

KELLI RENEE McCORMACK BROWN
Curriculum Vitae

SUMMARY: Thoughtful and skilled academic leader with more than 20 years of diverse experiences in supporting faculty, students and staff in achieving excellence through facilitative leadership. A scholar-teacher-administrator with excellent skills in:

Problem solving	Working with diverse constituencies
Fiscal management	Consensus building
Program design and implementation	Creating new ways of doing

Current Leadership Position: Associate Dean for Academic Affairs

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PROFESSIONAL PREPARATION

Ph.D.	Health Education Southern Illinois University at Carbondale (1987)
MS&E	Public Health Education The University of Toledo (1984)
BS	Public Health Services The University of Toledo (1982)
AAS	Dental Hygiene The Michael J. Owens Technical College (1981)

PROFESSIONAL DEVELOPMENT

2008	Advancing Women's Leadership, Texas Regional Forum, Office of Women in Higher Education, American Council on Education
2007	Higher Education Resource Services (HERS) Bryn Mawr Summer Institute for Women in Higher Education
2003	Centers for Disease Control & Prevention (CDC) Oak Ridge Institute for Science and Education (ORISE) Fellow

PROFESSIONAL ACADEMIC ADMINISTRATIVE EXPERIENCE

Associate Dean for Academic Affairs
College of Health and Human Performance
University of Florida
January 2007 –

Responsibilities: Provide leadership and administration in the areas of graduate and undergraduate academic affairs in the college. The college is comprised of three academic departments (Applied Physiology and Kinesiology, Health Education and Behavior, and Tourism, Recreation and Sport Management), and four centers (Center for Exercise Science, Florida Center for Health Promotion, Center for Tourism Research and Development, and Addictive and Health Behaviors Institute). The college offers five Bachelor of Science degrees, and a Master of Science and doctorate degree in each department. The college currently enrolls 275 graduate students and 1750 undergraduate students and has 50 faculty members who are tenured or tenure earning. The college is highly research productive having more than \$5M in federal research expenditures in FY 07.

Duties include assisting departments in the development of policies and procedures to recruit and retain high quality undergraduate and graduate students with diverse backgrounds and experiences. Oversee college undergraduate advising and provide leadership for internship placement, undergraduate and graduate curriculum, coordination of the study abroad program, and development of learning communities in the college. Provide leadership regarding the dissertation/thesis process in the college and dissertation/thesis documents and communicate the goals and needs of the college's graduate programs to various stakeholders to advance the college in its pursuit of excellence in graduate studies. Recruit and orient graduate students, in cooperation with departments and centers, administer assistantships and fellowships, and establish, supervise or coordinate other activities related to the college's graduate programs. Provide oversight for scholarships, react and respond to student complaints and serve as a representative for the Dean to various university committees. Review and analyze college-wide data used in making informed decisions regarding budgetary and enrollment issues. Active member of the Dean's administrative team as well as other college and university committees.

Key Achievements to Date:

- Worked with undergraduate advising staff and faculty to review and revise the college-wide academic advising policies
- Conducted first doctoral program external review
- Increased doctoral student minimum stipend level
- Developed guidelines and operating code for college Graduate Faculty
- Developed and implemented graduate student annual review process and procedures for appointing teaching and research assistants, as well as procedures for recruiting and selecting Graduate Alumni award recipients (the University's most prestigious graduate award)
- Currently, working with faculty and administrative team in "re-shaping" college enrollment, increasing graduate students while maintaining undergraduate levels and quality

Interim Dean, Graduate School
University of South Florida
July 2003 – June 2006

Responsibilities: A member of the Provost's senior staff, Academic Affairs Planning Group (AAPG), and the Dean's Council. As chief academic and fiscal officer of the Graduate School responsible for approximately 7,400 graduate students at USF Tampa as well as the regional campuses. Of these graduate students 1,750 were graduate assistants which were represented by the Graduate Assistants United (GAU). The University of South Florida's Graduate School offers 33 doctoral programs, more than 125 masters programs including the M.F.A., M.B.A., and M.P.H., as well as a medical degree, doctor of physical therapy (D.P.T.), doctor of audiology (Au.D.), doctor of education (Ed.D.), and an education specialist degree (Ed.S.). The Graduate School also oversees 70 Graduate Certificate programs that enroll more than 2,000 graduate students each year.

Oversaw a professional staff of 24, and an Associate and Assistant Dean that provided graduate education support services for all graduate programs and departments at the University of South Florida, including regional campuses. As chief academic and fiscal officer of the Graduate School, developed a clear graduate education vision, developed, implemented and communicated all graduate education policies and procedures and, oversaw a budget of \$15M. Worked directly with all academic deans as well as all college Graduate Coordinators (Associate Deans) and Graduate Program Directors. The Graduate Council, a Faculty Senate appointed Council, advised the Graduate School Dean on all graduate education curricular and policy matters. Oversaw three interdisciplinary programs: Applied Behavior Analysis (MA), Cancer Biology (Ph.D.), and Entrepreneurship in Applied Technologies (MS). Faculty advisor to the Graduate and Professional Student Council (GPSC) and worked closely with the Graduate Assistant United (GAU) leadership.

Major achievements:

- Developed the Graduate School's *first* comprehensive Graduate Assistant Policies and Guidelines
- Assisted with the development and implementation of an employer-sponsored health insurance for all graduate assistants
- Directed and implemented a comprehensive graduate assistant tuition payment (waiver) policy audit
- Oversaw and nurtured the development of a Graduate Program Director Handbook
- Collaborated with the Graduate & Professional Student Council (GPSC) to hold the first-ever graduate student orientation
- Initiated the development and implementation of a new graduate assistant job classification code
- Initiated and implemented the *Investing in the Future* doctoral initiative
- Assisted with and participated in a comprehensive internal and external review of all doctoral programs
- Doctoral enrollment at an all-time high
- Increase of 14.9% in new graduate students from fall 2005 to fall 2006, and an increase in the enrollment of diverse students (African American students up 19.5%; Hispanic up 13.4%; Asian American up 10%)

Chairperson & Professor
Department of Health Sciences
Illinois State University
July 1994 - July 1996

Responsibilities: Responsible for five baccalaureate degrees (Clinical Laboratory Science, Environmental Health, Health Education, Health Information Management, and Occupational Safety) which enrolled over 500 undergraduate students and approximately 15 graduate students. The Department had 20 full-time, tenure-earning faculty, 4 full-time administrative staff, as well as 3-6 part-time teaching faculty. The operating budget was a little over \$100,000 and the Department had approximately \$750,000 annually in federal and state contracts. Responsible for strategic planning, acquiring and maintaining appropriate accreditation within all five disciplines, as well as the responsibility for three clinical laboratories and one student computer lab. Made recommendations to the Dean and Provost regarding promotion and tenure decisions. Reported directly to the Dean of the College of Applied Science and Technology.

Assistant to the Dean,
College of Health, Physical Education and Recreation (HPER)
Western Illinois University
July 1993 - June 1994 (65% of time)

Responsibilities: Worked directly with the Dean and represented the Dean at University meetings when he was unavailable. Oversaw the HPER Newsletter; supervised recruitment and retention efforts of the college; handled reports coming from departments (scheduling forms, faculty activity analysis forms, verification of instructor forms, faculty CUE sheets); coordinated HPER grade appeals; coordinated activities at state and national conferences; participated in program and chairperson reviews; supervised the college's involvement in Discover Western and Western Bound; and worked with annual phonathon.

Graduate Program Coordinator,
Department of Health Sciences
Western Illinois University
July 1991 – June 1994 (35% of time)

Responsibilities: Worked directly with and supervised all graduate assistants, met regularly with graduate students enrolled in the program, responded to inquiries about the program, and recruited new graduate students into the program. Successfully facilitated the graduate seven-year review for the Illinois Board of Higher Education (IBHE). The review included both an intensive internal and external review.

WIU Administrative Internship
College of Health, Physical Education and Recreation (HPER)
Western Illinois University
August 1989 - May 1990

PROFESSIONAL ACADEMIC FACULTY EXPERIENCE

University of Florida

Department of Health Education & Behavior
College of Health & Human Performance
Professor, 2007 -

University of South Florida

Department of Community and Family Health
College of Public Health
Associate Professor, 1996 - 2004
Professor, 2004 - 2007
Affiliate Faculty, 2007 -

Graduate Courses Taught: Community Health Education; Community Partnerships and Alliances (co-taught); Evidence-based Health Promotion Programs; Foundations of Health Education; Foundations of Health Education (web-based); Health Education and Emerging Technology; Introduction to Social Marketing; Social and Behavioral Sciences Applied to Public Health

Key Achievements as a Faculty Member:

- Instrumental role in the health education (concentration area) doctoral program obtaining a tenth place national ranking among health education programs (as reported in 2000), and subsequently, to a second place national ranking (as reported in 2004)
- Led the doctoral program review for the College of Public Health
- Participated in the writing of a grant leading to the awarding of a Centers for Disease Control and Prevention (CDC) funded Prevention Research Center (PRC) that has gone on to earn national recognition for its accomplishments
- Instrumental role in department's continued national recognition as a leader in social marketing and public health and the annual social marketing and public health conference
- Taught the first entirely web-based course in the department
- Recognized by students as teacher of the year (2001)

Illinois State University

Department of Health Sciences, 1994 – 1996
Professor

Western Illinois University

Department of Health Sciences, 1987 - 1994
Assistant Professor 1987 – 1990
Associate Professor 1990 – 1994
Graduate Coordinator 1991 – 1994

Graduate Courses Taught: Research Design in Health Education; Methods and Materials in Health Education; Community Health Agencies and Programs; Scientific Concepts of Health; Health Care Marketing; Foundations of Health Education

Undergraduate Courses Taught: Foundations of Community Health Education; Principles of Epidemiology; Principles of Community Health; Human Sexuality; Personal Health; First Aid

COMMUNITY/PUBLIC HEALTH EXPERIENCE

Cairo Community Health Center, Cairo, IL
January 1986 - July 1987
Oral health educator and dental hygienist

Planned Parenthood of Greater Toledo, Inc., Toledo, OH
May 1984 - August 1984

Health educator/oral health educator, Texas Migrant Council of Northwest Ohio
Toledo, OH
May 1980 - August 1980

RESEARCH INTERESTS

- Adolescent/School Health
- Children's Oral Health
- Community and School Health Partnerships
- Social [Prevention] Marketing and Public Health

HISTORY OF FUNDED RESEARCH PROJECTS AND PROGRAMS

Externally Funded: Federal (more than \$6.8 million)

Bryant, C.A. (PI), McDermott, R.J. (Co-PI), & **McCormack Brown, K.R. (Co-PI)** & Baldwin, J. (Co-PI). Community-Based Prevention Marketing - Prevention Research Center. Centers for Disease Control and Prevention. October 1, 2005 - September 30, 2006 (\$820,000).

