene Caburnay,
PhD, MPH; Jennifer Wolff, PhD, Lisa Knoll, Anneliese Stoever

FUNDED - ACTIVE PROJECTS

NIH Community Engagement Alliance (CEAL)

Total Amount \$11,002,974

03-15-2021 to 03-31-2028

NHLBI, NIMHD (OT2HL161614)

PI: Matthew W. Kreuter, PhD, MPH

Award includes:

CEAL Year 1: \$1,398,852

03-15-2021 to 3-31-2022

CEAL Year 2: \$1,398,852

04-01-2022 to 3-31-2023

CEAL Year 3: \$1,306,795

08-01-2023 to 3-31-2024

CEAL Year 4-7: \$5,599,992

04-01-2024 to 3-31-2028

Health Knowledge Monitoring and Response System

National Coordinating Center for Wave 1 Expansion

\$724,483

04-01-2022 to 9-30-2024

Health Knowledge Monitoring and Response System

National Coordinating Center for Wave 2 Expansion

\$574,000

09-01-2024 to 8-31-2025

Center for Diabetes Translation Research Health Communication and Social Needs Core 08-1-2021 to 07-31-2026 <i>NIH/NIDDK</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$3,868,958 HCRL Amount \$63,973
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Expanding population-level interventions to help low-income smokers quit 07-23-2019 to 06-30-2025 <i>NIH/NCI (R01)</i> PI:Matthew W. Kreuter, PhD, MPH PI:Amy McQueen PhD	Total Amount \$3,031,652
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COMPLETED PROJECTS

Addressing basic needs to improve diabetes outcomes in Medicaid patients 09-15-2018 to 06-30-2023 <i>NIH/NIDDK (R01)</i> PI:Matthew W. Kreuter, PhD, MPH PI:Amy McQueen PhD	Total Amount \$2,197,836
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Rapid Assessment Diagnostics for Underserved Populations (RADxUP) 11-1-2020 to 4-30-2023 NIH PI: Matthew W. Kreuter, PhD, MPH PI:Amy McQueen PhD	Total Amount \$1,507,679
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Vaccine Confidence Network, Prevention Research Centers 10-1-2021 to 9-30-2022 CDC PI: Matthew W. Kreuter, PhD MPH (Ross Brownson PI, PRC) PI: Amy McQueen PhD	Total Amount \$500,000
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Coronavirus and the Social and Behavioral Sciences (<i>COVID supplement</i>) 10-1-2020 to 9-30-2022 <i>NIH/NCI</i> PI: Matthew W. Kreuter, PhD, MPH PI:Amy McQueen PhD	Total Amount \$314,820
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Addressing basic needs to improve diabetes outcomes in Medicaid patients (<i>Minority Supplement to NIDDK R01</i>) 07-01-2019 to 06-30-2021	Total Amount \$234,761
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NIH/NIDDK

PI: Matthew W. Kreuter, PhD, MPH

PI: Amy McQueen PhD

Helping the poor quit smoking: specialized quitlines and meeting basic needs

07-01-2016 to 06-30-2021

NIH/NCI (R01)

PI: Matthew W. Kreuter, PhD, MPH

Total Amount \$2,762,037

Helping the poor quit smoking: specialized quitlines and meeting basic needs (Data integration supplement)

07-01-2016 to 06-30-2021

NIH/NCI

PI: Matthew W. Kreuter, PhD, MPH

Total Amount \$149,911

Centene Center for Health Transformation

02-01-2015 to 01-31-2023

Centene Corporation

PI: Michal Grinstein-Weiss PhD

Co-I: Matthew W. Kreuter, PhD, MPH

Total Amount \$10,000,000

HCRL Amount \$1,459,830

Center for Diabetes Translation Research

Health Communication Literacy Core

09-20-2016 to 07-30-2021

NIH/NIDDK

PI: Debra Haire-Joshu, PhD

Co-I: Matthew W. Kreuter, PhD, MPH

Total Amount \$2,937,275

HCRL Amount \$225,275

Recruiting Underserved Populations into Clinical Trials with Customizable Media

07-01-2015 to 06-30-2018

NIH/NCI (SBIR)

PI: Charlene Caburnay, PhD, MPH

Co-I: Matthew W. Kreuter, PhD, MPH

Total Amount \$548,201

Eliminating disparities in Type 2 diabetes by translating evidence-based interventions to diverse communities.

9-20-2011 to 8-30-2016

NIH/NIDDK

PI: Debra Haire-Joshu, PhD

Co-I: Matthew W. Kreuter, PhD, MPH

Total Amount \$2,950,775

HCRL Amount \$195,468

Brief Interventions to Create Smoke-Free Home Policies in Low-Income Households. 9-2-2011 to 10-31-2016 <i>NIH/NCI (U01)</i> PI: Michelle Kegler, DrPH, MPH (Emory University) Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$8,124,037 HCRL Amount \$529,570
Using small media to increase breast and cervical cancer population-based prevention activities (PRC SIP-066) 09-30-2013 to 03-31-2014 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$150,000
Expansion of 2-1-1 coverage and enhancement of basic need services in North Carolina and Florida 09-01-2013 to 01-15-2015 <i>William R. Kenan, Jr. Charitable Trust</i> PI: Jim Morrison (United Way) Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$811,000 HCRL Amount \$325,000
Cancer Prevention and Control Research Network (CPCRN) 9-30-09 to 3-31-15 <i>CDC + NCI</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,384,397
Brown Center for Violence and Injury Prevention 7-31-2009 to 7-30-2014 <i>Centers for Disease Control and Prevention</i> PI: Melissa Jonson-Reid Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$4,872,015
Communication-based strategies to eliminate cancer disparities (Centers of Excellence in Cancer Communication Research) 9-1-2008 to 8-31-2014 <i>NIH/NCI (P50)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$8,081,048
Communication-based strategies to reduce disparities (Administrative Supplement to CECCR) 4-1-2012 to 3-31-2013 <i>FDA</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,293,318

<p>Testing the effectiveness of targeted smoking cessation messages in construction trade workers 9-26-2011 to 8-31-2013 <i>NIH/NCI (R21)</i> PI: Bradley Evanoff, MD, MPH Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$396,720 HCRL Amount \$35,626</p>
<p>Cancer control dissemination research among state level policy makers 9-27-2007 to 7-31-2012 <i>NIH/NCI (R01)</i> PI: Ross Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$2,514,194</p>
<p>Advisory and Analysis Activities to Enhance the SEER Website 9-23-2011 to 7-30-2012 <i>NIH/NCI</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$80,324</p>
<p>Ozioma online cancer news service (ARRA supplement to CECCR) 8-1-2009 to 7-30-2012 <i>NIH/NCI</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$891,979</p>
<p>Training practitioners to control obesity and cancer. 4-1-2005 to 6-30-2012 <i>NIH/NCI (R25)</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 4-1-2009 to 3-31-2012 <i>NIH (R03)</i> PI: Charlene Caburnay, PhD, MPH Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$152,000</p>
<p>Diabetes Research and Training Center (DRTC) Prevention and Control Core 12-1-2007 to 12-30-2012 <i>NIH/NIDDK</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$2,250,000</p>

