

DINA L.G. BORZEKOWSKI, ED.D.

Research Professor, Department of Behavioral and Community Health
School of Public Health
University of Maryland
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EDUCATION AND TRAINING

1988	B.S. Biology Cornell University, College of Agriculture and Life Sciences
1989	M.S. Communications, Computing, and Technology in Education Columbia University, Teachers College
1990	Ed. M. Interactive Technology in Education Harvard University, Graduate School of Education
1994	Ed. D. Human Development and Psychology Harvard University, Graduate School of Education
1996-1997	Postdoctoral Research Fellow NIH, NHLBI Stanford Center for Research in Disease Prevention Stanford University, School of Medicine
1997-1999	Postdoctoral Research Fellow American Heart Association Stanford Center for Research and Disease Prevention Stanford University, School of Medicine

PROFESSIONAL EXPERIENCE

1999-2001	Assistant Research Professor of Pediatrics Mount Sinai School of Medicine New York, NY
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2001 - 2006	Assistant Professor Program Director (2001-2005), Health Comm. Track Department of Population and Family Health Sciences Johns Hopkins Bloomberg School of Public Health Baltimore, MD
2006 – 2009	Assistant Professor Department of Health, Behavior, and Society Johns Hopkins Bloomberg School of Public Health Johns Hopkins University
2007- 2008	Lecturer Academic Programs Zanvyl Krieger School of Arts and Sciences Johns Hopkins University
2009 - 2013	Associate Professor Department of Health, Behavior, and Society Johns Hopkins Bloomberg School of Public Health Johns Hopkins University
2015 - 2016	Interim Director Herschel S. Horowitz Center for Health Literacy School of Public Health, University of Maryland College Park, MD
2013 - Present	Research Professor Department of Behavioral and Community Health School of Public Health, University of Maryland College Park, MD

PROFESSIONAL ACTIVITIES

American Public Health Association (member since 2007).

International Communication Association (member since 1998). Invited member of the

Proposal/Panel Review Committee, 2001, 2003, for the Division of Health Communication.

Society for Adolescent Medicine (member since 1994). Invited member of program committee 2009, abstract review committee 2001-2004, Co-Chair of Special Interest Groups on Media and Adolescence, Research Ethics and Qualitative Research, manuscript reviewer for *Journal of Adolescent Health*.

Related Professional Experience

Fiction writer. Participated in a writing seminar, led by Prof. Carl Djerassi. Co-authored the short story: Aldston, A.N., Borzekowski, D.L.G., Eisen, J.A., Fink, S.L., Hoen, E., Hung, D.Y.,

Lin, S., Nguyen, C.T.M.H., Phillips, J.E., Stohlmeyer, M., Sumen, C., Swanson, C.A., Takiguchi, N., Thorstenson, Y., Washington, H. (1998). A Science Renga. *Nature*, 6685, 511-513.

Television production. Research Supervisor for the PBS children's geography game show *Where in the World is Carmen Sandiego?* May 1991 - June 1992.

WGBH Educational Foundation, Boston, Massachusetts

Research Assistant. Prepared background research for script development for the PBS shows *Degrassi High* and *Degrassi Junior High*. June 1990 - May 1991.

Video Production

These videos, funded through the Bloomberg Foundation, have been produced to affect health policy around tobacco marketing. The primary audiences for these videos have been policy makers in various countries.

[COMING SOON - Videos from China]

ARGENTINA

Stop Marlboro - Argentina Video 1. Produced in Buenos Aires, Argentina, November 2015.

<https://www.youtube.com/watch?v=Lro9snchRHg>.

Stop Marlboro - Argentina Video 2. Produced in Buenos Aires, Argentina, November 2015.

<https://www.youtube.com/watch?v=lg5MwGG6Dbo>

Stop Marlboro - Argentina Video 3. Produced in Buenos Aires, Argentina, November 2015.

<https://www.youtube.com/watch?v=eEe00BVYheg>

PHILLIPINES

Stop Marlboro - Philippines Video 1. Produced in Manila, Philippines. May 2015.

<https://www.youtube.com/watch?v=ZG0uHym9QhI>

Stop Marlboro - Philippines Video 2. Produced in Manila, Philippines. May 2015.

<https://www.youtube.com/watch?v=oUJmSqWPM6Q>

Stop Marlboro - Philippines Video 3. Produced in Manila, Philippines. May 2015.

https://www.youtube.com/watch?v=L0GX_LagKbo

Stop Marlboro - Philippines Video 4. Produced in Manila, Philippines. May 2015.