McCormack Brown, K., & Bryant, C. A. (2005). Community-Based Strategies for Promoting Physical Activity through the VERB™ Program. Centers for Disease Control and Prevention. May 2005 – April 2006. (\$128,000)

Bryant, C.A. (PI), McDermott, R.J. (Co-PI), Forthofer, M.S. (Co-PI), **McCormack Brown, K.R. (Co-PI)**, Baldwin, J. (Co-PI). Community-Based Prevention Marketing - Prevention Research Center. Centers for Disease Control and Prevention. October 1, 2004 - September 30, 2005 (\$720,000).

McDermott, R.J. (PI), Bryant, C. (Co-PI), Forthofer, M.S. (Co-PI), & **McCormack Brown, K.R. (Co-PI)**. Community-Based Prevention Marketing - Prevention Research Center. Centers for Disease Control and Prevention. October 1, 1999 - September 30, 2004 (\$3,783,982).

McCormack Brown, K.R. (PI) & Bryant, C.A. (Co-PI). Social Marketing in Public Health Thirteenth Annual Conference. Centers for Disease Control and Prevention, June 2003 (\$30,000).

Agron, P. E. (PI), & **McCormack Brown, K.R. (Co-PI)**. Examination of Communication Factors Affecting Policy Makers. California Cancer Research Program - Community-Initiated Research Collaboration. July 1, 2001 – June 30, 2004 (\$750,000).

McCormack Brown, K.R. (PI). Oral Health Network Coordinating Center. Centers for Disease Control and Prevention. October 1, 2001 – September 30, 2003. (\$358,000).

McCormack Brown, K.R. (PI) & Suzanne Perry-Casler (Co-PI). Florida Prevention Research Center Tobacco Network (FPRC- TN). Centers for Disease Control and Prevention. October 1, 2000 – September 30, 2002 (\$29,702).

Bryant, C.A. (PI), & **McCormack Brown, K.R. (Co-PI)**. Obesity Prevention Training and Technical Assistance. Centers for Disease Control and Prevention. February 1, 2001 – September 29, 2002 (\$28,157.00).

Bryant, C.A. (PI), & **McCormack Brown, K.R. (Co-PI)**. Social Marketing in Public Health Eleventh Annual Conference. Centers for Disease Control and Prevention. June 2001 (\$30,000).

Agron, P. E. (PI), & **McCormack Brown, K.R. (Co-PI)**. Examination of Communication Factors Affecting Policy Makers. California Cancer Research Program - Community-Initiated Research Collaboration. June 1, 2000 – May 31, 2001 (\$104,168).

Bryant, C.A. (PI), & **McCormack Brown, K.R. (Co-PI)**. Social Marketing in Public Health Tenth Annual Conference. Centers for Disease Control and Prevention. June 2000 (\$10,000).

Bryant, C.A. (PI), & **McCormack Brown, K.R. (Co-PI)**. Social Marketing in Public Health Ninth Annual Conference. Centers for Disease Control and Prevention. June 1999 (\$5,000).

McCormack Brown, K.R. (PI). Social Marketing Breast and Cervical Cancer Project, US Public Health Service/Health Resources and Services Administration. October 1997 - September 1998 (\$5,000).

Kerber, K., & **McCormack Brown, K.R.** (1994). Alliance for Education, Communication and Training (AFECT). Fund for the Improvement of Postsecondary Education, Higher Education Consortia for Drug Prevention, US Department of Education. (\$40,129).

Externally Funded: State (more than \$1 million)

McCormack Brown, K.R. (PI), & Bryant, C.A. (Co-PI). Florida Five-County Obesity Prevention Project: Formative Research. Florida Department of Health. May 1, 2002 – December 31, 2002 (\$51,227).

McCormack Brown, K.R. (PI). Coordinated School Health Pilot Program Evaluation. Florida Department of Education. November 1, 2001 – July 31, 2003 (\$60,912).

Bryant, C.A. (PI) , & **McCormack Brown, K.R.** (Co-PI). Reducing the Burden of Arthritis and Other Rheumatic Conditions. Florida Department of Health. August 1, 2000 – July 31, 2001 (\$40,000).

McCormack Brown, K.R. (PI). Native American Women’s Breast and Cervical Cancer Attitudes, Behaviors and Intentions: A Florida Sample. Florida Division of the American Cancer Society. February 1, 1998 – June 30, 1999 (\$22,500).

- McDermott, R.J. (PI), **McCormack Brown, K.R. (Co-PI)**, Perrin, K.M. (Co-PI), & Phillips, G. Florida's Teen Tobacco Summit. State of Florida Department of Health. February - June 1998 (\$445,475).
- Perrin, K.M. (PI), McDermott, R.J. (Co-PI), & **McCormack Brown, K.R. (Co-PI)**. Florida's Teen Tobacco Pilot Evaluation. Florida Department of Health. March – June 1998 (\$119,490).
- McCormack Brown, K.R. (PI)**, Forthofer, M.S. (Co-PI), Perrin, K.M. (Co-PI), & Quinn, G. (Co-PI). *Florida Cares for Women* Social Marketing Campaign: Implementation and Evaluation, Florida Department of Health. December 1997 - September 1998 (\$100,000).
- McCormack Brown, K.R. (PI)**, Bryant, C. (Co-PI), Forthofer, M.S. (Co-PI), Perrin, K.M. (Co-PI), & Quinn, G. (Co-PI). Social Marketing Plan to Increase Breast and Cervical Cancer Screening, Florida Department of Health (campaign and materials development phase, and photo essay exhibit). June - November 1997 (\$123,000).
- Bryant, C. (PI), Forthofer, M.S. (Co-PI), **McCormack Brown, K.R. (Co-PI)**, Perrin, K.M. (Co-PI), & Quinn, G. (Co-PI). Social Marketing Breast and Cervical Cancer Screening Project, State of Florida Department of Health (planning formative research & strategy formation). February - June, 1997 (\$113,000).

Externally Funded: Local (more than \$100,000)

- McCormack Brown, K.R. (PI)** & Pitt Barnes, S. (Co-PI). Communities That Care Youth Survey, 2005-06. Sarasota County School Board, Sarasota, FL. March – June 2006 (\$5000).
- McCormack Brown, K.R. (PI)** & Alfonso, M. (Co-PI). Middle School Youth Risk Behavioral Survey: Secondary Data Analysis. Sarasota County Government, Sarasota, FL. May – June 2006 (\$3000).
- McCormack Brown, K.R. (PI)**, & Alfonso, M. (Co-PI). Community Service PLUS: Practical Learning Unites Service – Evaluation. Sarasota County School Board, Sarasota, July 1, 2003- June 30, 2004 (\$7,000).
- McCormack Brown, K.R.** High School Youth Risk Behavioral Survey: Secondary Data Analysis. Sarasota County School Board, Sarasota, FL. November 2002 – June 2003. (\$3,500).
- McCormack Brown, K.R. (PI)**. Middle School Coordinator Resiliency Project - Evaluation. Sarasota County School Board, Sarasota, FL. September 1, 2002 – May 30, 2003. (\$15,000).
- McCormack Brown, K.R.** High School Youth Risk Behavioral Survey: Secondary Data Analysis. Sarasota County School Board, Sarasota, FL. April 1, 2001– May 31, 2001 (\$3,500).
- McCormack Brown, K.R. (PI)**, Noland, V. (Co-PI), & McDermott, R.J. (Co-PI). Secondary Data Analysis of the Pinellas County Youth Risk Behavior Survey. Pinellas County Health Department, Pinellas County, FL. January 2001 – June 2001 (\$8,000).
- McCormack Brown, K.R. (PI)**, Noland, V. (Co-PI), & McDermott, R.J. (Co-PI). Review of Literature: Physical Activity and Nutrition and Academic Achievement. Pinellas County School Board, Pinellas County, FL., September 1, 2000 – December 31, 2000. (\$7,000).
- McCormack Brown, K.R. (PI)**. Counseling Today for Learning Tomorrow: A Community Collaborative Approach - Evaluation. US Department of Education/Sarasota County School Board (\$411,000/\$15,000 annual subcontract). July 1, 2000 – June 30, 2003.

- McCormack Brown, K.R.** Middle School Youth Risk Behavioral Survey: Secondary Data Analysis. Sarasota County School Board, Sarasota, FL. January 1, 2000 – May 31, 2000 (\$3,000).
- McCormack Brown, K.R. (PI), & Forthofer, M.S. (Co-PI).** Community-Based Prevention Marketing Formative Research in Sarasota County, Florida. Sarasota County School Board, Sarasota, FL. September 1, 1999 – December 31, 1999 (\$14,999).
- Haut, R. & **McCormack Brown, K.R.** (1992). Dental Sealant Program for McDonough County, FY '93. Maternal and Child Health Grant, Illinois Department of Public Health (\$18,000).