Maximizing the social impact of cancer registry data (APRC supplement to CECCR) 8-1-09 to 7-30-12 <i>NIH/NCI</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$700,909
Connecting rarely/never screened women to mammography via kiosks and navigators 7-1-2010 to 6-30-2011 <i>Regional Health Commission</i> PI: Mary C. Politi, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$100,000
Understanding and enhancing dissemination among US chronic disease practitioners 9-30-2007 to 9-29-2010 CDC PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,348,485
Achieving energy balance in overweight postpartum teens 9-30-2005 to 7-31-2010 <i>NIH/NCI/OBSSR (R01)</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$2,978,000
Missouri Center for Health Literacy Enhancement 8-1-2007 to 6-30-2010 <i>Missouri Foundation for Health</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$2,001,695
Cancer Prevention and Control Research Network (CPCRN) 9-30-2004 to 9-29-2009 <i>CDC + NCI</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,500,000
Minority pre-doctoral education to reduce disparities 7-1-2003 to 7-31-2009 <i>NIH/NCI (R25)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,721,328
Sustainable strategies for increasing CIS use among African Americans and Hispanics 9-27-2006 to 6-30-2009 <i>NIH/NCI (R21)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$387,484

Center of Excellence in Cancer Communication Research (CECCR) 9-1-2003 to 8-30-2008 <i>NIH/NCI (P50)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$8,467,913
Reflections of you, Bosanska Zena, Latina Vivaz! Breast cancer educational kiosks for African American, Bosnian and Hispanic women in St. Louis 4-1-2006 to 3-31-2007 <i>Komen Foundation, St. Louis Affiliate</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$88,997
Development and evaluation of messages to address safety and adverse events concerns about influenza vaccination among adults 9-30-2004 to 9-29-2006 <i>CDC</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$299,952
Physical activity, obesity and diabetes prevention 5-3-2002 to 4-30-2006 <i>NIDDK (R01)</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 11-1-2005 to 3-31-2006 <i>Komen Foundation, St. Louis Affiliate</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$50,400
Altering dietary patterns in preschool children 1-1-2001 to 12-31-2006 <i>NIH/NCI (R01)</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,900,000
Bioterrorism pre-event message development: Year 2 11-1-2004 to 10-31-2005 <i>CDC</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$236,227

Center of Excellence in Cancer Communication Research (CECCR; administrative supplement) 7-1-2004 to 6-31-2005 <i>NIH/NCI</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>NIH/NICHD (R01)</i> PI: Andrea Geilen, ScD (John Hopkins University) Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,691,681 HCRL Amount \$137,128
Preventing CVD in children: An inter-generational approach 8-1-2000 to 6-30-2005 <i>NIH/NHLBI (R01)</i> PI: Debra Haire-Joshu, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,806,994 HCRL Amount \$204,840
Reflections of you: Breast cancer education kiosks for African-American women 11-1-2003 to 10-31-2004 <i>Susan G. Komen Foundation, St. Louis Affiliate</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$121,220
Disseminating physical activity recommendations 10-1-2002 to 9-30-2004 <i>CDC</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$200,100
SLU-2000 Center of Excellence 9-1-2001 to 8-31-2004 <i>Saint Louis University</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$480,000
Spiritually based breast cancer communication for black women 8-1-2002 to 7-30-2004 <i>NIH/NCI (R03)</i> PI: Cheryl Holt, PhD Formally designated mentor: Matthew W. Kreuter, PhD, MPH	Total Amount \$144,122

<p>A study of prostate cancer screening and shared decision-making in the African American community 7-1-2003 to 6-30-2004 <i>The St. Louis Men's Group Against Cancer</i> PI: Ricardo Wray, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$32,570</p>
<p>Breast health facts sheet 12-01-2003 to 4-30-2004 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount: \$27,854</p>
<p>Chronic disease prevention in high-risk communities 2-1-1999 to 1-31-2004 <i>CDC</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$3,246,477 HCRL Amount \$894,048</p>
<p>Breast cancer educational kiosks in communities 11-1-2002 to 10-31-2003 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$49,962</p>
<p>Bioterrorism pre-event message development 11-1-2002 to 10-30-2003 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$356,097</p>
<p>Dr. Health'nstein's Body Fun™: Health education enhancement and on-line community 9-30-2002 to 10-3-2003 <i>Cancer Research and Prevention Foundation</i> PI: Bob Gold, PhD (University of Maryland) Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$489,725 HCRL Amount \$239,725</p>
<p>Optimal segmentation strategies for health communication 10-1-1999 to 9-30-2003 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$712,500</p>
<p>Bioterrorism pre-event message development: Smallpox 4-1-2003 to 9-30-2003 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$149,962</p>

Enhancement of human subjects research protection 9-1-2002 to 8-31-2003 <i>NIH</i> PI: Robert Webster, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$24,409
Daily Lives 11-1-2002 to 7-1-2003 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Katherine Jahnige, MD, MPH Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$93,576
Neighborhood based projects for CVD prevention 12-1-2001 to 6-15-2003 <i>Missouri Department of Health</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$240,500
Cultural tailoring for cancer prevention in black women 4-1-1999 to 2-28-2003 <i>NIH/NCI (R01 and administrative supplements)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,954,598
Validity of self-report measure of home safety behaviors 5-31-2002 to 12-31-2003 <i>NIH/NICHHD</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount: \$16,086
Promoting walking in communities 10-1-1999 to 9-30-2002 <i>Centers for Disease Control and Prevention</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$1,200,000 HCRL Amount \$319,203
Eliminating health disparities traineeship for minority public health graduate students 10-1-1999 to 9-30-2002 <i>CDC</i> 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 <i>NIH/NICHHD</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$32,175

Environmental approaches to cardiovascular disease prevention 4-1-2001 to 9-30-2001 <i>Missouri Department of Health</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$211,360
Computer-tailored education for child safety 10-1-1999 to 9-30-2001 <i>CDC (R49)</i> PI: Andrea Gielen, ScD (John Hopkins University) Co-I: Matthew W. Kreuter, PhD, MPH	Total Amount \$597,956 HCRL Amount \$137,129
Development of a breast surgery education tool for providers 8-1-2000 to 7-30-2001 <i>Breast Health Center at BJC Health System</i> Contract: HCRL	Total Amount \$20,849
Evaluation of a tailored website for arthritis management 10-16-2000 to 7-16-2001 <i>Arthritis Foundation</i> Contract: HCRL	Total Amount \$49,600
Dissemination of ABC immunization calendar program to public health centers in St. Louis 9-1-2000 to 12-31-2000 <i>Greater St. Louis Health Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$25,000
Using neighborhood-based lay media to reduce CVD among urban Blacks in St. Louis 5-1-2000 to 12-31-2000 <i>Missouri Department of Health</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$68,136
Production and testing of breast health educational materials: Breast self examination cards in English, Spanish, and for African Americans 3-1-2000 to 12-30-2000 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$101,343
Developing breast health materials in English, Spanish, and Arabic 10-1-1999 to 9-30-2000 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$177,454