<https://www.youtube.com/watch?v=jmujs6J9XfY>

BRAZIL

Marketing tobacco to children is wrong. Keep products and ads out of sight. Produced in Rio de Janeiro, Brazil, July 2013. <https://vimeo.com/80798230>

Packages are scary, because tobacco is scary. Keep tobacco away from children. Produced in Rio de Janeiro, Brazil, July 2013. <https://vimeo.com/80807533>

RUSSIA

Everyone in the world must smoke. Tobacco marketing and children in Russia. Produced in Moscow, Russia. October 2013. <https://www.youtube.com/watch?v=5t9SBG-snjg>

Tobacco marketing and children in Russia, video 1. Produced in Moscow, Russia. October 2013.

<https://www.youtube.com/watch?v=01MOEimN8U4>

EDITORIAL ACTIVITIES

Guest Editor (along with Dr. Michael Rich) for special issue on Children, Media, and Health for the *Journal of Children and Media*, published in January 2012. Includes papers by: Fletcher & Nielsen; Lwin & Malik; Harrison & Liechty; Byrne, Gay, Pollack, Gonzales, Retelny, Lee, & Wansink; Barlett, Gentile, Barlett, Eisenmann, & Walsh; Huang, Okamoto, Valente, Sun,

Wei, Johnson, & Unger, Bobkowski, Brown & Neffa; Harris, Speers, Schwartz, & Brownell; and Rubenzahl.

On the Editorial Board for the *Journal of Children and Media*, as of January 2010.

On the Editorial Board for the *Journal of Health Communication*, as of March 2010.

Manuscript reviewer (primarily) for: *Archives of Pediatric and Adolescent Medicine*, *Pediatrics*, *Journal of Adolescent Health*, *Journal of Applied Developmental Psychology*, *Pediatrics*, *Health Communication*, *Journal of Health Communication*, and the *Journal of Children and Media*.

HONORS AND AWARDS

Mentor, ICA-Africa Research & Publication Training Workshop, Entebbe, Uganda, October 2017.

Honoree, University of Maryland's Celebration of Scholarship and Research, May 2017.

Honoree, University of Maryland's Celebration of Scholarship and Research, May 2016.

Honoree, University of Maryland's Celebration of Scholarship and Research, May 2015.

Nominee, University of Maryland's Graduate Faculty Mentor of the Year, May 2015.

Consortium of Universities for Global Health (CUGH) Video Competition. First Place, Global Advocacy Category. Boston, MA, 2015.

2012 Society for Adolescent Medicine/Iris F. Litt Visiting Professorship in Adolescent Health Research, awarded March 2011. Teaching Assignment: University of Otago, New Zealand, June 2012.

Johns Hopkins Advising, Mentoring, & Teaching Recognition Award, May 2009

Fulbright Senior Specialists Roster, Candidate, 2002.

American Heart Association, Postdoctoral Research Fellowship, 1997-1999.

NIH- NHLBI, Stanford Ctr for Research in Disease Prevention Postdoctoral Research Fellowship, 1996-1997.

NIH-NIAAA Predoctoral Research Fellowship, 1994.

Harvard University Graduate School of Education, Advanced Doctoral Student Merit Award, 1993-1994.

Action for Children's Television Fellowship, 1993-1994.

PUBLICATIONS

Borzekowski, D.L.G. Improving maternal and neonatal nutrition through a media intervention in Bangladesh's Rangpur Division. Currently under review, *Public Health*.

Chung, A., Rimal, R., **Borzekowski, D.L.G.**, Gielen, A. Message attributes and parental mediation effects on children: How parental communication modifies message framing effects. Currently under review, *Journal of Communication*.

Borzekowski, D.L.G., *Chen, J.C., *Pires, P., Ribas, R.C., Wu, J. Social media and tobacco messages: A pilot study in Brazil and China. Currently under review, *Internet Interventions*.

Cukier, S., Eck, R., Ross, C., **Borzekowski, D.L.G.**, Jernigan, D.H. Content analysis of alcohol portrayals on popular TV shows among youth, 2002-2012. Currently under review, *Alcoholism: Clinical and Experimental Research*.