Internally Funded

- McCormack Brown, K.R.** 50th Annual International Union of Health Promotion and Health Education Conference. USF International Travel Grant Support. May 21 – May 30, 1999 (Paris, France) (\$1,500.00).
- McCormack Brown, K.R.** Motivators, Barriers, and Overall Use of Internet Technology among Certified Health Education Specialists. USF Research and Creative Scholarship Grant/Social and Behavioral Sciences. May 1, 1999 – April 30, 2000 (\$6,660).
- McCormack Brown, K.R.** Second Annual Partnership Conference on Health Education and Injury Control. USF International Travel Grant Support. May 21 – May 30, 1999 (Koln, Germany) (\$985.00).
- McCormack Brown, K.R.** (1992). Responsibilities of Illinois Community Health Educators. Western Illinois University, College of HPER Faculty Excellence Research Grant (\$500.00).
- McCormack Brown, K.R.** (1991). The Prevalence of Baby Bottle Tooth Decay in a Select Illinois Population. University Research Council, Western Illinois University (\$2800.00).
- Sartore, P., & **McCormack Brown, K.R.** (1991). Peer Health Education Program Involving Cultural Diversity. Western Illinois University Foundation (\$500.00).
- Spencer, C., & **McCormack Brown, K.R.** (1989). Lifestyle Assessment of Western Illinois University Students, Undergraduate Review and Assessment, WIU's Provost's Office (\$8100.00). Continued funding in 1990 (\$6000.00). Continued funding in 1991 (\$6000.00).
- Sartore, P., & **McCormack Brown, K.R.** (1989). Peer Health Education Pilot Program: AIDS and Sexually Transmitted Diseases, WIU Foundation (\$2500.00).

Funded Graduate Education Programs

- McCormack Brown, K.R.** (2005). Graduate Research Fellowship Program, 2005-06. National Science Foundation. September 1, 2005 – August 31, 2006. (\$290,000)
- McCormack Brown, K.R.** (2005). McKnight Doctoral Fellowship, 2005-06. Florida Education Fund. August 1, 2005 – July 31, 2006. (\$121,000).
- McCormack Brown, K.R.** (2004). McKnight Doctoral Fellowship, 2004-05. Florida Education Fund. August 1, 2004 – July 31, 2005. (\$194,150).
- McCormack Brown, K.R.** (2003). McKnight Doctoral Fellowship, 2003-04. Florida Education Fund. August 1, 2003 – July 31, 2004. (\$140,703).

RESEARCH/SCHOLARLY ACTIVITIES

Refereed Journal Articles

1. **McCormack Brown, K.R.**, Lindenberger, J.H., & Bryant, C.A. (2008). Using pretesting to ensure your messages and materials are on strategy. *Health Promotion Practice*, 9(2), 116-122.
2. Niyonsenga, T., Hlaing, W., & **McCormack Brown, K.** (2008). Health compromising behaviors by gender among Florida residents. *Florida Public Health Review*, 5, 22-35.
<http://publichealth.usf.edu/fphr>
3. Wayman, J.C., Beall, T., Thackeray, R., & **McCormack Brown, K.R.** (2007). Competition: A social marketer's friend or foe? *Health Promotion Practice*, 8(2), 134-139.
4. Pitt Barnes, S., Torrens, Salemi, A, George, V., & **McCormack Brown, K.** (2007). The use of portfolios in coordinated school health programs: Benefits and challenges to implementation. *Journal of School Health*, 77(4) 171-179.
5. Bryant, C.A., **McCormack Brown, K.R.**, McDermott, R.J., Forthofer, M.S., Bumpus, E.C., Calkins, S.A., & Zapata, L.B. (2007). Community-based prevention marketing: Organizing a community for health behavior intervention. *Health Promotion Practice*, 8(2), 154-163.
6. Bryant, C. A., McDermott, R. J., Zapata, L. B., Forthofer, M. S., **McCormack Brown, K. R.**, Cheney, R., Eaton, D. K., Calkins, S.A., & Hogeboom, D.L. (2006). A mixed methods strategy for validating perceived parental influences on youth alcohol use. *American Journal of Health Education*, 37(6), 322-336.
7. **McCormack Brown, K.R.** (2006). Defining the product in a social marketing effort. *Health Promotion Practice*, 7(4), 384-387.
8. Clark, J.K., & **McCormack Brown, K.** (2006). Bridging the gap between research and school health programs. *Journal of School Health*, 76(1), 1-2.
9. Thackeray, R., & **McCormack Brown, K.** (2005). Social marketing's unique contributions to health promotion practice. *Health Promotion Practice*, 6(4), 365-368.
10. McDermott, R.J., Berends, V., **McCormack Brown, K.R.**, Agron, P., Black, K.M., & Pitt Barnes, S. (2005). Impact of the California Project LEAN school board member social marketing campaign. *Social Marketing Quarterly*, 11(2), 18-40.
11. Franks, A.L., Brownson, R.C., Bryant, C., **McCormack Brown, K.**, Hooker, S.P., Pluto, D., Shepard, D.M., Pate, R.R., Baker, E.A., Gillespie, K.N., Leet, T.L., O'Neill, M.A., & Simoes, E.J. (2005). Prevention Research Centers: Contributions to updating the public health workforce through training. *Preventing Chronic Disease: Public Health Research, Practice and Policy*, 2(2), 1-7. www.cdc.gov/pcd/issues/2005/apr/04-0139.htm
12. **McCormack Brown, K.R.**, Ellery, J., & Perlmutter, P. (2005). General characteristics of Internet use among health educators: Implications for the profession. *Journal of Prevention and Intervention in the Community*, 29(1/2), 145-159.
13. Noland, V.J., Daley, E.M., Drolet, J.C., Fetro, J.V., **McCormack Brown, K.R.**, Hassell, C.D., & McDermott, R.J. (2004). Connotative interpretations of sexuality-related terms. *Sex Roles: A Journal of Research*, 51(9/10), 523-534.
14. Parsons, N.P., & **McCormack Brown, K.R.** (2004). Formative research: The bedrock of social marketing. *The Health Education Monograph Series*, 21(1), 1-5.
15. Noland, V.J., **McCormack Brown, K.**, Troxler, C., Morrison, S., & Ladd, S. (2004). The Florida five county physical activity and health nutrition project: Formative research. *The Health Education Monograph Series*, 21(1), 46-51.

16. Eaton, D.K., Forthofer, M.S., Zapata, L.B., **McCormack Brown, K.R.**, Bryant, B.A., Reynolds, S.T., & McDermott, R.J. (2004). Factors related to alcohol use among 6th through 10th graders: The Sarasota County Demonstration Project, *Journal of School Health*, 74(3), 95-104.
17. **McCormack Brown, K.R.**, Akintobi, T.H., Pitt, S., Berends, V., McDermott, R.J., Agron, P., & Purcell, A. (2004). School board members' perceptions of factors influencing school nutrition policy decision-making. *Journal of School Health*, 74(2), 52-58.
18. Zapata, L.B., Forthofer, M.S., Eaton, D.K., **McCormack Brown, K.R.**, Bryant, C.A., Reynolds, S.T., & McDermott, R.J. (2004). Cigarette use in 6th-10th grade youth: The Sarasota County Demonstration Project. *American Journal of Health Behavior*, 28(2), 151-165.
19. Salemi, A., & **McCormack Brown, K.R.** (2003). School phobia: Implications for health education. *Journal of Health Education*, 34(4), 199-205.
20. **McCormack Brown, K.R.**, McDermott, R.J., Bryant, C.A., & Forthofer, M.S. (2003). Youth as community researchers: The Sarasota County Demonstration Project. *Community Youth Development Journal*, 4(1), 40-45.
21. Daley, E.M., McDermott, R.J., **McCormack Brown, K.R.**, & Kittleson, M.J. (2003). Conducting web-based survey research: A lesson in Internet design. *American Journal of Health Behavior*, 27(2), 116-124.
22. **McCormack Brown, K.R.**, & McDermott, R.J. (2001). Creating a new paradigm for teaching personal health. *Journal of Health Education*, 32(4), 243-245.
23. **McCormack Brown, K.R.** (2001). Using the Internet to access oral health information. *Journal of Dental Hygiene*, 75(1), 39-44.
24. **McCormack Brown, K.R.**, Forthofer, M.S., Bryant, C.A., Eaton, D.K., Merritt, T., Landis, D., & McDermott, R.J. (2001). Developing youth capacity for community-based research: The Sarasota County Demonstration Project. *Journal of Public Health Management and Practice*, 7(2), 53-60.
25. McDermott, R.J., & **McCormack Brown, K.R.** (2001). Tobacco use among women in Germany: A brief historiography. *International Electronic Journal of Health Education*, 4: 67-73.
26. Bryant, C.A., Forthofer, M.S., **McCormack Brown, K.R.**, Alfonso, M.L., & Quinn, G. (2000). A social marketing approach to increasing breast cancer screening. *Journal of Health Education*, 31(6), 320-328.
27. **McCormack Brown, K.R.**, Perlmutter, P., & McDermott, R.J. (2000). Youth and tattoos: What school health personnel should know. *Journal of School Health*, 70(9), 355-360.
28. **McCormack Brown, K.R.**, Bryant, C., Forthofer, M.S., Perrin, K., Quinn, G., Wolper, M., & Lindenberger, J. (2000). *Florida Cares for Women* social marketing campaign: A case study. *American Journal of Health Behavior*, 24(1), 44-52.
29. Bryant, C., Forthofer, M.S., **McCormack Brown, K.R.**, & McDermott, R.J. (2000). Community-based prevention marketing. *American Journal of Health Behavior*, 24(1), 61-68.
30. Landis, D.C., Alfonso, M., Ziegler, S. E., Christy, J., Abrenica, K., & **McCormack Brown, K.R.** (1999). Training youth to conduct focus groups and interviews. *Social Marketing Quarterly*, 5(4), 22-29.
31. Bryant, C., Forthofer, M., **McCormack Brown, K.R.**, & McDermott, R.J. (1999). Community-based prevention marketing. *Social Marketing Quarterly*, 5(3), 54-59.
32. Eidson, J., **McCormack Brown, K.R.**, & Parsons, N.P. (1999). Burnout in a select sample of Certified Health Education Specialists, *CHES Bulletin*, 10(1), 21-26.