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 10-1-1998 to 9-30-2000 <i>CDC/NIOSH</i> PI: Herb Linn (NIOSH) Contract: HCRL	Total Amount \$70,000 HCRL Amount \$51,000
Tailoring health promotion to address rural family violence 8-1-97 to 8-1-00 <i>HRSA</i> PI: Elizabeth Baker, PhD, MPH Contract: HCRL	Total Amount \$441,382 HCRL Amount \$28,400
Development of an interactive computer kiosk to produce tailored child safety messages 6-1-1999 to 3-1-2000 <i>NIH/NICHD</i> Contract: HCRL	Total Amount \$47,925
Using computer tailored calendars to promote childhood immunizations in urban St. Louis public health centers 4-1-1999 to 3-31-2000 <i>Deaconess Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$63,500
Developing an interactive computer program to generate tailored health promotion materials for visitors to Exploration Place health exhibits 10-1-1998 to 5-1-1999 <i>Gyroscope, Inc</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$22,000
Printed breast health materials that make a difference 6-1-1998 to 5-1-1999 <i>Susan G. Komen Breast Cancer Foundation</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$226,067
Community Health Needs Assessment 8-1-1998 to 11-30-1998 <i>Family Care Health Centers</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$3,364

<p>Testing immunization calendars in inner-city clinics. 10-1-1997 to 9-30-1998 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$89,877</p>
<p>Environmental factors and physical activity in women 9-1-1995 to 9-30-1998 <i>CDC</i> PI: Ross C. Brownson, PhD Co-I: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$1,534,865</p>
<p>Using computer-tailored health promotion materials to reduce cardiovascular disease risk factors among patients in rural primary care settings 9-1-1994 to 9-30-1998 <i>CDC</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$98,001</p>
<p>Developing assessments and tailored feedback for medication compliance with ace-inhibitors and calcium channel blockers 1-23-1998 to 4-17-1998 <i>Innovative Health Solutions</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$19,866</p>
<p>Conducting background research for development of a communication-based program to promote compliance with lipid lowering agents. 12-1-1997 to 2-28-1998 <i>Center for Cardiovascular Education</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$12,200</p>
<p>Understanding how individuals process educational materials for weight loss: A comparison of tailored and standard printed materials 9-1-1997 to 1-31-1998 <i>Knoll Pharmaceutical</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$40,000</p>
<p>Developing a computer-based integrated health and lifestyle management system 11-1-1996 to 12-31-1997 <i>The Monsanto Company</i> PI: Matthew W. Kreuter, PhD, MPH</p>	<p>Total Amount \$240,781</p>

Developing a computer-tailored weight management program 4-1-1997 to 9-1-1997 <i>Knoll Pharmaceutical</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$343,044
Modifying a menopause management program for an older adult population 7-1-1997 to 8-15-1997 <i>Innovative Health Solutions</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$33,010
Developing self-administered and telephone questionnaires to assess disease management behaviors among arthritis sufferers 5-1-1997 to 7-15-1997 <i>Searle Pharmaceutical (through Corbett Health Connect)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$12,150
Developing and testing a computer-tailored program to increase patients' adherence to cholesterol reducing medication 8-1-96 to 3-31-97 <i>Bristol Myers Squibb, (through Phase V Communication)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$149,042
Developing and testing a barrier assessment tool and tailored messages to enhance adult women's compliance with HRT, osteoporosis, and heart disease therapies 10-1-1996 to 2-28-1997 <i>Merck / Medco Managed Care</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$77,892
A formative evaluation of computer-tailored calendars to promote childhood immunization in St. Louis. 1-1-94 to 12-31-94 <i>Beaumont Faculty Development Fund</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$3,000
Individually tailored behavior change feedback and health risk appraisal 10-1-1992 to 10-31-1993 <i>William Randolph Hearst Foundation (through Emory University)</i> PI: Matthew W. Kreuter, PhD, MPH	Total Amount \$18,602

Improving health risk appraisal as a strategy for helping individuals reduce their cancer risks
1-1-1992 to 12-31-1992
Lineberger Comprehensive Cancer Center
PI: Matthew W. Kreuter, PhD, MPH

Total amount: \$6,000

PUBLICATIONS

- 219 peer-reviewed journal articles
- 2 books, 18 book chapters
- 32,246 citations; H-Index: 72

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, **Kreuter MW**, Green L. (1998; 2nd ed. 2003). *Community health promotion ideas that work*. Sudbury, MA: Jones & Bartlett.

MAJOR REPORTS

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

SPECIAL SUPPLEMENTS

1. *American Journal of Preventive Medicine*, 43(6S5) (2012).

BOOK CHAPTERS

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187. **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.
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191. 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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194. 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.

JOURNAL ARTICLES 2000

195. **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
196. **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
197. **Kreuter MW**, Skinner CS (2000). Tailoring: What's in a name? [Editorial]. *Health Education Research, Theory and Practice*, 15(1), 1-4. PMID: 10788196
198. Scharff D, **Kreuter MW** (2000). Training and workforce diversity as keys to eliminating health disparities. *Health Promotion Practice*, 1(3), 288-291.
199. 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

200. **Kreuter MW** (1999). Dealing with competing and conflicting risks in cancer communication. *Journal of the National Cancer Institute Monographs*, 25, 27-35. PMID: 10854454
201. **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
202. **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

203. 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
204. 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
205. Baker EA, Homan S, Schonhoff R, **Kreuter MW** (1999). Principles of practice for academic/practice/ community research partnerships. *American Journal of Preventive Medicine*, 16(Suppl. 3), 86-93. PMID: 10198685

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206. 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. PMID: 22021358
207. 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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208. **Kreuter MW**, Scharff D, Brennan LK, Lukwago S (1997). Physician recommendations for diet and physical activity: Which patients get advised to change? *Preventive Medicine*, 26, 825-833. PMID: 9388794
209. **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 Preventive Medicine*, 13(4), 277-283. PMID: 9236964
210. 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

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211. **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
212. **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: PMC1381728

JOURNAL ARTICLES 1995

- 213. **Kreuter MW**, Strecher VJ (1995). Changing inaccurate perceptions of health risk: Results from a randomized trial. *Health Psychology*, 14(1), 56-63. PMID: 7737074
- 214. **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
- 215. 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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- 216. 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
- 217. 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
- 218. 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: 1405698
- 219. 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

OP ED

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

PRESS COVERAGE
(SINCE 2020 ONLY)