- Borzekowski, D.L.G.**, *Pires, P. A six country study of media exposure, logo recognition, and young children's preferences for junk food and beverages. Accepted for publication *Journal of Children and Media*.
- *Bickford, A., Lee, J., **Borzekowski, D.L.G.** (2017). Cleaner, Happier, Healthier: Sesame Workshop's WASH Intervention in Bangladesh and India. *Frontiers in Communication*, <https://doi.org/10.3389/fcomm.2017.00020>.
- Borzekowski, D.L.G.** (2017). A quasi-experiment examining the impact of *Akili and Me* on Tanzanian children. *Journal of Applied Developmental Psychology*, *54*, 53-59. <https://doi.org/10.1016/j.appdev.2017.11.007>
- Watkins, L., Aitken, R., Thyne, M., Roberson, K., **Borzekowski, D.L.G.** (2017). Environmental influences on pre-school children's understanding of brand symbolism. *Marketing Intelligence and Planning*, *35*(7), 907-922. <http://www.emeraldinsight.com/doi/abs/10.1108/MIP-11-2016-0211>
- Borzekowski, D.L.G.**, Howard, D.E. (2017). Protecting the health of Indian preschool children: Experts inform TV programming of *Galli Galli Sim Sim*. *Journal of Child and Adolescent Behavior*, *5*(4). DOI: 10.4172/2375-4494.1000350.
- Jernigan, D.H., Padon, A., Ross, C., **Borzekowski, D.L.G.** (2017). Self-reported youth and adult exposure to alcohol marketing in traditional and digital media: Results of a pilot survey. *Alcoholism: Clinical and Experimental Research*, *41*(3), 618-625.
- *Chen, C., **Borzekowski, D.L.G.**, Das, B., Mead, E.L. (2017). Flavored e-cigarette use and cigarette smoking susceptibility among youth. *Tobacco Regulatory Science*. *3*: 68-80. <https://doi.org/10.18001/TRS.3.1.7>.
- Borzekowski, D.L.G.**, *Chen, J.C. (2016). Tobacco cues in India: An ecological momentary assessment. *Tobacco Induced Diseases*. *14*(1): 16-26. DOI: 10.1186/s12971-016-0081-z.
- *Pires, P., Ribas, R.C., **Borzekowski, D.L.G.** (2015). Attitudes and intentions to smoke: A study of young Brazilian children. *Child: Care, Health and Development*, *41*, 1124-1130. DOI: 10.1111/cch.12240.
- *Soong, A.M., *Chen, J.C., **Borzekowski, D.L.G.** (2015). Using ecological momentary assessment to study tobacco behavior in urban India: There's an app for that. *Journal of Medical Internet Research*, e76. DOI: 10.2196/resprot.4408.
- Agree, E.M., King, A.C., Castro, C.M., Wiley, A., **Borzekowski, D.L.G.** (2015). "It's got to be on this page." How age and cognitive style affect successful online health seeking. *Journal of Medical Internet Research*, e79. DOI: [10.2196/jmir.3352](https://doi.org/10.2196/jmir.3352).
- Borzekowski, D.L.G.**, Ross, C., Jernigan, D.H., DeJong, W., Siegel, M. (2015). Patterns of media use and alcohol brand consumption among underage drinking youth in the United States. *Journal of Health Communication*, DOI: 10.1080/10810730.2014.965370.
- *Henry, H.K.M., **Borzekowski, D.L.G.** (2015). Well, that's what came with it: A qualitative study of U.S. mothers' perceptions of healthier default options for children's meals at fast-food restaurants. , DOI: 10.106/j.appet.2014.12.201.
- Ross, C., Maple, E., Siegel, M., DeJong, W., Naimi, T.S., Padon, A.A., **Borzekowski, D.L.G.**, Jernigan, D.H. (2015). The relationship between population-level exposure to alcohol advertising on television and brand-specific consumption among underage youth in the U.S. *Alcohol and Alcoholism*, *50*(3): 358-364. DOI: <http://dx.doi.org/10.1093/alcalc/agv016>.
- Ross, C., Maple, E., Siegel, M., DeJong, W., Naimi, T.S., Ostroff, J., Padon, A.A., **Borzekowski, D.L.G.**, Jernigan, D.H. (2014). The relationship between brand-specific alcohol