33. **McCormack Brown, K.R.** (1998). Designing web-based experiences for health educators: A teaching idea for professional preparation. *Journal of Health Education*, 29(6), 373-375.
34. **McCormack Brown, K.R.**, & Calvo, A. (1998). Where on the web: Information for school health professionals. *Florida Journal of School Health*, 9(1), 8-16.
35. **McCormack Brown, K.R.** (1997). Early childhood caries: Education and prevention strategies. *Florida Journal of Public Health*, 9(1), 29-31.
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1. Bryant, C.A., Baldwin, J., Hogeboom, D., Phillips, L., Courtney, A., Nickelson, J., Alfonso, A., French, J., **McCormack Brown, K.**, & McDermott, R.J. (2007). "VERB Summer Scorecard: What Characterizes Tweens who Participate Versus Those Who Do Not?" American Public Health Association, Washington, D.C.
2. Thomas, S., Ubbes, V., **McCormack Brown, K.**, & Graf, H. (2006). "Health Education Philosophies: What? So What? Now What?" [panel] American Alliance of Health, Physical Education Recreation and Dance: Research Consortium, Salt Lake City, UT.
3. Bell Ellison, B.A., Forthofer, M.S., Zapata, L.B., Nearn, J.L., Curran, K.T, Calkins, S., **McCormack Brown, K. R.**, Bryant, C.A., & McDermott, R.J. (2005, December). "Impact of a Teen Theater Production on Attitudes toward Alcohol and Tobacco Use Among Middle School Students," American Public Health Association, Philadelphia, PA.
4. Bryant, C.A., Courtney, A.H., Petersen, M.F., Koonce, D.S., Morris, C., **McCormack Brown, K.R.**, & McDermott, R.J. (2005). "Application of Community-based Prevention Marketing (CBPM) for Designing a Physical Activity Promotion Intervention for "tweens" – the VERB™ Summer Scorecard Program." American Public Health Association, Philadelphia, PA.

5. Bell Ellison, B.A., Forthofer, M.S., Zapata, L.B., Nearn, J.L., Curran, K.T., Calkins, S., **McCormack Brown, K.**, Bryant, C., & McDermott, R.J. (2005). "Impact of a Teen Theater Production on Attitudes toward Alcohol and Tobacco Use among Middle School Students." American Academy of Health Behavior Annual Scientific Meeting, Charleston, SC.
6. Forthofer, M.S., Bell Ellison, B.A., Zapata, L.B., Nearn, J., Hogeboom, D., Calkins, S., **McCormack Brown, K.**, Bryant, C., & McDermott, R.J. (2005). "Factors Associated with Parents' Participation in a Mail Survey Regarding Adolescent Alcohol and Tobacco Use." American Academy of Health Behavior Annual Scientific Meeting, Charleston, SC.
7. Bryant, C.A., **McCormack Brown, K.R.**, Forthofer, M.S., Bumpus, E.C., Calkins, S., Zapata, L.B., Monaghan, P., McDermott, R.J. (2004). "Community-based Prevention Marketing: Lessons Learned in Developing and Testing a Framework to Facilitate Participatory Research." American Public Health Association Annual Meeting, Washington, DC.
8. Salemi, J.L., Salemi, A.T., Fultz, D., Marinelli-Huff, R., & **McCormack Brown, K.R.** (2004). "Counseling Today for Learning Tomorrow: Impacting Academic Achievement." American Public Health Association Annual Meeting, Washington, DC.
9. Monaghan, P.F., Bryant, C.A., Moreno, T., McDermott, R.J., Forthofer, M.S., & **McCormack Brown, K.R.** (2004). "Collaboration on Migrant Health Issues among Diverse Communities: Lessons Learned from the Partnership for Citrus Worker Health in Immokalee, FL." American Public Health Association Annual Meeting, Washington, DC.
10. Pintado, I., Liller, K., **McCormack Brown, K.R.**, Perrin, K.M., McDermott, R.J., Dagne, G.A. (2004). "Perceptions of School Climate and Bullying in Middle Schools." American Public Health Association Annual Meeting, Washington, DC.
11. **McCormack Brown, K.R.**, Reynolds, S., McDermott, R.J., & Calkins, S. (2004). "*Believe in All Your Possibilities: A School University Community Partnership.*" American School Health Association's Annual Conference, Philadelphia, PA.
12. Lichtenstien, R.L., Weintraub, J.A., Ismail, A.I., Smith, L., & **McCormack Brown, K.R.** (2003). "Community-based Participatory Research: From Theory to Practice." 32nd Annual Meeting & Exhibition of the American Association for Dental Research, San Antonio, TX.
13. **McCormack Brown, K.R.**, Douglas, C.T., & Baime, J. (2003). "Youth-Directed Marketing: Putting the Consumers in the Back Seat, Front Seat, or Behind the Wheel?" National Conference on Chronic Disease Prevention and Control, St. Louis, MO.
14. Gwede, C., Forthofer, M.S., McDermott R.J., & **McCormack Brown, K.R.** (2002). "Social Influences Related to Prostate Cancer Screening among African American Men in Hillsborough County, Florida." American Public Health Association Annual Meeting, Philadelphia, PA.
15. McDermott, R.J., **McCormack Brown, K.R.**, Colwell, B., & Torabi, M. (2002). "School Health Education: Why the Gap between the Research Evidence and Practice?" American School Health Association Annual Conference, Charlotte, NC.
16. Ellery, J., **McCormack Brown, K.R.**, & Perlmutter, P. (2002). "Internet Knowledge, Attitude, and Use among Health Educators: A Closer Look at the Impact of Age, Organizational Support, Employment Setting and Formal Education," Society for Public Health Education Midyear Conference, Cincinnati, OH.
17. **McCormack Brown, K.R.**, Noland, V.J., Johns, P., & McDermott, R.J. (2002). "Youth Risk Behaviors and Academic Achievement among Middle School Age Youth," American Alliance of Health, Physical Education Recreation and Dance: Research Consortium, San Diego, CA.

18. Noland, V.J., **McCormack Brown, K.**, McDermott, R.J., Johns, P., & Smith, C. (2002). "Tobacco Use in Middle School Students: Results of the Pinellas County, Florida, Revised YRBSS," American Association for Health Education Annual Convention: AAHE Research Coordinating Board, San Diego, CA.
19. Eaton, D.K., Forthofer, M.S., Bailey, L.B., **McCormack Brown, K.**, Bryant, C.A., & McDermott, R.J. (2002). "Factors Associated with Alcohol Use Among Youth: Results from the Sarasota County Demonstration Project," National Conference on Chronic Disease Prevention and Control, Atlanta, GA.
20. Cabrera, M.D., Bryant, C., **McCormack Brown, K.**, & Murphy, H. (2002). "Development of Educational Materials for Hispanics with Arthritis who have Low Literacy Skills," National Conference on Chronic Disease Prevention and Control, Atlanta, GA.
21. Cabrera, M.D., Bryant, C., **McCormack Brown, K.**, & Murphy, H. (2002). "Determinants of Physical Activity among Hispanics with Arthritis," National Conference on Chronic Disease Prevention and Control, Atlanta, GA.
22. Forthofer, M., Eaton, D., Zapata, L., Bryant, C., **McCormack Brown, K.**, & McDermott, R. (2002). "Mutual Benefit in Academic-Community Partnerships: Lessons Learned from Evaluation of the Sarasota Demonstration Project," National Conference on Chronic Disease Prevention and Control, Atlanta, GA.
23. Berends, V., **McCormack Brown, K.R.**, & Agron, P. (2001). "Influencing School Board Members to Enact District Policies that Support Healthy Eating," American School Health Association Annual Conference, Albuquerque, NM.
24. Pitt, S., **McCormack Brown, K.R.**, & Reynolds, S. (2001). "Middle School Youth Risk Behavior Survey: Sarasota County, FL.," American School Health Association Annual Conference, Albuquerque, NM.
25. Pitt, S., Henry, T., **McCormack Brown, K.R.**, Berends, V., Agron, P., & Purcell, A. (2001). "An Exploratory Study: Nutrition Policymaking among School Board Members," American School Health Association Annual Conference, Albuquerque, NM.
26. Zapata, L., Reynolds, S., **McCormack Brown, K.R.**, Forthofer, M.S., Eaton, D.K., Bryant, C.A., McDermott, R.J. (2001). "Lessons Learned from Conducting School-based Research," American School Health Association Annual Conference, Albuquerque, NM.
27. Zapata, L., Reynolds, S., **McCormack Brown, K.R.**, Forthofer, M.S., Eaton, D.K., Bryant, C.A., McDermott, R.J. (2001). "Tobacco Use among Sarasota Youth: Qualitative and Quantitative Findings," American School Health Association Annual Conference, Albuquerque, NM.
28. Noland, V.J., Daley, E.M., Fetro, J.V., Drolet, J.C., **McCormack Brown, K.R.**, & McDermott, R.J. (2001). "Gender Differences in Assigned Connotative Meaning of Sexually Related Terms: Results from a University Cohort," American Public Health Association Annual Meeting, Atlanta, GA.
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31. Henry, T., Pitt, S., **McCormack Brown, K.R.**, Berends, V., Agron, P., & Purcell, A. (2001). "Implementation and Development of School Nutrition Policy: School Board Members' Perception," Annual American Public Health Association, Atlanta, GA.