1. **Florida Today.** [‘Scary to ask for help:’ 211 Brevard fields crisis calls from suicide to housing concerns.](#) By Sara Paulson, October 1, 2024.
2. **Politico.** [There’s a new life-saving vaccine. Why won’t people take it?](#) By Joanne Kenen. February 13, 2024.
3. **Los Angeles Times.** [This social service hotline you’ve never heard of could help pinpoint California’s next big crisis.](#) By Noah Bierman and Gabrielle LeMarr LeMee. February 1, 2024.
4. **CNN.** [Opinion: Trust in science is declining. Here’s how we can regain it.](#) By Megan L. Ranney and Katelyn Jetelina. November 17, 2023.
5. **Bloomberg News.** [Lines Stretch Down the Block at Food Banks as Costs Go Up and Pandemic Aid Expires.](#) By Mike Dorning. May 7, 2023.
6. **The Appeal.** [The American eviction crisis, explained.](#) By Emily Benfer. March 3, 2021.
7. **Mankato Free Press.** [From homeless to housed: Agencies adjust homelessness response during pandemic.](#) By Brian Arola. February 14, 2021.
8. **CT Mirror.** [Homelessness was down in CT before the pandemic. Here are 5 things to know.](#) By Jacqueline Rabe Thomas. March 19, 2021.
9. **CNBC.** [12 million Americans set to lose unemployment benefits by year’s end.](#) By Greg Iacurci. November 19, 2020.
10. **Rochester Democrat & Chronicle.** [Residential evictions begin as city braces for possible wave.](#) By Brian Sharp. October 19, 2020.
11. **Boston Globe.** [A tidal wave of evictions is forming. It’s not too late to stop it.](#) By Emily Benfer. September 24, 2020.
12. **Vice.** 211 [Helplines that offer rent and food assistance are totally overwhelmed.](#) By Emma Ockerman. September 1, 2020.
13. **St. Louis Public Radio.** [Wash U-based ‘Focus-19’ initiative puts 211 call data to good use.](#) By Evie Hemphill. August 25, 2020.
14. **Aspen Institute.** [The COVID-19 Eviction Crisis: an Estimated 30-40 Million People in America Are at Risk.](#) By Emily Benfer, David Bloom Robinson, Stacy Butler, Lavar Edmonds, Sam Gilman, Katherine Lucas McKay, Lisa Owens, Neil Steinkamp, Diane Yentel & Zach Neumann. August 7, 2020.

15. **The Nation.** [America is headed for an unprecedented wave of evictions.](#) By Bryce Covert. August 5, 2020.
16. **Charlotte Observer.** [Reprieve in Robeson: County won't disconnect water for residents with overdue bills.](#) By Ben Sessoms and Adam Wagner. July 30, 2020.
17. **Boston Globe.** [The looming eviction crisis.](#) By Timothy Scalona. July 23, 2020.
18. **NBC News.** [Coronavirus rent freezes are ending — and a wave of evictions will sweep America.](#) By Emily Benfer. June 22, 2020.
19. **Raleigh News & Observer.** [Which meat processing plants in NC have coronavirus outbreaks? Here's what we know.](#) By Aaron Sanchez-Guerra and Lucille Sherman. May 15, 2020.
20. **NJ.com.** [See how much more people are calling for help because of coronavirus in N.J.](#) By J. Dale Shoemaker. April 23, 2020.
21. **ProPublica.** [How Panic Buying Has Put an Incredible Strain on Food Banks Even As the Need for Them Explodes.](#) By Beena Raghavendran and Ryan McCarthy. April 13, 2020.
22. **Raleigh News & Observer.** [NC coronavirus job losses among worst in nation, report says.](#) By Will Doran. April 3, 2020.
23. **AL.com.** [Asking for help: Alabama food pantry requests up over 700 percent.](#) By Ramsey Archibald. April 1, 2020.
24. **Talking Points Memo.** [New York's Food Pantries Face An 'Unprecedented And Extreme Uptick In Need'.](#) By Matt Shuham. April 1, 2020.
25. **Baltimore Sun.** [Maryland residents have lost jobs and income due to coronavirus. Here's where to get help paying for housing.](#) By Wilborn Nobles. March 31, 2020.
26. **Futurity.** [Requests at Food Pantries Skyrocket in U.S.](#) By Neil Schoenherr. March 27, 2020.

PROFESSIONAL ASSOCIATIONS

BOARD MEMBERSHIP

1. 2-1-1 Advisory Committee (2010-Present). *United Way of Greater St. Louis*, St. Louis, MO.
2. Scientific Advisory Board (2014-2024), Health Promotion Research Center, School of Public Health, University of Washington, Seattle, WA.

3. Board on Population Health and Public Health Practice, member (2007-2013). *Institute of Medicine*, Washington, DC.
4. Board of Directors, President (2007-2010). *Cornerstone Center for Child Development*, St. Louis, MO.
5. Board of Directors, Vice President (2006-2007). *Cornerstone Center for Child Development*, St. Louis, MO.
6. National Advisory Board, member (2003-2013). *University of Michigan Center for Health Communications Research*, Ann Arbor, MI.
7. Scientific Advisory Board, member (2002). *Health Media Incorporated*, Ann Arbor, MI.

PROFESSIONAL AND WORK GROUP PARTICIPATION (NOT UPDATED SINCE 2014)

8. Small Group Meeting on Communication for Population Health Improvement (March 21, 2014). *Institute of Medicine*, Washington, DC.
9. Brown School/City of St. Louis, Department of Public Safety Working Group (2012). *The Brown School at Washington University in St. Louis*, St. Louis, MO.
10. Committee on examination of front-of-package nutrition rating systems and symbols, member (2009-2011). *Institute of Medicine*, Washington, DC.
11. Computer tailored interventions workgroup, participant (August 2007). *National Cancer Institute*, Providence, RI.
12. Integrated review group, community-level health promotion, member (2005-2007). *National Institutes of Health*.
13. Narrative communication in cancer prevention and control working group, chair (2005-2006). *National Cancer Institute*.
14. Patient education best practices advisory panel, member (December 2004). *Pfizer Pharmaceuticals*, New York, NY.
15. Disparities elimination advisory committee, member (2004-present). *Alvin J. Siteman Cancer Center*, St. Louis, MO.
16. 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.

17. National Bi-Annual Conference Planning Committee, member (2002 & 2004). *Cancer, Culture & Literacy*.
18. Minority fellowship program advisory and review committee, member (2002). *Association of Schools of Public Health/Centers for Disease Control and Prevention/Prevention Research Centers*.
19. National Advisory Committee: Health e-technologies initiative, member (2002-2005). *Robert Wood Johnson Foundation*.
20. Communication committee: Prevention research centers program, member (2001-2003). *Centers for Disease Control and Prevention*.
21. Designing for dissemination workgroup, participant (September 2002). *Robert Wood Johnson Foundation and National Cancer Institute*.
22. 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*.
23. Workshop on risk information in health promotion, participant (July 2000). *National Cancer Institute, & Centers for Disease Control, Washington, DC*.
24. Workshop on strategic education and training in communication and health, participant (May 2000). *National Cancer Institute, Excelsior Springs, MO*.
25. Workshop on cancer risk communication, participant (December 1998). *National Cancer Institute, Rockville, MD*.
26. Working group on behavioral science and injury prevention, participant (September 1998). *Centers for Disease Control and Prevention, Atlanta, GA*.
27. Working Group on tailored messages in cancer communication, participant (July 1996). *National Cancer Institute, Rockville, MD*.
28. Working Group on setting a research agenda for health education, participant (September 1994). *Society of Public Health Education, Atlanta, GA*.

GRANT REVIEWS (NOT UPDATED SINCE 2019)

1. U54 Grant Review (May 21-22, 2019) Bethesda, MD. *National Cancer Institute*.
2. IPTA Grant Review (June 1-3, 2016). San Francisco, CA. *National Cancer Institute*.