- advertising on television and brand-specific consumption among underage youth. *Alcoholism*, DOI: 10.1111/acer.12488.
- Borzekowski, D.L.G.**, Cohen, J.E. (2014). Young children's perceptions of health warning labels on cigarette packages: A study in six countries. *Journal of Public Health*, 22, 175-185. <http://link.springer.com/article/10.1007/s10389-014-0612-0%20/fulltext.html>.
- Borzekowski, D.L.G.**, *Clearfield, E., Rimal, R., Gielen, A.C. (2014). Young children's perceptions of fire prevention messages: Do framing and parental mediation matter? *Journal of Burn Care & Research*, 35, 303-312.
- Borzekowski, D.L.G.**, *Guan Y., Erby, L., Smith, K., Roter, D. (2013). The Angelina Effect: Immediate reach, grasp, and impact of going public. *Genetics in Medicine*, 16, 516-521. <http://www.nature.com/gim/journal/v16/n7/pdf/gim2013181a.pdf>.
- Borzekowski, Dina L.G.**, Cohen, Joanna E. (2013). The global reach of tobacco marketing among young children. *Pediatrics*, 132; e825 - e831.
- Siegel, M., DeJong, W., Naimi, T.S., Fortunato, E.K., Albers, A.B., Heeren, T., Rosenbloom, D.L., Ross, C., Ostroff, J., Rodkin, S. King, C., **Borzekowski, D.L.G.**, Rimal, R.N., Padon, A.A., Eck, R.H., Jernigan, D.H. (2013). Brand-specific consumption of alcohol among underage youth in the United States. *Alcoholism*, 37(7), 1195-1203.
- Peebles, R., Wilson, J.L., **Borzekowski, D.L.G.**, Hardy, K.K., Lock, J.D., Mann, J.R., Litt, I.F. (2012). Disordered eating in a digital age: Eating behaviors, health, and quality of life in users of websites with pro-eating disorder content. *Journal of Medical Internet Research*, 14(5): e148.
- Borzekowski, Dina L.G.**, McCarthy, Cathy, Rosenfeld, Walter D. (2012). Ten years of TeenHealthFX.com: A case study of an adolescent health website. *Pediatric Clinics of North America: Adolescents and Media*. 59(3), 717-727.
- C.A. Benowitz-Fredericks, K. Garcia, M. Massey, B. Vasagar, **Borzekowski, Dina L.G.** (2012). Body Image, Eating Disorders and the Relationship to Adolescent Media Use. *Pediatric Clinics of North America: Adolescents and Media*, 59(3), 693-704.
- *Henry, Holly, **Borzekowski, Dina L.G.** (2011). The Nag Factor: A mixed-methodology study of young children's requests for advertised products. *Journal of Children and Media*, 5, 298-317.
- Borzekowski, D.L.G.**, *Henry, H.K.M. (2011). The impact of *Jalan Sesama* on the educational and healthy development of Indonesian preschool children: An experimental study. *International Journal of Behavioral Development*, 35, 169 - 179.
- Borzekowski, D.L.G.**, Macha, J. (2010). The impact of *Kilimani Sesame* on the healthy development of Tanzanian preschool children. *Journal of Applied Developmental Psychology*, 31, 298-305.
- Borzekowski, D.L.G.**, Schenk, S., Wilson, J.L., Peebles, R. (2010). e-Ana and e-Mia: A content analysis of pro-ED websites. *The American Journal of Public Health*, 100, 1526-1534.
- Borzekowski, Dina L.G.** (2009). Considering Children and Health Literacy: A Theoretical Approach. *Pediatrics*, 124, S282-S288.
- Clayton, Sara, **Borzekowski, Dina L.G.**, Medoff, Deborah, Potts, Wendy, Dixon, Lisa, Balis, Theodora, Hackman, Ann, Himelhoch, Seth. (2009). Access and utilization of the Internet among mental health outpatients with co-occurring substance use disorders and serious mental illness. *American Journal of Drug and Alcohol Abuse*, 35(5), 364-367.