32. Berends, V., **McCormack Brown, K.R.**, Agron, P., Purcell, A., Henry, T., & Pitt, S. (2001). "Developing Messages to Influence Local Policymakers to Enact School-based Policies that Support Healthy Eating for Adolescents," Dose Response Conference on Communicating Physical Activity and Health Messages, Whistler, Canada.
33. **McCormack Brown, K.R.**, Bryant, C.A., Forthofer, M.S., & McDermott, R.J. (2001). "Community and Academic Partnerships for Success: Lessons Learned," 17th World Conference on Health Promotion and Health Education, Paris, France.
34. Daley, E., McDermott, R.J., **McCormack Brown, K.R.**, & Kittleson, M. (2001). "Developing a Web Survey: From Process to Product," American Association of Health Education Annual Meeting/HEDIR Technology Seminar, Cincinnati, OH.
35. Forthofer, M.S., Bryant, C.A., **McCormack Brown, K.R.**, McDermott, R.J. (2001). "Defining and Measuring Mutual Benefit in Academic-Community Partnerships: Lessons Learned from Evaluation of the Florida Prevention Research Center's Community-Based Prevention Marketing Demonstration Projects," International Conference on the University as Citizen: Engaging Universities and Citizens, Tampa, FL.
36. Ellery, J., **McCormack Brown, K.R.**, & Perlmutter, P. (February 2001). "Motivators, Barriers and Overall Use of Internet Technology among Health Educators: Survey Results," Art and Science of Health Promotion Conference, Washington, DC.
37. Bryant, C.A., **McCormack Brown, K.R.**, Landis, D.C., Alfonso, M., Abrenica, K., McDermott, R.J., Forthofer, M.S., Reynolds, S. (2000). "Using Youth Administered Research to Address Alcohol and Tobacco Use Prevention in Adolescents: Applications, Results, and Lessons Learned," American Public Health Association Annual Meeting, Boston, MA.
38. Bryant, C.A., Forthofer, M.S., McDermott, R.J., **McCormack Brown, K.R.**, & Landis, D. (2000). "Community Control and Participation in Program and Policy Development: A New Paradigm in Action," American Public Health Association Annual Meeting, Boston, MA.
39. Forthofer, M.S., Eaton, D.K., Bailey, L., **McCormack Brown, K.R.**, Bryant, C.A., & McDermott, R.J. (2000). "Assessing Community Capacity in Community-Based Prevention Marketing," American Public Health Association Annual Meeting, Boston, MA.
40. Forthofer, M.S., Gwede, C., Bailey, L., McDermott, R.J., Bryant, C.A., & **McCormack Brown, K.R.** (2000). "Determinants of Prostate Cancer Screening among African American Men," American Public Health Association Annual Meeting, Boston, MA.
41. Perlmutter, P.L., Eller, J., & **McCormack K.R.** (2000). "Motivators, Barriers and Overall Use of Internet Technology among Health Educators," American Public Health Association Annual Meeting, Boston, MA.
42. Reynolds, S.T., Calkins, S., **McCormack Brown, K.R.**, McDermott, R.J., Forthofer, M.S., & Bryant, C.A. (2000). "Community-Based Prevention Marketing: A School District's Experience," American School Health Association Annual Conference, New Orleans, LA.
43. **McCormack Brown, K.R.**, Bryant, C.A., Landis, D., Forthofer, M.S., Calkins, S., McDermott, R.J. (2000). "Forming Youth Partnerships for Research and Practice," National ASTDHPPE Conference on Health Education and Health Promotion and the SOPHE Midyear Scientific Conference, Denver, CO.
44. Walter, D., **McCormack Brown, K.R.**, & Davis, S. (2000). "Designing Breast and Cervical Cancer Educational Materials for Seminole Women of Florida," American Association for Health Education Annual Convention, Orlando, FL.
45. Perrin, K.M., & **McCormack Brown, K.R.** (2000). "Encouraging Active Participation in Web-based Courses," Second Annual HEDIR Technology Seminar, Orlando, FL.

46. Walter, D., **McCormack Brown, K.R.**, Forthofer, M.S., Henderson, N., & Davis, S. (1999). "Designing Breast and Cervical Cancer Educational Materials for Seminole Women of Florida," American Public Health Association Annual Meeting, Chicago, IL.
47. Bryant, C.A., Forthofer, M.S., **McCormack Brown, K.R.**, McDermott, R.J., & Landis, D. (1999). "Community-Based Prevention Marketing (CBPM): A Model for Partnering with Communities for School Health Improvement," American Public Health Association Annual Meeting, Chicago, IL.
48. Bryant, C.A., Forthofer, M.S., **McCormack Brown, K.R.**, & McDermott, R.J. (1999). "Community-Based Prevention Marketing: Implications for Health Behavior Change," Society for Public Health Education Annual Meeting, Chicago, IL.
49. Drumhellor, S., **McCormack Brown, K.R.**, & Peterika, M.C. (1999). "Florida's Higher Education Symposium - Uniting Professionals for Coordinated School Health," The National Programs, Atlanta, GA.
50. Bryant, C., Forthofer, M.S., **McCormack Brown, K.**, & McDermott, R.J. (1999). "Community-Based Prevention Marketing," Fifth Annual Innovations in Social Marketing Conference, Montreal, Canada.
51. Walter, D.C., **McCormack Brown, K.R.**, & Davis, S. (1999). "Use of Social Marketing Techniques in Designing Breast and Cervical Cancer Educational Materials for Seminole Women of Florida," Social Marketing in Public Health Annual Conference, Clearwater Beach, FL.
52. **McCormack Brown, K.R.**, Calkins, S., McDermott, R.J., Myers, D., & Reynolds, S.T. (1999). "Community-Based Prevention Marketing: Working with the Community," Social Marketing in Public Health Annual Conference, Clearwater Beach, FL.
53. **McCormack Brown, K.R.**, Smith, B., Wooley, S., & Capwell, E. (1999). "The National Health Education Agenda for the 21st Century," National Conference on Health Education and Health Promotion and the American Association for Health Education Summer Institute, Washington, DC.
54. Morissette-Joly, B., & **McCormack Brown, K.R.** (1999). "Web-based Course Delivery: How Instructional Tools Can Help," Annual HEDIR Technology Seminar, Boston, MA.
55. **McCormack Brown, K.R.**, Bryant, C.A., Forthofer, M., Perrin, K., Quinn, G., & Figg, M. (1998). "*Florida Cares for Women: A Social Marketing Case Study*," American Alliance for Health, Physical Education, Recreation and Dance Convention, Boston, MA.
56. Quinn, G., Bryant, C.A., **McCormack Brown, K.R.**, Forthofer, M., & Perrin, K. (1998). "The Breast and Cervical Cancer Prevention Social Marketing Project," International Congress of Applied Psychology, San Francisco, CA.
57. Temple, M.A., DuShaw, M., **McCormack Brown, K.R.**, & Weiler, R.M. (1998). "Charting a Course Towards the Future: The 21st Century Report," American School Health Association Annual Conference, Colorado Springs, CO.
58. **McCormack Brown, K.R.**, Perrin, K., McDermott, R.J., & Eaton, D. K. (1998). "Florida Youth Tobacco Knowledge and Attitudes: Implications for School Health Education Curricula," American School Health Association's Annual Conference, Colorado Springs, CO.
59. Ding, K., Hu, P., & **McCormack Brown, K.R.** (1998). "Comparison of Knowledge, Perception, and Practice of AIDS/HIV Prevention among Selected U.S. Adult Population," American Alliance for Health, Physical Education, Recreation and Dance, Reno, NV.
60. **McCormack Brown, K.R.**, & Allensworth, D. (1997). "A Multidisciplinary Approach to Promoting Oral Health in Schools," American Public Health Association Annual Meeting, Washington, DC.

61. **McCormack Brown, K.R.**, Bryant, C.A., Forthofer, M.S., Perrin, K., Quinn, G., & Figg, M. (1997). "A Social Marketing Plan to Increase Breast and Cervical Cancer Screening in Florida: The Formative Phase," American Public Health Association Annual Meeting, Washington, DC.
62. **McCormack Brown, K.R.**, Bryant, C.A., & Forthofer, M.S., (1997). "Breast and Cervical Cancer Screening Methodology Differences for American Indian Women," American Public Health Association Annual Meeting, Washington, DC.
63. **McCormack Brown, K.R.**, & Calvo, A. (1997). "Where on the Web: School Health Information," American School Health Association Annual Conference, Daytona Beach, FL.
64. **McCormack Brown, K.R.**, & Bryant, C. A. (1997). "Social Marketing: A Tool for Excellence: Implications for Dental Public Health Professionals," American Association of Public Health Dentistry, Washington, DC.
65. **McCormack Brown, K.R.** (1996). "Untangling the Web: Where to Find School Health Education and Services Information," American Public Health Association Annual Meeting, New York, NY.
66. **McCormack Brown, K.R.** (1996). "Untangling the Web: Where to Find Dental Health Information," American Public Health Association Annual Meeting, New York, NY.
67. Ding, K., **McCormack Brown, K.R.**, Parsons, N.P. (1995). "Rural Public School Teachers' Knowledge and Attitudes Toward Cancer Prevention and Education: Lessons for School Health Professionals," American Public Health Association Annual Meeting, San Diego, CA.
68. **McCormack Brown, K.R.**, Morrow, M., Micke, M. & Keyser, B. (1995). "Multimedia Technology for School Health Professionals," American School Health Association Annual Conference, Milwaukee, WI.
69. **McCormack Brown, K.R.** (1995). "The Trails and Tribulations of a Statewide Social Marketing Campaign: Lessons from a Beginner," Social Marketing in Public Health Annual Conference, Clearwater, FL.
70. Eidson, J., **McCormack Brown, K.R.**, & Parsons, N.P. (1995). "Certified Health Education Specialists and Job Burnout: Implications for the Profession," American Alliance for Health, Physical Education, Recreation and Dance, Portland, OR.
71. **McCormack Brown, K.R.** (1994). "Using a Social Marketing Perspective to Decrease the Incidence of Baby Bottle Tooth Decay," Social Marketing in Public Health Annual Conference, Clearwater Beach, FL.
72. **McCormack Brown, K.R.** (1994). "Oral Health Challenges for School Health Professionals," American School Health Association's Annual Conference, Houston, TX.
73. **McCormack Brown, K.R.**, & Zimmerman, M.F. (1993). "Prevalence of Baby Bottle Tooth Decay: Implications for School Health Professionals," American School Health Association's Annual Conference, Pittsburgh, PA.
74. **McCormack Brown, K.R.**, & Dudolski, S. (1993). "Let's Talk About Sex," American School Health Association's Annual Conference, Pittsburgh, PA.
75. **McCormack Brown, K.R.**, Goettsch, N., & Stephens, L. (1993). "Illinois Community Health Educators: A Profile," Illinois Public Health Association, Bloomingdale, IL.
76. **McCormack Brown, K.R.**, & Zimmerman, M.F. (1992). "Prevalence of Baby Bottle Tooth Decay in a Select Illinois Population: A Pilot Study," American Public Health Association Annual Meeting, Washington, DC.
77. **McCormack Brown, K.R.**, Gehner, M., & Bryan, L. (1992). "Lifestyle Assessment: Implications for University Recruitment and Retention," American Alliance for Health, Physical Education, Recreation and Dance, Indianapolis, IN.