3. Special Emphasis Panel ZCA1 RTRB-A (01), review of K applications. (July 8, 2013). *National Cancer Institute*.
4. R03 Grant Application Reviews related to Small Grants for Behavioral Research in Cancer Control. (March 8, 2012). *National Institutes of Health*, Washington, DC.
5. Community-level health promotion study section, (member). (October 2004 – June 2007). *National Institutes of Health*.
6. Special emphasis panel, disseminating surveillance research. (July 2006). *National Cancer Institute*.
7. Special emphasis panel/initial review group, subcommittee-G. (October 2004). *National Cancer Institute*, Alexandria, VA.
8. Health e-technologies initiative. (July 2004). *Robert Wood Johnson Foundation*, Chicago, IL.
9. Special emphasis panel/initial review group, subcommittee-G. (February 2004). *National Cancer Institute*, Washington, DC.
10. Small Grants for Behavioral Research in Cancer Control. (November 2003). *National Cancer Institute*.
11. Site visitor for P01 application. (September 2003). *National Cancer Institute*.
12. Translational research for the prevention and control of diabetes. (July 2003). *National Institute of Diabetes & Digestive & Kidney Diseases*, Rockville, MD.
13. Health e-technologies initiative. (June 2003). *Robert Wood Johnson Foundation*, Chicago, IL.
14. Dissemination research of effective interventions to prevent unintentional injuries. (May 2003). *Centers for Disease Control and Prevention*, Atlanta, GA.
15. Site visitor for P01 application. (2002). *National Cancer Institute*.
16. Site visitor for P01 application. (2001). *National Cancer Institute*.
17. Site visitor for P01 application. (1999). *National Cancer Institute*.
18. (1997). *American Lung Association*.
19. (1996). *National Cancer Institute of Canada*.
20. Cancer prevention research units. (March 1996). *National Cancer Institute*.

OTHER REVIEWS (NOT UPDATED SINCE 2013)

1. Sports-related concussions in youth: Improving the science, changing the culture (2013). Institute of Medicine.
2. Speaking of health: Assessing health communication strategies for diverse populations (2002). Institute of Medicine.
3. Health Literacy and Consumer-Facing Technology (2015). Institute of Medicine.

PRESENTATIONS

INVITED PRESENTATIONS

1. Donovan J, Friedhoff S, Kreuter MW, Ndiaye K, DiChristina M. Uncertainty, Trust, and The Future of Public Health Communication. Boston University School of Public Health. April 2, 2024 (webinar; 517 attendees).
2. Kreuter MW (2023). The *iHeard STL* local misinformation surveillance and response system. Presented to the State & Territorial Alliance for Testing (STAT), January 17, 2023 (webinar; 174 attendees).
3. Kreuter MW, Kinzer H. Health misinformation, disinformation, and the *iHeard* surveillance and response system. Webinar hosted by New England Public Health Training Center and Maine Public Health Association, March 2, 2023. Available online [here](#).
4. Rice-Anderson R, Finch D, Jabulani F, Kreuter MW, Parra Perez D, and Parker G (moderator). Breaking systemic barriers, and what others can learn from the St. Louis experience. Health Journalism 2023, Annual Conference of the Association of Health Care Journalists, St. Louis, MO, March 9, 2023.
5. Tan A, Williamson L, Kikut A, Busse P, Upshaw S, Cooks E, Kreuter MW, McFarlane SJ, Jean-Louis NB, Ledford C, Vilaro M (2023). Nothing About Us, Without Us: Authentic Engagement with Persistently Marginalized/Minoritized Populations in Health Communication Scholarship. International Communication Association, Toronto CA, May 25, 2023.
6. Kreuter MW, Otero J, Fazio L (2023). Misinformation: Where, Why, How, and What's Next. Presented at 7th Annual National Summit for Health Communication, Society for Health Communication Austin, TX; June 13, 2023.

7. Kreuter MW, Otero J, Fazio L (2023). Community Collaborations to Identify and Respond to Misinformation. National Conference on Health Communication, Marketing and Media. Atlanta, GA; July 20, 2023.
8. Berry T, Archer H, Gomez O, Meraz R, Akintobi T, Armstrong M, Kreuter MW, Broadus D (2022). Community-Engaged Research: Partnering for a Healthier Future. National Conference on Health Communication, Marketing and Media. Atlanta, GA; August 18, 2022.
9. Baytop C, Mensah G, Castaneda Y, Kreuter M (2022). American Public Health Association Annual Meeting & Expo, AWS Industry Expert Theater. Boston, MA. November 8, 2022.
10. Marshall V, Kreuter M, Martin M, Santos M (2022). Addressing misinformation and building public trust in biomedical science. CEAL Community Engagement Forum, American Public Health Association Annual Meeting & Expo. Boston, MA. November 5, 2022.
11. Kreuter MW (2022). Lessons learned from 30 years of community-engaged research. Community Engaged Scholarship Symposium, Rutgers University, Piscataway, NJ. June 14, 2022.
12. Kreuter MW (2021). Strengthening Community Capacity to Meet the Social Needs of All Community Residents. Presented at Accelerating Health Equity: A Virtual Conference. American Hospital Association, March 16, 2021.
13. Cartier Y, Kreuter MW, Sullivan T (2021). 211 and the Social Determinants of Health (webinar). 211 National Steering Committee, Alliance of Information and Referral Systems. January 7, 2021.
14. Kreuter MW (2020). The evolution of 2-1-1 research: From the Cancer Prevention and Control Research Network to COVID-19. Presented at U.S. Centers for Disease Control, National Center for Chronic Disease Prevention and Health Promotion, Division of Cancer Prevention and Control. November 17, 2020.
15. Kreuter MW (2020). Optimizing the impact and utility of diabetes communication to increase health equity: Five lessons learned. Presented at Health Literacy and Numeracy: Considerations for Equity Approaches. DMICC Virtual Meeting, October 30, 2020.
16. Kreuter MW, Garg R, Golla B, Javed I (2020). Social needs and the community capacity to address them in a pandemic. Social Interventions Research Network (SIREN) Works in Progress, University of California at San Francisco. May 15, 2020.

17. Kreuter MW (2020). How a stronger science of social needs can help address health disparities. Presented at National Institute of Minority Health and Health Disparities (NIMHD), Bethesda, MD. January 24, 2020.
18. Lessons Learned from 25 Years of Public Health Communication Research to Eliminate Health Disparities. Kreuter MW. (April 3, 2019) Presented at the *Wisconsin Health Literacy Summit*, Madison, WI.
19. Implementation of Digital Health Interventions. Kreuter MW. (October 28-31, 2018) Presented at the NCI/CRUK Sandpit Workshop
20. Enhancing dissemination for health equity: A marketing and distribution perspective. Kreuter MW. (October 3, 2018). Presented at the *Bridging the Science and Practice of Designing for Dissemination*. Denver, CO.
21. Lessons learned from 25 years of health communication research to eliminate health disparities. Kreuter MW. (September 20, 2017). Presented at *College of Public Health Grand Rounds*, University of Nebraska Medical Center. Omaha, NE.
22. Town Hall Meeting: Social Justice and Health for All. Kreuter MW & Taylor R (moderators). (September 14, 2017). Presented at *National Chronic Disease Academy*, St. Louis, MO,
23. Lessons learned from 25 years of health communication research to eliminate health disparities. Kreuter MW. (June 12, 2017) Presented at *Cancer Prevention and Control Colloquia Series, Cancer Prevention Fellowship Program*, National Cancer Institute, Rockville MD.
24. Local Efforts Making National Impact in Workplace Wellness. Kreuter MW. (October 14, 2015). Presented at the *2nd Annual Employee Wellness Summit*, St. Louis, MO.
25. Effectively Using Screening Messages for the Unscreened, MIYO. Kreuter MW. P (September 17, 2015). Presented at the *Increasing Colorectal Cancer Screening Rates through Enhanced Partnerships between Comprehensive Cancer Control Coalitions and Federally Qualified Health Centers Forum*, Atlanta. GA.
26. Enhancing dissemination through marketing and distribution systems: A vision for the future. Kreuter MW. (October 17, 2014). Presented at *Regenstreif Institute, IUPUI*, Indianapolis, IN.
27. Lessons learned from 20 years of community-engaged health research in vulnerable populations. Kreuter MW. (May 14, 2014). Presented at the *Illinois Hospital Association's Annual Quality Leadership Conference*, Naperville, IL.