- Borzekowski, Dina L.G.**, Leith, Jaclyn, Medoff, Deborah, Potts, Wendy, Dixon, Lisa, Balis, Theodora, Hackman, Ann L., Himelhoch, Seth. (2009). Use of the Internet and other media for health information among clinic outpatients with serious mental illness. *Psychiatric Services, 60(9)*, 1265-1268.
- *Batada, Ameena, **Borzekowski, Dina L.G.** (2008). Snap, Crackle...What?: Recognition of cereal advertisements and understanding of commercials' persuasive intent among low-income, minority, urban youth. *Journal of Children and Media, 2(1)*, 19-36.
- *Mistry, Kamila B., Minkovitz, Cynthia S., Strobino, Donna M., **Borzekowski, Dina L.G.** (2007). Children's television exposure and behavior and social outcomes at 5 ½ year. *Pediatrics, 120*, 762-9.
- Robinson, Thomas N., **Borzekowski, Dina L.G.**, Matheson, Donna M., Kraemer, Helena C. (2007). Effects of fast food branding on young children's taste preferences. *Archives of Pediatrics and Adolescent Medicine, 161(8)*: 792-797.
- Borzekowski, Dina L.G.**, Robinson, Thomas N. (2007). Conversations, control, and couch-time: The Assessment and stability of parental mediation styles and children's screen time. *Journal of Children and Media, 1*, 162-176.
- Borzekowski, Dina L.G.**, Fobil, Julius N., Asante, Kofi O. (2006). Online access by Accra's adolescents: Ghanaian teens' use of the Internet for health information. *Developmental Psychology, 42(3)* 450-458.
- Gunther, Albert C, **Borzekowski, Dina L.G.**, Liebhart, Janice I., *Weber, Katherine L. (2006). Presumed influence: How mass media indirectly affect adolescent smoking. *Journal of Communication, 56*, 52-68.
- Robinson, Thomas N., **Borzekowski, Dina L.G.** (2006). Effects of the SMART classroom curriculum to reduce child and family media use. *Journal of Communication, 56*, 1-26.
- *Lenoir CD, Adler NE, **Borzekowski, Dina L.G.**, Tschann JM, Ellen JM. (2006). What you don't know can hurt you: Perceptions of sex partner concurrency and partner reported behavior. *Journal of Adolescent Health, 38*, 179-185.
- Borzekowski, Dina L.G.**, Robinson, Thomas N. (2005). The remote, the mouse, and the #2 pencil: Media and academic achievement among 3rd grade students. *Archives of Pediatrics and Adolescent Medicine, 159*: 607-613.
- *Gurman, Tilly, **Borzekowski, Dina L.G.** (2004). Condom use among Latino college students. *Journal of American College Health, 52*, 169-178.
- Borzekowski, Dina L.G.**, Rickert, V.I.,* Ipp, L., Fortenberry J.D. (2003). At what price? The current state of participant payment in adolescent research. *Journal of Adolescent Health, 33*, 378-384.
- *Saxena R, **Borzekowski Dina L.G.**, Rickert VI. (2002). Physical activity levels among urban adolescent females. *Journal of Pediatric and Adolescent Gynecology, 15*, 279-284.
- Borzekowski, Dina L.G.**, Rickert, V.I. (2001). Adolescent cybersurfing for health information: A new resource that crosses barriers. *Archives of Pediatrics and Adolescent Medicine, 155*, 813-817.
- Borzekowski, Dina L.G.**, Rickert, Vaughn I. (2001). Adolescents, the Internet, and Health: Issues of Access and Content. *Journal of Applied Developmental Psychology, 22*: 49-59.

- Borzekowski, Dina L.G.**, Robinson, Thomas N. (2001). The 30-second effect: An experiment revealing the impact of television commercials on food preferences of preschoolers. *Journal of the American Dietetic Association*, 101: 42-46.
- Borzekowski, Dina L.G.**, Poussaint, Alvin F. (2000). Common themes from the extremes: Using two methodologies to examine teenagers' perceptions of public service announcements. *Journal of Adolescent Health*, 26: 164-175.
- Borzekowski, Dina L.G.**, Robinson, Thomas N., Killen, Joel D. (2000). Does the camera add ten pounds? Media use, perceived importance of appearance, and weight concerns among teenage girls. *Journal of Adolescent Health*, 26: 36-41.
- Borzekowski, Dina L.G.**, Robinson, Thomas N. (1999). Viewing the viewers: 10 Video case studies of children's television viewing behaviors. *Journal of Broadcasting & Electronic Media*, 43:506-528.
- Borzekowski, Dina L.G.**, Poussaint, Alvin F. (1999). Public service announcement perceptions: A quantitative examination of anti-violence messages. *American Journal of Preventive Medicine*, 17, 181-188.
- Borzekowski, Dina L.G.**, Flora, June, Feighery, Ellen, Schooler, Caroline. (1999). The perceived influence of cigarette advertisements and smoking susceptibility among seventh graders. *Journal of Health Communication*, 4(2) 105-118.
- Feighery, Ellen, **Borzekowski, Dina L.G.**, Schooler, Caroline, Flora, June. (1998). Seeing, Wanting, Owing: The relationship between youth receptivity to tobacco marketing and smoking susceptibility. *Tobacco Control*, 7, 123-128.
- Borzekowski, Dina L.G.**, Poussaint, Alvin F. (1998). Latino American preschoolers and the media. *Washington, DC: Annenberg Public Policy Center*.
- Borzekowski, Dina L.G.** (1996). Are you experienced? Teenagers' perceptions of 'edutainment' shows featuring an anti-alcohol messages. *Journal of Health Psychology*, 1, 297-306.
- Borzekowski, Dina L.G.** (1996). Embedded anti-alcohol messages on commercial television: What teenagers perceive. *Journal of Adolescent Health*, 19, 345-357.
- (*Asterisks indicate coauthors who were Dr. Borzekowski's students at the time of publication's submission.)