78. **McCormack Brown, K.R.** (1991). "Wellness: It's the Winning Way," Illinois Alliance of Health, Physical Education, Recreation and Dance, Arlington Heights, IL.
79. **McCormack Brown, K.R.,** & Osmer, G. (1991). "An Evaluation of a Sexually Transmitted Disease Program in a Small Rural Midwest Setting," American School Health Association Annual Conference, Dearborn, MI.
80. **McCormack Brown, K.R.,** & Parsons N.P. (1990). "Child Abuse: What You Should Know," Illinois Alliance of Health, Physical Education, Recreation and Dance, St. Charles, IL.
81. **McCormack Brown, K.R.** (1990). "Condom Cards," American School Health Association Annual Conference, Long Beach, CA.
82. **McCormack Brown, K.R.,** Hawkins, M., Larsen, D., McDermott, R.J., Taylor, L., & Ryan, E. (1990). "Gender Differences in Response to the Threat of Nuclear War," American Public Health Association Annual Meeting, New York, NY.
83. **McCormack, K.R.** (1989). "Dental Health Knowledge, Beliefs and Practices Among a Group of Junior High Students," American Public Health Association Annual Meeting, Chicago, IL.
84. **McCormack, K.R.** (1989). "Differences in Dental Health Knowledge, Beliefs and Practices Among Dentally Underserved Students," American School Health Association Annual Conference, Chicago, IL.
85. **McCormack, K.R.** (1989). "College Students' Attitudes Toward AIDS: Implications for Health Educators," 1989 American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA.
86. **McCormack, K.R.** (1989). "Survey of Dental Hygienists' Attitudes Toward AIDS," Illinois Public Health Association, Chicago, IL.
87. **McCormack, K.R.** (1988). "Dental Hygienists' Attitudes Toward AIDS: A Descriptive Study," American Public Health Association Annual Meeting, Boston, MA.
88. **McCormack, K.R.** (1988). "Alcohol and Sex: Don't Mix," 8th Annual BACCHUS Assembly, Chicago, IL.
89. **McCormack, K.R.** (1988). "Dental Health Knowledge, Beliefs and Practices of Junior High Students: A Descriptive Analysis," Illinois Public Health Association, Chicago, IL.
90. **McCormack, K.R.** (1988). "College Students' Attitudes Toward AIDS: A Descriptive Study," Illinois Public Health Association, Chicago, IL.
91. **McCormack, K.R.** (1988). "Alcohol and Sexuality," First Annual State BACCHUS Conference. Western Illinois University, Macomb, IL.
92. **McCormack, K.R.,** Clark, B.J., & McDermott, R.J. (1988). "School-Based Dental Sealant Programs: Promises, Paradigms and Politics," American School Health Association Annual Conference, Orlando, FL.
93. **McCormack, K.R.,** Vitello, E.M., & Richardson, C.R. (1987). "Development of the *Dental Health Assessment Profile*," American Public Health Association Annual Meeting, New Orleans, LA.
94. **McCormack, K.R.,** Vitello, E.M., & McDermott, R.J. (1987). "Dental Health Knowledge, Beliefs and Practices of Junior High Students," American School Health Association Annual Conference, Indianapolis, IN.
95. **McCormack, K.R.** (1987). "Dental Health Locus of Control: Implications for Dental Hygienists," American Dental Hygiene Association, St. Louis, MO.
96. **McCormack, K.R.** (1985). "Dental Health Locus of Control of College Dormitory Students," American School Health Association Annual Conference, Little Rock, AK.
97. **McCormack, K.R.,** & Walsh, M.M. (1980). "The Occlusal Examination and the Dental Hygienist," American Dental Hygiene Association, New Orleans, LA.

Select Invited Presentations

1. *Social Marketing: Bandwagon or Boondoggle?* (April 14, 2008). University of North Texas Health Sciences Center and TALHO, Fort Worth, Texas.
2. *Does Health Education Work? Theory & Practice* (May 1, 2007). National Oral Health Conference, Denver, CO. (panel member)
3. *AAHPERD Journal Writer's Workshop* (March 15, 2007). AAHPERD National Convention & Exposition, Baltimore, MD.
4. *Applying Social Marketing Strategies on a School Budget* (February 1, 2006). CDC DASH Making a Connection: School Health and Student Success, Washington, DC.
5. *Evaluating Your Social Marketing Programs* (February 18, 2003). Food Nutrition and Health Update – 2003. University of Florida Cooperative Extension Service In-Service Training.
6. *Making Health Communications Work for You* (January 23, 2003). Health Communications: Promoting Physical Activity among People with Arthritis. Centers for Disease Control & Prevention Satellite Conference.
7. *Community-Based Prevention Marketing* (November 20, 2002). University of North Texas-Fort Worth, School of Public Health.
8. *Technology Think Tank* (November 19, 2002). Sponsored by Texas A&M University, Department of Health Education. A member of an invited panel of technology health education experts to participate in panel that was broadcast live via web cast.
9. *Creating an Effective Health Marketing Campaign* (September 19, 2002). Florida Osteoporosis Coalition-Unifying Solutions (FOCUS), Miami, FL.
10. *Social Marketing of Oral Health: Fostering Consumer Responsibility and Empowerment* (May 23, 2000). 3rd Annual Statewide Community Oral Health Conference: Where Are We Now? Where Are We Going? Southington, CT.
11. *Social Marketing* (May 4, 2000). Second Biennial Cancer, Culture and Literacy Conference, Clearwater, FL. Sponsored by H. Lee Moffitt Cancer Center.
12. *Students Win when Universities and School Districts Develop Partnerships* (January 27, 2000). Second Annual School Health and Higher Education Symposium, Altamonte Springs, FL. Sponsored by the Florida Department of Education.
13. *Utilizing Institutions of Higher Education to Enhance Coordinated School Health Programs* (November 18, 1999). 1999 Healthy Living and Learning Statewide Coordinator's Meeting, Orlando, FL. Sponsored by the Florida Department of Education and Department of Health.
14. *Evaluation of Cancer Related Websites on the WWW* (September 24, 1999). 10th Annual Regional Cancer Patient Education Conference, Cancer Communications: Talk, Tools and Technology, Tampa, FL. Sponsored by H. Lee Moffitt Cancer Center.
15. *Maximizing your Resources: Using Social Marketing to Understand your Audience* (September 22, 1999). Ohio AIDS Fraud Task Force, Columbus, OH.
16. *Social Marketing - How to Hit Your Target* (May 6, 1999). FDA PAS/PAL National Update Conference, Orlando, FL.
17. *WWW: Where on the Web – A Guide for Dental Health Professionals* (February 19, 1999). Illinois Dental Hygienists' Association's Mid Winter Meeting, Chicago, IL.
18. *Marketing Your Program* (October 14, 1998). Office of Adolescent Pregnancy Programs (OAPP) Grantees Workshop, Miami, FL.
19. *12 Successful Tips for Marketing Your Local Programs* (November 16, 1995). Illinois Department of Public Health's "Designing Health & Nutrition Education Messages for Adults in Your Community: What You Need To Know," Springfield, IL.

20. *Oral Health Challenges for the 90s* (February 12, 1994). Illinois Dental Hygienists Association's Mid Winter Meeting, Chicago, IL.
21. *Oral Health: Community Challenges* (March 4, 1994). Illinois Department of Public Health and Southern Illinois University-Edwardsville, Program: Getting the Message Out, Collinsville, IL.
22. *Social Marketing: Bandwagon or Boondoggle?* (1994). Illinois Society of Public Health Education's Annual Meeting, Peoria, IL.
23. *Beyond the Mysteries of Marketing* (1993). Illinois Public Health Association's Annual Meeting, Bloomington, IL.
24. *Baby Bottle Tooth Decay: A Review* (November 20, 1993). Quad City Area Dental Hygiene Association, Davenport, IA.

Select Trainings/Workshops Conducted

1. *Social Marketing Workshop* (June 7 & 8, 2007). Martin & Palm Beach County Health Departments/Children's Social Services, West Palm Beach, FL (w/ Carol Bryant).
2. *Social Marketing Workshop* (September 20 & 21, 2006). Georgia Department of Health/Georgia Southern University, Atlanta, GA. (w/ Carol Bryant).
3. *Social Marketing Workshop* (February 28 & March 1 & 2, 2006). Oklahoma Tobacco Control Program. Oklahoma City, OK. (w/ Carol Bryant)
4. *Social Marketing Workshop* (September 13 – 14, 2005). Nebraska Department of Health. Lincoln, Nebraska. (w/ Carol Bryant)
5. *Michigan WIC Conference* (May 11, 2005). Two Workshops: Introduction to Social Marketing- Part I and Introduction to Social Marketing – Part II. Traverse City, MI.
6. *Missouri Department of Health* (May 17-18, 2004). Social Marketing: Basics and Beyond, Jefferson City, MO. (w/ Carol Bryant & Robert McDermott)
7. *USDA/DHHS Region X* (September 17, 2003). Using Social Marketing: In Response to the Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity. Portland, OR.
8. *Alaska Department of Health* (April 14-18, 2003). Social Marketing: Basics and Beyond, Anchorage, Alaska. (w/ Carol Bryant)
9. *Idaho Department of Health* (April 10-11, 2003). Social Marketing 101, Boise, Idaho.
10. *Texas Society of Public Health Education* (November 18, 2002). Social Marketing 101, College Station, Texas.
11. *Northeast Area Health Education Center* (October 11, 2001). Social Marketing 101. Jacksonville, FL. (w/ Seraphine Pitt).
12. *Office of Women's Health, U.S. Department of Health and Human Services* (April 4-5, 2001). Social Marketing: Basics and Beyond. Seattle, WA.
13. *Arkansas State Department of Health* (November 3-5, 2000). Social Marketing workshop. Little Rock, AR.
14. *North Carolina Department of Health*. Social Marketing (September 18 – 19, 2001; October, 2001) (w/ Carol A. Bryant).
15. *Mobilizing Your Community: Effective Partnerships and Coalition Building* (February 20, 1998).
16. Illinois Dental Hygienists' Association Mid Winter Meeting, Chicago, IL.
17. *Dental Sealant Workshop* (October 1-2, 1992). Program: Marketing Your Dental Sealant Program, Peoria, IL.
18. *Marketing Health Education* (June 4, 1992). Health Education Workshop, Moline, IL. Sponsored by Western Illinois University Continuing Education.