28. Understanding reactions to graphic warning labels on cigarettes in diverse populations of youth and young adults at increased risk of smoking. Kreuter MW. (April 28, 2014). Presented at the *National Institutes of Health (NIH) Tobacco Regulatory Science Conference*, Bethesda, MD.
29. Plenary Panel: Social Policy Practice and Professional Education. McBride AM, Rosenberg B, Kreuter MW. (April 8, 2014). Presented at the *Social Innovation and Engagement: Social Challenges, Policy Practice, and Professional Training of Social Workers Conference*, George Warren Brown School of Social Work at Washington University in St. Louis, St. Louis, MO.
30. Lessons learned from 20 years of community-engaged research. Kreuter MW. (April 3, 2014). Presented at the *National YMCA Leadership Symposium*, St. Louis, MO.
31. Enhancing dissemination through marketing and distribution systems: A vision for the future. Kreuter MW. (March 20, 2014). Presented at the *American Speech-Language-Hearing Foundation's Implementation Science Summit*, Carlsbad, CA.
32. Enhancing dissemination through marketing and distribution systems: A vision for cancer control. Kreuter MW. (March 14, 2014). Presented at the *Hollings Cancer Center's 2014 Spring Research Symposium, "Translating Cancer Control Science into Practice,"* Daniel Island, SC.
33. From evidence to impact: Reframing the dissemination challenge. Kreuter MW. (February 11, 2014). Presented at *The House that Evidence-based Practice Built: Moving from Program Development to Real World Outcomes*, U.S. Department of Health and Human Services, Administration for Children and Families, Office of Planning, Research and Evaluation, Washington, DC.
34. Long tail thinking and cancer health disparities. Kreuter MW. (September 25, 2013). Presented at the *University of Alabama-Birmingham Cancer Control and Population Sciences Speaker Series*, Birmingham, AL.
35. Accelerating the adoption of evidence-based cancer prevention and control in communities. The Cancer Prevention and Control Research Network: Ribisl K, Hannon P, Tu S-P, Fernandez M, Escoffery C, Ory M, Kreuter MW. (September 24, 2013). Presented to the *Division of Cancer Preventions and Control, U.S. Centers for Disease Control and Prevention*, Atlanta, GA.
36. Lessons learned from 20 years of community-engaged research. Kreuter MW. (September 10, 2013). Presented at the *2013 Washington University School of Medicine Clinical Research Training Center Career Development Retreat*, St. Louis, MO.

37. MIYO, Health Disparities, and the “Long Tail” of Health Communication. Kreuter MW. (September 6, 2013). Presented to the *Department of Internal Medicine, Feinberg School of Medicine, Northwestern University*, Chicago, IL.
38. Research networks panel. Mold JW, Garbutt JM, Kreuter MW, Mittman B, Chambers D. (June 7, 2013). Presented at *2013 Training Institute for Dissemination and Implementation Research in Health*, St. Louis, MO.
39. Using existing systems for D&I research. Kreuter MW, Greer R. (June 6, 2013). Presented at *2013 Training Institute for Dissemination and Implementation Research in Health*, St. Louis, MO.
40. What health communication science can offer to environmental health science: Five evidence-informed strategies for reaching vulnerable populations. (April 16, 2013). Presented at *Keystone Lecture Series*, National Institute of Environmental Health Sciences, Research Triangle Park, NC.
41. 61 Babies. Kreuter MW. (February 5, 2013). Presented at *Teach for America Education Transforms Week*, St. Louis, MO.
42. Tools and lessons learned for breast navigators. Kreuter MW. (October 18, 2012). Presented at *St. Louis Regional Breast Navigator Workgroup*, St. Louis, MO.
43. Health communication and the health care consumer. Kreuter MW. (June 21, 2012). Presented at *Centene Health Policy Advisory Council – Centene Corporation*, Clayton, MO.
44. Research with 2-1-1’s: An Update and Look Ahead. Kreuter MW, Roux A. (May 21, 2012). Presented at the *34th Information & Referral Annual Training and Education Conference*, New Orleans, LA.
45. Communication-based strategies to eliminate health disparities. Kreuter MW. (April 12, 2012). Presented at *27th D. K. Stanley Lecture*, College of Health and Human Performance, University of Florida, Gainesville, FL.
46. Custom Evidence-Based Educational Materials: Make it Your Own. Kreuter MW. (March 21, 2012). Presented at *2012 Avon Foundation Breast Cancer Forum*, New York, NY.
47. Integrative Discussion of Dissemination and Implementation Research: Taking Stock and Looking Forward. Glasgow RE (moderator), Chin MH, Green LW, Kreuter MW, Simpson L. (March 20, 2012). Panel discussion at the *5th Annual NIH Conference on the Science of Dissemination and Implementation: Research at the Crossroads*, Bethesda, MD.

48. Make it Your Own (MIYO): Creating Customized Health Materials for Your Community. Kreuter MW. (March 13, 2012). Presented at a *Research to Reality Cyber-Seminar*.
49. The story on stories: Findings from a decade of research on cancer survivor narratives. (January 23, 2012). Presented as part of *Washington University's 2012 Brown School Faculty Research Colloquia Series*, St. Louis, MO.
50. Bringing tobacco control data to life for social impact. Kreuter MW. (November 18, 2011). Presented at *Tobacco Free Missouri Coalition Annual Meeting*, Columbia, MO.
51. Communication strategies for cancer control and eliminating health disparities. Kreuter MW. (June 17, 2011). Presented at *Sloan Kettering Cancer Center*, New York, NY.
52. 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.
53. Eliminating Health Disparities: Communication strategies that work. Kreuter MW. (March 3, 2011). Presented at *Drexel University Grand Rounds Lecture Series*, Philadelphia, PA.
54. 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.
55. Communication-based strategies to eliminated cancer disparities. Kreuter MW. (October 22, 2010). Presented at *University Wisconsin 9th Annual Professional Education Conference*, Madison, WI.
56. Integrating MIYO into the national colorectal cancer control program. Kreuter MW. (October 21, 2010). Presented at *Center for Disease Control*, Atlanta, GA.
57. Four communication strategies to eliminate cancer disparities. Kreuter MW. (October 18, 2010). Presented at *UNC Lineberger Comprehensive Cancer Center*, Chapel Hill, NC.
58. 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.
59. Integrating MIYO into CDC cancer control efforts. Kreuter MW. (September 7, 2010). Presented at *Center for Disease Control*, Atlanta, GA.