INVITED PAPERS, CHAPTERS, EDITORIALS, AND REVIEW ARTICLES

- Borzekowski, Dina L.G.** (2017). A case study of Sesame Workshop's Cleaner, Happier, Healthier intervention in Bangladesh, India, and Nigeria: Reporting on Exposure and Impact. In Roxanne Parrott (Ed.), *Oxford Research Encyclopedia of Communication*. In press.
- Borzekowski, Dina L.G.** (2014). Book Review: Advances in Communication Research to reduce childhood obesity. *Journal of Children and Media*, 8, 208-210.
- Borzekowski, Dina L.G.** (2014). Examining Media's Impact on Children's Weight: Amount, Content, and Context. In Amy Jordan, Daniel Romer, (Eds.), *Media and the Well-Being of Children and Adolescent*, (pp. 44-51). Oxford, U.K.: Oxford University Press.
- Borzekowski, Dina L.G.** (2013). Media and substance use: Alcohol, smoking and drugs. In Dafna Lemish, (Ed.), *The Routledge International Handbook of Children, Adolescents, and Media*, (pp. 240-246). London: Routledge, 2013.
- Borzekowski, Dina L.G.** (2012) Reflections: The teen years. *Journal of Health Communication*, 17, 867-868.

- Borzekowski, Dina L.G.**, Rich, Michael. (2012). Children, media, and health. *Journal of Children and Media*, 6, 1-4.
- Borzekowski, Dina L.G.** Computers and the Internet. Chapter in the *Textbook of Adolescent Health Care*, edited by Fisher, Kreipe, & Rosenfeld. Expected publication in 2012.
- Borzekowski, Dina L.G.**, Strasburger, Victor C. Adolescents and media messages about tobacco alcohol, and drugs. In Sandra Calvert and Barbara Wilson, (Eds.), *The Blackwell Handbook of Children, Media, and Development*, (pp. 432-452). West Sussex, UK: Blackwell Publishing, 2008.
- *Harrison, Shauna, Thompson, Darcy A. **Borzekowski, Dina L.G.** Children, Media and Obesity. Chapter in the AAP textbook *Obesity: Causes, Mechanism, and Prevention*, edited by Elliott Blass. (Chapter 12). Sunderland, MA: Sinauer Associates, 2008.
- Borzekowski, Dina L.G.** (2007). Has the Internet changed everything or nothing? Thoughts on examining and using emerging technologies in adolescent health research. *Adolescent Medicine Clinics: Psychiatric Issues*, 18(2) 305-324.
- Borzekowski, Dina L.G.** (2006). Adolescents' use of the Internet: A controversial, coming-of-age resource. *Adolescent Medicine Clinics: Psychiatric Issues*, 17(1) 205-216.
- Borzekowski, Dina L.G.**, *Bayer, Angela Marie. (2005). Body image and media use among adolescents. *Adolescent Medicine Clinics: Adolescents and the Media*, 15(2) 289-313.
- Borzekowski, Dina L.G.** and Rickert, Vaughn I. Adolescents, the Internet, and Health: Issues of Access and Content. In Calvert, Sandra L., Jordan, Amy B., and Cocking, Rodney R. (Eds.) *Children in the Digital Age*. (pp. 71-82). Westport, CT: Praeger, 2002.
- Borzekowski, Dina L.G.** (2000). Media and Contraception: A position paper of the Society for Adolescent Medicine. *Journal of Adolescent Health*, 27, 290-291.

CURRICULUM VITAE
DINA L.G. BORZEKOWSKI
PART II

TEACHING

ADVISEES

Doctoral Students:

Julia C. Chen, current doctoral student.