19. *Oral Health and Smokeless Tobacco* (March 12, 1992). Youth Health Issues - Year 2000. Moline, IL. Sponsored by Western Illinois University Continuing Education.
20. *Developing a Sealant Program for the School System* (February 12, 1990). Illinois Dental Hygienists' Association Mid Winter Meeting, Chicago, IL.

PROFESSIONAL ACTIVITIES AND SERVICES

Leadership Positions

National Organizations

American Alliance of Health, Physical Education, Recreation and Dance (AAHPERD)/American Association for Health Education (AAHE)

Research Consortium Member, April 1992 – Present
Research Consortium Fellows Selection Committee – Fall 2007 -
AAHE Board of Directors (elected) - April 1998 through April 2001

American Public Health Association (APHA), School Health Education and Services Section
Section Council member (elected), November 2000 – 2003
Coalition of National Health Education Organization Representative, November 1997 - 2002
Governing Council (elected), November 1995 - November 1997
Program Planner, November 1992 - 1994

American School Health Association (ASHA)

Editorial Board, Member 2006-2009, Chair (elected) 2007-2009
Board of Directors (elected), 2007-2009
Research Council, Chair, October 2001 – October 2002
Board of Directors (elected), October 1996 - October 1999
Board of Directors, Executive Committee (elected), October 1997 - October 1999
Scholarship Committee, Chairperson, October 1997 – October 2000
Executive Council member of Research Council (elected), September 1993 - 1996

Eta Sigma Gamma (ESG), National Professional Health Education Honorary

Health Education in the 21st Century Task Force representative, June 1995 – 2001
President, September 1995 - September 1997
Executive Committee, Member-at-Large (elected), August 1990 - September 1993

Society of Public Health Education (SOPHE)

SOPHE Trustee (elected) November 2008 – present
SOPHE Ambassador, Association of State and Territorial Dental Directors
1999 Awards Committee (Distinguished Fellow, Program Excellence, Student Research Paper)

State Organizations

Florida Department of Health

Preventive Health and Health Services Block Grant Advisory Committee member,
July 1999 – present.

Editorial Boards

American Journal of Health Education, Summer 2001 – April 2006

Chair of Board of Associate Editors, April 2003 – April 2005

Health Promotion Practice, Fall 2004 – present

Journal of School Health, Fall 2005 – present

Chair of Editorial Board, October 2006 - present

Social Marketing Quarterly, Summer 2001 – present

The Eta Sigma Gamman, January 1990 - January 1993

Editorships

Journal of School Health, Editor-in-Chief, May 2008 - present

Health Promotion Practice, Social Marketing column editor (co-editor with Dr. Rosemary Thackeray), Fall 2004 - present

Guest Editorship

Eta Sigma Gamma Monograph Series issue on Social Marketing, Volume 21(1), 2004

Eta Sigma Gamma Monograph Series issue on Health Education Advocacy (February 2000),
Co-Editor with Dr. Beverly Mahoney

Current Editorial Review Services - Journals

American Journal of Health Behavior

American Journal of Health Education

Health Education and Behavior

Health Promotion Practice

Other Professional Service

NIH/NIDCR Panel Review Member for the Centers for Research to Reduce Disparities in Oral Health (U54).
Bethesda, MD. March 5-6, 2008.

External Scientific Advisory Committee for the Northwest/ Alaska Center to Reduce Health Disparities.
University of Washington. April 2006 - present

NIDCR/DSMB Member for NIDCR Grant # U54 DE014251 (University of San Francisco, Dr. Jane Weintraub). San Francisco, CA., 2002 - present

Scientific Advisory Panel member, The California Center for Public Health Advocacy, Robert Wood Johnson funded project on obesity and fitness levels of California's children.

NIH/NIDCR Panel Review Member for the Health Disparities RFA. July 15-17, 2002, Bethesda, MD.

Consultant, Florida Model for Oral Cancer Control, Phase I. Centers for Disease Control and Prevention grant to the University of Florida Dental School (Dr. Scott Tomar). July 2001 – June 2004.

NIDCR/NIH Panel Review Member for the Center for Research to Reduce Oral Health Disparities RFA. Panel B, C and Parent panel member. April 23-25 & May 17-18, 2001, Bethesda, MD.

Surgeon General's Workshop on Children and Oral Health, Invited participant. March 19-21, 2000, Washington, DC

American Cancer Society, Collaborative Evaluation Fellows Project (CEFP) Mentor (September 1999 – June 2000). Dani Walter: Examination of the unmet needs of cancer patients & assessment of the unmet needs of cancer patients in Florida.

External on-site reviewer for the Department of Health Sciences at Brigham Young University, December 1999 - February 2000 (site visit January 24 - 25, 2000).

Advisory Committee member for MPH degree (Environmental Health; Gerontology; Health Behavior/Health Promotion) at Fort Valley State University, September 1999 to April 2001.

American Cancer Society, Collaborative Evaluation Fellows Project (CEFP) Mentor (December 1997 – June 1998). Arlene Calvo: Evaluation of the American Cancer Society's Patient Services and Programs, Florida Division.

School Health: Findings from Evaluated Programs, 2nd edition. Reviewed materials for possible inclusion, sponsored by the Office of Disease Prevention and Health Promotion, December 1996 - January 1997.

Media

Quoted in the Washington Post (October 18, 2000). *Two sides in gun debate go to work for Allen, Robb*.

DOCTORAL STUDENTS

Torrens, A.	2006	The Social Construction of School Refusal: An Exploratory Study of School Personnel's Perceptions (major professor)
Pitt Barnes, S.	2005	An Examination of the Relationship between Perceived Parenting Style and the Eating Behaviors of College Freshmen. (major professor)
Calvo, A.	2005	Social Construction of Cervical Cancer Screening Among Women in Panama City, Panama. (major professor)
Ellery, J.	2003	Computers and the Internet as a Delivery Mode for Continuing Education in Health Education: Moving from Intention to Action. (committee member)
Daley, E.	2000	Temperament Type and Self-Reported Health Risk-Taking Among Select College Students. (committee member)
Brown, S.	2000	Relationship Between Situational and Demographic Factors and Adoption of Environmental Landscape Practices by Extension Clientele. (co-major professor; College of Education)

MASTERS STUDENTS

University of South Florida: Thesis

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|-----------------|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brannock, C. | 2001 | Interorganizational Collaboration in the Formation of a New Community Program for Developmentally Disable Seniors. (committee member) |
| Merritt, T.L. | 2001 | Attitudes About Wellness Among African American Women. (committee member) |
| Garnica, V.M.R. | 2000 | Exploring Perceptions for HIV Testing Among Hispanic Men in Central Florida. (committee member) |
| Bailey, L.S. | 1999 | Program Evaluation of Triple Touch: A Multi-Behavior Breast Health Education Program in Florida. (committee member) |
| Boro-Moyers, S. | 1998 | Five-A-Day for Better Health: Development and Evaluation of a Computer-Assisted Instructional Module in a Nutrition Education Program for Health Professionals. (committee member) |

University of South Florida: Undergraduate Honors Thesis

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| Page, J. | 2002 | Prevention of Tobacco Use Among Youth. (thesis director) |
| Lu, T. | 1999 | Baby Bottle Tooth Decay in Pasco County, FL. (thesis director) |

University of South Florida: Special Projects

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| Sass, C. | 2003 | Assessment Phase of an Internet Based Social Marketing Intervention |
| McLaughlin, S. | 2003 | Developing and Pretesting Low Literacy Materials |
| Hess, J. | 2003 | An Analysis of the System of Care for Children, Adolescents, and Young Adults with Special Needs in Hillsborough County [Florida]. |
| Kouba, J. | 2003 | Evaluation of Delray Medical Center's Educational Outreach Programs |
| McHenry, C. | 2003 | Osteoporosis: What Health Educators Need to Know |
| Ravndahl Vetro, D. | 2002 | Sligh Middle School Youth Risk Behavior Survey: Secondary Data Analysis |
| Pitt, S. | 2000 | Sarasota Middle School Youth Risk Behavior Survey: Secondary Data Analysis |
| Salemi, A. | 2000 | Evaluation of the National Conference for Community and Justice Camp Anytown Program |
| Walter, D.C. | 2000 | Examination of the Unmet Needs of Cancer Patients & Assessment of The Unmet Needs of Cancer Patients in Florida |
| Creary, K. | 2000 | A Community Prostate Cancer Screening Event: Profiles of Participants |
| Perlmutter, P. | 2000 | Internet Use: Attitudes and Behaviors among Health Educators |
| Parker, M. | 1999 | Development of a Tobacco Toolkit for CDC's Division of Adolescent and School Health (CDC/DASH Fellow) |

Ricard, C.	1999	Building an Evidence-based Systematic Review on Tobacco Prevention. (CDC/ATPM Fellow)
Clarke, C.	1999	It's Time to Walk! A Worksite Walking and Fitness Program
Schmiege, L.	1999	Pinellas County Community Planning for HIV Prevention among African Americans
Calvo, A.	1998	Evaluation of the American Cancer Society's Patient Services and Programs, Florida Division
Peri, G.	1998	Be Wise – Immunize! Questionnaire Development

Illinois State University: Thesis

Morris, J.	1995	Smokeless Tobacco Use by Male Varsity High School Athletes in Rural McLean County, Illinois. (committee member)
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Western Illinois University: Thesis