60. Introducing MIYO. Kreuter MW. (April 20, 2010). Presented at *National Comprehensive Cancer Control Program Clinical Trials Working Group*, Webinar.
61. 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.
62. 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.
63. Increasing the social impact of cancer information. Kreuter MW. (February 23, 2010). Presented at *Avon Foundation Breast Cancer Forum*, San Francisco, CA.
64. 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.
65. 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.
66. 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.
67. Maximizing the social impact of cancer registry data. Kreuter MW. (October 28, 2009). Presented at *Cancer Data Visualization Project Stakeholder Meeting*, Bethesda, MD.
68. 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.
69. Increasing reach and effectiveness of cancer communication to eliminate health disparities. Kreuter MW. (May 23, 2009). Presented at *International Communication Association*.
70. Communication-based strategies to eliminate health disparities in diverse populations. Kreuter MW. (May 12, 2009). Presented at *Clinical Research Training Center*, St. Louis, MO.
71. 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.

72. 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.
73. 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.
74. 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.
75. 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.
76. 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.
77. Using tailored communication in community settings to help eliminate health disparities. Kreuter MW. (August 4, 2008). Presented at *Michigan Tailoring Workshop*, Ann Arbor, MI.
78. 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.
79. Community-based approaches to eliminating disparities. Kreuter MW. (June 9, 2008). Presented at *Academy of Health 25th Annual Research Meeting*, Washington, DC.
80. 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.
81. 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.
82. 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.

83. 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.
84. 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.
85. 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.
86. 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.
87. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (March 5, 2008). Presented at *University of Arizona Cancer Center*, Tucson, AZ.
88. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (March 5, 2008). Presented at *University of Arizona College of Public Health*, Tucson, AZ.
89. 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.
90. 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.
91. 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.
92. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (November 13, 2007). Presented at *American Cancer Society*, Atlanta, GA.
93. Tailoring health messages. Kreuter MW. (September 27, 2007). Presented at *Catholic Health Systems Communications Leaders Forum*, St. Louis, MO.

94. 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.
95. 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.
96. 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.
97. 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.
98. 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.
99. 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.
100. Increasing reach and relevance in health communication. Kreuter MW. (January 17, 2007). Presented at *University of Washington Child Health Institute*, Seattle, WA.
101. Strategic messaging and community partners. Kreuter MW. (January 17, 2007). Presented at *King County Department of Health*, Seattle, WA.
102. Communication-based strategies to eliminate cancer disparities. Kreuter MW. (January 16, 2007). Presented at *Fred Hutchison Cancer Research Center*, Seattle, WA.
103. 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.
104. 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.

105. 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.
106. 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.
107. 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.
108. 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.
109. 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.
110. 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.
111. 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.
112. 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.
113. 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*, New York, NY.
114. 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 at Saint Louis University*, St. Louis, MO.
115. Integrating health communication into public health curricula. Kreuter MW. (May 9, 2005). Presented at *ASPH Education Committee Meeting*, Chicago, IL.

116. 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.
117. Cultural tailoring and cancer communication. Kreuter MW. (January 12, 2005). Presented at *Cancer, Culture, and Literacy Institute, Moffitt Cancer Center*, Tampa, FL.
118. Use of technology in health communication to eliminate disparities. Kreuter MW. (December 1, 2004). Presented at *22nd Annual Alaska Health Summit*, Anchorage, AK.
119. Breast cancer survivor stories. Kreuter MW. (November 12, 2004). Presented at *Witness Project National AMEN Revival*, Little Rock, AR.
120. 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.
121. 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.
122. 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.
123. Technology-based tools for patient communication: TRIP success stories. Kreuter MW. (July 12, 2004). Presented at *Translating Research Into Practice (TRIP)*, Washington, DC.
124. 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.
125. Centers of excellence in cancer communication research. Kreuter MW. (May 28, 2004). Presented at *International Communication Association 2004 Annual Conference*, New Orleans, LA.
126. 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.
127. 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.

128. 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.
129. 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.
130. 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.
131. 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.
132. 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.
133. 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.
134. 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.
135. 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.
136. 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.

137. Research on tailored health communication. Kreuter MW. (March 18, 2003). Presented at *American Academy of Health Behavior (AAHB) Annual Scientific Meeting*, St. Augustine, FL.
138. 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.
139. 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.
140. 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.
141. Computer tailored expert systems. Kreuter MW. (November 15, 2002). Presented at *University of Ottawa Heart Institute Investigator's Meeting*, Ottawa, ON.
142. 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.
143. 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.
144. 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.
145. Tailored communication: Applications and opportunities. Kreuter MW. (June 2002). Presented at *Health Communication on the Border: Issues and Responsibilities Conference*, El Paso, TX.
146. 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.
147. 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.

148. Moderator: Opportunities for governmental and private sector collaboration. Kreuter MW. (November 14-16, 2001). Presented at *E-Health Summit*, San Jose, CA.
149. Lessons learned from parent-directed interventions in public health centers. Kreuter MW. (April 22, 2001). Presented at *SIDS Alliance Conference*, Chicago, IL.
150. E-transience and the digital divide. Kreuter MW. (January 24, 2001). Presented at *National Cancer Institute's Communications Opportunity Leadership Team*, Washington, DC.
151. Media as a policy tool. Kreuter MW. (December 1, 2000). Presented at *15th National Chronic Disease Conference*, Washington, DC.
152. 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.
153. Cultural tailoring for cancer prevention in black women. Kreuter MW. (July 2000). Presented at *National Cancer Institute Cancer Control Academy*, Bethesda, MD.
154. Tailored health communication: The promise and future of mass customization. Kreuter MW. (June 21, 2000). Presented at *ETR Associates*, Santa Cruz, CA.
155. An overview of tailored health communication. Kreuter MW. (June 15, 2000). Presented at *Johns Hopkins University Pediatric Injury Prevention Physicians meeting*, Baltimore, MD.
156. 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.
157. 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.
158. 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.
159. Planning a health magazine for Black women in St. Louis. Kreuter MW. (March 18, 2000). Presented at *St. Louis Breakfast Club*, St. Louis, MO.

160. Meeting the challenge: Translating research into practice. Kreuter MW. (February 16, 2000). Presented at *CDC/Academia Prevention Research Partnership Conference*, Atlanta, GA.
161. 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.
162. 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.
163. 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.
164. 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.
165. 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.
166. 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.
167. What We Know and What We Need to Learn. Kreuter MW. (December 1998). Presented at *National Cancer Institute workshop on Cancer Risk Communication*.
168. Innovative ways to affect behavior change. Kreuter MW. (November 4, 1998). Presented at *Missouri Public Health Association Annual Meeting*, Lake of the Ozarks, MO.
169. 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.
170. 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.
171. Using computer tailored messages in public health education. Kreuter MW. (October 14, 1997). Presented at *1997 Kansas Public Health Association Conference*, Hutchison, KS.