Holly K.M. Henry – 2012, Thesis: "Making health the default: An exploration of mothers' perceptions about the options for children's meals at fast-food restaurants."

Chavonne D. Lenoir – 2006, Thesis: "*Developing Partner Concurrency Messages: Message Framing and Perceived Effectiveness.*"

Ameena Batada – 2006, Thesis: "*Pleeeeeease, with sugar on top?!?" Children's and parents' perceptions of television use and food advertising.*"

MPSH, MHS, MPH, and iMPH Students:

Amina Faizan, MPH, current

Anagha Sridhara, MPH, 2017

Kelli Hunter, MPH, 2015

Amanda Strausser, MPH, 2014

Ruth Rosenberg, MPH/MBA 2013

Kathleen Ward, MSPH 2013

Amy Quan, MPH 2012

Sandra Claire Slesinski, MPSH 2012

Robynn Leidig, MPH 2012

Jenny Chan, MSPH 2012

Amanda Stewart, MPH 2011

Danielle Feldman, MSPH 2011

Jaclyn Cohen, MHS 2010

Elizabeth Skorochood, MPH 2009

Paul Roumeliotis, iMPH 2009

Amanda Glazer, MPH 2007

Dana Ward, MPH 2007

Gyasi Moscou-Jackson, MPH 2007

Jennifer Orkis, MHS 2006

Rocio Schmunis, MHS 2006

Amanda Hovis, MHS 2006

Whitney Brimfield, MHS 2004

Catherine Maulsby, MHS 2003

Emma Tsui, MPH 2003

Fellows (From Mount Sinai Adolescent Health Center):

Dr. Rahul Saxena, Dr. Lisa Ipp

CLASSROOM INSTRUCTION

School of Public Health, University of Maryland, College Park, MD

Biostatistics for Public Health Practice, HLTH300. (Principal Instructor). Introductory course on biostatistics for undergraduate Public Health majors. 2013 – Present.

Global Health Messages, HLTH234. (Principal Instructor). iSeries course exploring international health communication. Incorporates development and evaluation of messages. 2014 – Present.

Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Children, Media, and Health, 410.752/380.843. (Principal Instructor). Course on how children and adolescents use and are affected by the media. 2002 - 2013.

Contemporary Issues in Health Communication, 410.653/380.630. (Principal Instructor). Course designed to introduce students to health communication. Course is taught in Baltimore (first term) and in Barcelona, Spain as part of the Fall Institute. 2001- 2013.

Research Seminar in Health Communication, 380.862 (Principal Instructor). Ongoing monthly seminar, 2001-2005.

Health Communication: Theory and Application. (Principal Instructor). 3 credits, MCH and PFHS Summer Institute. 2003, 2004, 2006.

Principles of Health and Development across the Life Span, 380.604. (Guest lecturer).

Introductory course on the basic principles that guide growth and development and the health of individuals across the lifespan. 1st Quarter, Winter Institute, 2002.

Arts and Sciences Advance Academic Program, Johns Hopkins University, Baltimore, MD

Children, Media, and Health, 480.688.51. (Principal Instructor). Course offering information on how children and adolescents use and are affected by the media. 2006.

Mount Sinai School of Medicine, Dept. of Pediatrics, Adolescent Health Center, NY, NY

Developed and taught Research Design and Methodology, Introduction to Statistics, and Summer Statistics Seminar. Mentored fellows training in Adolescent Health.

RESEARCH PARTICIPATION

Current

Borzekowski (PI)	8/01/13 – 7/31/18	\$976,411
Children’s Investment Fund Foundation		

A multi-method, multi-design study of *Galli Galli Sim Sim*

Three designs will be used to examine the short and long-term effects and perceptions of *Galli Galli Sim Sim* among a diverse sample of young Indian children (ages 3 to 9 years), their parents, and educators/health professionals of young children. The designs include a 1) Longitudinal Panel Study, 2) an Interview Study, and 3) a RCT Experimental Study.

Borzekowski (PI)	8/01/17 – 7/31/18	\$ 26,332
U.S. Department of Agriculture		

Designing and evaluating a TV series to combat childhood obesity

Using formative and summative research to examine the most effective ways to deliver and animated series influencing preschoolers’ diets.