Hu, P.	1994	Sexual Harassment of Health Education Faculty by Co-Worker(s). (committee member)
Ding, K.	1994	Knowledge and Attitudes of Rural Illinois Public School Teachers Toward Cancer Prevention and Education. (chairperson)
Nicholas, J.	1993	A Study of Certified Health Education Specialists and Job Burnout. (chairperson)
Park, K.K.	1993	Knowledge of Legal Drugs Among a Select Group of Western Illinois Students. (chairperson)
Hlaing, W.	1992	Knowledge of Cardiovascular Diseases Among Korean Students at Western Illinois University. (chairperson)
Bogue, H.	1991	Health Care Needs of Migrant Farm Workers in McDonough County. (chairperson)

Western Illinois University: Professional Paper

Eckmier, S.	1994	Outcome Study of Substance Abusers in a State Mental Institution
Schwartz, R.A.	1993	A Study of Patient Education in the Treatment of Schizophrenia
Kim, Y.Y.	1993	Birth Control Knowledge of Korean Adolescent Women: A Descriptive Analysis
Balbinot-Reitz, B.	1993	Advance Directives: The Right to Choose
Gehner, M.	1992	Hospital Wellness Program Professionals' Competencies and Responsibilities
Ferguson, G.	1992	The Effects of Mentoring on Nursing Satisfaction
Levington, M.	1992	Effects of an In-Hospital Patient Education Program on Knowledge, Anxiety and Depression, and Health Behaviors of Myocardial Infarction Patients
Ryan, E.	1991	Developing a Vegetarian Guidebook for New Vegetarians
Osmer, G.	1990	A Study of the Effects of a Sexually Transmitted Disease Awareness Program Given to a Group of Juniors and Seniors in a Small Midwest High School

Shores, R.	1990	A Needs Assessment for a Drug and Alcohol Program in a Small Rural Midwest Community
Haage, J.	1990	The Effect of the Implementation of the Medicare Prospective Payment System on the Length of Stay and Readmission Rates of Selected ICD-9 Codes in One Iowa Hospital
Henson, R.	1990	Selected Factors that Effect the Success Rate of Cardiopulmonary Resuscitation of the Elderly at Keokuk Area Hospital
McCullough, R.	1989	The Effectiveness of a Weight Program for Overweight, Mentally Disabled Schoolchildren
Roger, M.E.	1989	An Evaluation of A Drug Education Program Among Fifth and Sixth Graders in Davenport, IA.

FACULTY GOVERNANCE ACTIVITIES

University of Florida

University Committees

2007 – present

Student Admissions Petitions Committee
University Curriculum Committee

University of South Florida

University Committees

2002 – 2003

Graduate Council, Chair
Quality Enhancement Plan Committee: Undergraduate Research Committee

2001 – 2002

Graduate Council, Vice Chair
Graduate Council, Policy subcommittee
Graduate Council, Curriculum subcommittee
Cancer, Culture and Literacy Conference Planning Committee, member

2000 – 2001

Graduate Council, College of Public Health representative
Graduate Council, Policy subcommittee
Provost Search Committee, College of Public Health representative
Student Judicial Services Officer, Office of Student Judicial Services and Student Relations
Cancer, Culture and Literacy Conference Planning Committee, member

1999 - 2000

Faculty Senate, College of Public Health representative
Committee on Committees member, Faculty Senate
Student Judicial Services Officer, Office of Student Judicial Services and Student Relations
Cancer, Culture and Literacy Conference Planning Committee, member

1998 - 1999

Faculty Senate, College of Public Health representative
By-Laws Committee member, Faculty Senate
Student Judicial Services Officer, Office of Student Judicial Services and Student Relations

1997 - 1998

Faculty Senate, College of Public Health representative
Student Judicial Services Officer, Office of Student Judicial Services and Student Relations
Health Sciences Center Committees

2002 - 2003

HSC Building Committee: Shared Education
HSC Building Committee: Patient Care

College Committees

2002 – 2003

CEPH Accreditation Committee, Department of Community & Family Health representative

2001 – 2002

CEPH Accreditation Committee, Department of Community & Family Health representative
Faculty & Staff Campaign, Co-Chair

2001 – 2002

Doctoral Program Review Committee, Department of Community & Family Health representative
CEPH Accreditation Committee, Department of Community & Family Health representative

2000 – 2001

Outstanding Woman in Public Health, Department of Community & Family Health representative
Strategic Planning Ad Hoc Committee, Department of Community & Family Health representative
Doctoral Program Review Committee, Department of Community & Family Health representative

1999 - 2000

Student Affairs Committee, Department of Community and Family Health representative
Outstanding Woman in Public Health, Department of Community & Family Health representative

1998 - 1999

Undergraduate Degree in Health Sciences Task Force, member

1997 - 1998

Outstanding Woman in Public Health, Department of Community & Family Health representative
Faculty Assembly Steering Committee, member
Continuing Education Committee, member

1996 - 1997

HSC Teaching Incentive Program (TIP) Committee, Department of Community & Family Health representative
Outstanding Woman in Public Health, Community and Family Health representative

Department Committees

2004 – 05

Social Marketing in Public Health Conference Planning Committee, co-chairperson

2003 – 04

Social Marketing in Public Health Conference Planning Committee, co-chairperson

2002 – 2003

Appointment, Promotion and Tenure (APT) Committee, member
Ad Hoc Committee on Long-Range Planning, member
Social Marketing in Public Health Conference Planning Committee, co-chairperson

2001 – 2002

Appointment, Promotion and Tenure (APT) Committee, member
Student Affairs Committee, member
Ad Hoc Committee on Long-Range Planning, member
Social Marketing in Public Health Conference Planning Committee, co-chairperson

2000 – 2001

Student Affairs Committee, member
Social Marketing in Public Health Conference Planning Committee, co-chairperson
Ad Hoc Committee on Long-Range Planning, member

1999 – 2000

Student Affairs Committee, member
Social Marketing in Public Health Conference Planning Committee, co-chairperson
Long Range Planning Ad Hoc Committee, member
Maternal and Child Health Search Committee, chairperson

1998 - 1999

Curriculum and Academic Programs Committee, member
Student Affairs Committee, member
Social Marketing in Public Health Conference Planning Committee, member
Coordinator, Research Programs and Services Search (ad hoc committee), member

1997 - 1998

Curriculum and Academic Programs Committee, member
Student Affairs Committee, member
Continuing Education Committee, member
Assistant Professor Search Committee (Ad Hoc), member
Social Marketing in Public Health Conference Planning Committee, member

1996 - 1997

Curriculum and Academic Programs Committee, member
Student Affairs Committee, member
Continuing Education Committee, member
Assistant and Associate Professor Search Committee (Ad Hoc), member
Social Marketing in Public Health Conference Planning Committee, member

Illinois State University

University Committees (in alpha order)

Center for Teaching Enhancement Committee (CAST Chairperson's representative)
Departmental Faculty Status Committee, Chair
University Institutional Review Board member, HSC Representative
University Health Education Committee (UHEC)

Western Illinois University

University Committees (in alpha order)

Academic Computing Search Committee (Chairperson)
Ad Hoc Committee on General Education (Co-Chairperson)
Ad Hoc Wellness Committee (Co-Chairperson)
Alpha Phi Omega, Faculty Advisor
BACCHUS Faculty Advisor
Beu Health Center Director Search Committee
Beu Health Center Inservice Committee
Chi Omega, Faculty Academic Advisor
Commencement Committee
Council on Admissions, Graduation and Academic Standards
Enrollment Management Committee
Eta Sigma Gamma, Faculty Co-Advisor
Presidential Advisory Committee (Search Committee for the President)
Professional Development Advisory Committee on Continuing Education
Student Judicial Board
Undergraduate Life Experience Committee
University Personnel Committee (Vice-chairperson) (Tenure and Promotion)
University Writing Exam Committee

College Committees

HPER College Teacher of the Year Committee (Chairperson)

Departmental Committees

Committee on Department Mission Statement (Chairperson)
Committee on SOPHE/AAHE Program Approval
Committee on Master's Sequence in Health Sciences
Department Chairperson Search Committee, member
Faculty Search Committee, member
Personnel Status Committee (Tenure and Promotion), member

PROFESSIONAL CERTIFICATIONS

Certified Health Education Specialist (September, 1991) (#2976)

PROFESSIONAL MEMBERSHIPS (current)

American Academy for Health Behavior
American Alliance for Health, Physical Education, Recreation and Dance/American Association
for Health Education (Life Member) (AAHE Fellow status) (AAHPERD Research
Consortium Fellow)
American Public Health Association
American School Health Association (Life Member) (Fellow status)
Delta Omega (Public Health Honorary)
Eta Sigma Gamma (National Professional Health Education Honorary) (Life Member)
Florida Society for Public Health Education
Society for Public Health Education

HONORS

University

2003 Faculty Excellence Award, University of South Florida
2001 Public Health Student Association Outstanding Teacher, College of Public Health
1999 Distinguished Service Award, University of South Florida
1994 Faculty Excellence Award, Western Illinois University
1993 Faculty Excellence Award, Western Illinois University
1992 Faculty Excellence Award, Western Illinois University
1991 Faculty Excellence Award, Western Illinois University
1990 Faculty Excellence Award, Western Illinois University
1988 Who's Who Among Students in American Universities and Colleges
1987 Elmer J. Clark Doctoral Scholar Award, Southern Illinois University
1987 Debra Joy Brown Award, Southern Illinois University

Professional

2007 W.E. Schaller Presidential Citation, Eta Sigma Gamma (National Professional Health
Education Honorary)
2007 Robert D. Russell Visiting Scholar, Southern Illinois University-Carbondale
2005 Scholar in Health Education, Illinois State University, Normal, IL
2003 Professional Service to Health Education Award, American Association for Health
Education
2000 Distinguished Service Award, Eta Sigma Gamma (National Professional Health
Education Honorary)
2000 Fellow, American Association for Health Education (FAAHE)
1999 Distinguished Service Award, American School Health Association
1999 Fellow, American School Health Association Fellow (FASHA)
1993 Mabel Lee Award, American Alliance of Health, Physical Education, Recreation and
Dance (for excellence in teaching, research & service for a professional under 35 years of
age)
1990 Macomb Youth Prevention Award, Macomb, IL