172. 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.
173. Advanced communication technology. Kreuter MW. (May 28-30, 1997). Presented at *National Conference on Health Education and Health Promotion*, Atlanta, GA.
174. Tailored strategies that work. Kreuter MW. (April 10, 1997). Presented at *MO-Kan Heart Coalition, Stop Tobacco Addiction Meeting*, Kansas City, MO.
175. Facilitating behavior change. Kreuter MW. (August 21, 1996). Presented at *Missouri Department of Health Women, Infants, and Children (WIC) Nutritionist Training*, St. Louis, MO.
176. Behavior change theory in health education and health promotion. Kreuter MW. (July 19, 1996). Presented at *Missouri Health Educators Network*, St. Louis, MO.
177. 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.
178. 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.
179. 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.
180. Facilitating behavior change. Kreuter MW. (May 17, 1995). Presented at *DuPont Integrated Health Services Wellness Forum*, Reston, VA.
181. 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.
182. 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.
183. 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 (NOT UPDATED SINCE 2014)

184. Development of a data dashboard for 2-1-1s and their communities. Kreuter MW, Penrod C, Wilson J, Morris M, Brinkley L. (June 2, 2014). Presented at *The Alliance of Information & Referral Systems' 36th Annual I&R Training and Education Conference*, Atlanta, GA.
185. Understanding reactions to graphic warning labels on cigarettes in diverse populations of youth and young adults at increased risk of smoking. Kreuter MW. (December 16, 2013). Presented at *NCI/FDA Communication Administrative Supplement Final Meeting*, Washington, DC.
186. Findings from a decade of research on cancer survivor narratives. Kreuter MW. (October 6, 2012). Presented at the *2012 Association for Consumer Research Conference*, Vancouver, BC.
187. If you refer them, will they call? Use of cancer control referrals by 2-1-1 callers. Kreuter, MW. (August 21, 2012). Presented at the *2012 National Cancer Conference*, Washington, DC.
188. Improving the Social Impact of Cancer Registry Data Through Infographic Thinking. Kreuter MW, Clarke Dur T, Corcoran H. (June 5, 2012). Presented at the *North American Association of Cancer Center Registries 2012 Conference*, Portland, OR.
189. If you refer them, will they call? Providing proactive cancer screenings and referrals through 2-1-1. Kreuter MW, Eddens K, Roux A, Greer R. (May 21, 2012). Presented at the *34th Information and Referral Annual Training and Education Conference*, New Orleans, LA.
190. Does Marketing Enhance Dissemination? Results From a System Dynamics Simulation Study. Kreuter MW, Hovmand PS. (March 19, 2012). Presented at the *5th Annual NIH Conference on the Science of Dissemination and Implementation: Research at the Crossroads*, Bethesda, MD.
191. 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.
192. Keeping clients health: Integrating proactive health screening and referral into 2-1-1, Kreuter MW, Eddens K, Greer R, Pokojski R. (June 7, 2011). Presented at *Alliance of Information and Referral Systems Conference*, Dearborn, MI.
193. Maximizing the social impact of cancer registry data. Kreuter MW. (November 19, 2010). Presented at *SEER PI Meeting*, Washington, DC.

194. 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.
195. Keeping clients healthy: Integrating proactive health screening and referral into 2-1-1. MW Kreuter, & K Eddens. (May 26, 2010). Presented at *Alliance of Information and Referral Systems Conference*, Rochester, NY.
196. 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.
197. 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.
198. Increasing Reach and Effectiveness of Cancer Communication to Eliminate Health Disparities. Kreuter MW. (May 23, 2009). Presented at *International Communication Association*.
199. 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.
200. 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.
201. 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.
202. Cancer Communication for Primary and Secondary Prevention. Kreuter MW. (March 29, 2008). Presented at *Society of Behavioral Medicine 29th Annual Meeting*, San Diego, CA.
203. 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.

204. 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.
205. 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.
206. 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.
207. 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.
208. 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.
209. 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.
210. 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.
211. 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.
212. 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.

213. 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.
214. 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.
215. 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.
216. 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.
217. 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.
218. 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.
219. Innovations in health risk appraisal - making it work. Kreuter MW. (March 1994). Presented at *Prevention 94*, Atlanta, GA.
220. 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.
221. 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.
222. Social marketing. Kreuter MW, & Cooke C. (December 1991). Presented at *North Carolina Health Promotion and Wellness Institute*, Durham, NC.
223. The Performance Edge. Kreuter MW. (June 1990). Presented at *Blue Ridge IX State Wellness Workshop*, Lynchburg, VA.

TEACHING

GRADUATE COURSES TAUGHT

1. Communication: Core Skills (S55-5968). The Brown School, Washington University in St. Louis. *Spring 2016, Summer 2016.*
2. Manuscript Development (S55-5964). The Brown School, Washington University in St. Louis. *Spring 2015.*
3. Public Health Seminar (S55-5910). The Brown School, Washington University in St. Louis. *Fall 2014 (2 sections), Fall 2015 (2 sections), Fall 2016 (2 sections), Spring 2017.*
4. Transdisciplinary Problem Solving: Strategies for Eliminating Health Disparities (S55-5320). The Brown School, Washington University in St. Louis, St. Louis, MO. *Fall 2010-2013, Spring 2019-2024.*
5. Applied Health Communication Practice (S50-5081). The Brown School, Washington University in St. Louis, St. Louis, MO. *Spring 2009.*
6. 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.
7. 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.
8. 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.
9. Health communication: Theory and practice (BSHC 531). (1994-2001). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
10. Understanding health disparities (CMHC 543) [Co-taught]. (2000). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
11. Intervention research (BSHC 620) [Co-taught]. (1999). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.

12. Research methods in behavioral science (BSHC 601). (1994-1999). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
13. Eliminating health disparities (CMHC 544) [Co-taught]. (1998). Department of Community Health, School of Public Health, *Saint Louis University*, St. Louis, MO.
14. 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*, Chapel Hill, NC.
15. 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*, Chapel Hill, NC.

SEMINARS AND INSTITUTES (NOT UPDATED SINCE 2013)

1. Manuscript Development Seminar Series.
 - a. June 24, 2013, *Indiana Department of Health*, Indianapolis, IN.
 - b. May 3, 2013, *University of Mississippi Medical Center*, Jackson, MS.
 - c. February 7-8, 2013, *Washington University in St. Louis*, St. Louis, MO.
 - d. June 9, 2011, *Washington University in St. Louis*, St. Louis, MO.
 - e. June 9-18, 2009, *Washington University in St. Louis*, St. Louis, MO.
 - f. September 2005 - July 2006, School of Public Health, *Saint Louis University*, St. Louis, MO.
2. Grant Writing Workshop. (December 10, 2009). Health Literacy Missouri East Region Community Network Meeting, St. Louis, MO.
3. Mentoring scholar. (June 2001 – present). Cancer, Culture and Literacy Institute, H. Lee Moffitt Cancer Center & Research Institute, *University of South Florida*, Tampa, FL.
4. Behavioral modification (EPID 720). (July 1996-2000). Graduate summer session in epidemiology, School of Public Health, *University of Michigan*, Ann Arbor, MI.
5. 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)