Completed

Borzekowski (PI)	01/05/2016 – 03/01/2017	\$ 35,000
Children’s Investment Fund Foundation		

“Sailing against the Tide”: An evaluation in the Rangpur Division of Bangladesh

This study examines the impact of the soap opera “Sailing against the Tide” in the Rangpur District of Bangladesh. The sample includes 504 adults, with more than a third consisting of pregnant and new mothers. Outcomes will focus on healthy nutrition and communication around eating practices

Borzekowski (PI)	8/01/16 – 7/31/17	\$ 48, 215
University of Maryland – Tier 1 Seed Grant Program		

Examining *Akili and Me’s* Impact on the Education and Health of Rwandan Children

Using a quasi-experimental design, this research examines the impact of the children's television program, *Akili and Me*. The sample for this study will be around 400 children, between the ages of 4 and 7 years, from a peri-urban location in Rwanda.

Borzekowski (PI) 05/15/16 – 11/30/16 \$46,715
IGTC/Bloomberg Initiative to Reduce Tobacco Use

Video of Children and Cigarettes (China)

This project involves creating 2-4 original videos of Chinese preschool children (filmed in Shanghai) discussing tobacco marketing and second-hand. The objective of these videos will be to reach policy makers, in order to inform regulations around tobacco products and marketing.

Borzekowski (PI) 12/1/13 – 12/31/15 \$304,239

Sesame Workshop/Bill and Melinda Gates Foundation

Evaluating Sesame Workshop Media Interventions to Improve Water, Sanitation, and Hygiene in Nigeria, Bangladesh, and India

A series of experimental studies to examine media interventions around water, sanitation, and hygiene, reaching preschool children in Nigeria, Bangladesh, and India.

Borzekowski (PI) 10/1/14 – 5/31/15 \$82,945
IGTC/Bloomberg Initiative to Reduce Tobacco Use

Video of Argentinian and Filipino Adolescents – The Be Marlboro Campaign

This project involves creating 1-2 original videos of Argentinian and Filipino adolescents (filmed in Buenos Aires and Manila, respectively) discussing the Be Marlboro advertising campaign. The objective of these videos will be to reach policy makers, in order to inform regulations around tobacco products and marketing.

Borzekowski (PI) 12/1/13 – 8/31/2014 \$110,793
Institute for Global Tobacco Control/Bloomberg Initiative to Reduce Tobacco Use

Monitoring TAPS in Real and Virtual Communities: A Study in Brazil and China

This research uses explores Tobacco Advertisements and Promotions in Brazil and China. It explores tobacco messages in communities, as well as online.

Borzekowski (PI) 7/1/12 – 12/31/13 \$126,775
Institute for Global Tobacco Control/Bloomberg Initiative to Reduce Tobacco Use

Ecological Momentary Assessment of Smoking Messages

This research uses ecological momentary assessment to examine the environmental and social cues around tobacco use. The work will be conducted in India (Hyderabad & Kolkota).

Borzekowski (PI) 7/1/13 – 10/31/13 \$44,247
IGTC/Bloomberg Initiative to Reduce Tobacco Use

Video of Brazilian Children and Tobacco Products

This project involves creating 1-3 original videos of Brazilian children (filmed in Rio de Janeiro) discussing cigarette advertising, packaging, and warning labels. The objective of these videos will be to reach Brazilian policy makers, in order to inform regulations around tobacco products and marketing.

Jernigan (PI), Borzekowski (Investigator) 08/01/11 – 07/31/14 10%, Consultant
NIH/NIAAA

ABRAND (Alcohol Brand Research among Underage Drinkers)

The aim of this study is to advance our understanding of the potential role of alcohol marketing on youth alcohol use by investigating the relationship between brand-specific alcohol advertising exposure and brand-specific alcohol consumption among underage youth.

Latkin (PI), Borzekowski (co-I) 09/01/12 – 08/31/14 5%
NIH/NIDA
R01DA032217-02S1

A comprehensive approach to secondary HIV prevention and care among positives

The proposed mixed methods study will recruit currently smoking, former or current drug using, low income, AA, HIV+'s from among those screened for the parent study, and a sample of HIV- network members. The intervention builds on our team's successful social network-oriented prevention interventions and research on HIV adherence intervention.

Borzekowski (PI) 4/1/11 – 12/31/12 70%, 35%
IGTC/Bloomberg Initiative to Reduce Tobacco Use

Global Reach of Tobacco Marketing

This research explores young children's awareness of tobacco brands, attitudes about, and intentions to use tobacco. It is being conducted in 6 countries: Russia, China, Pakistan, India, Nigeria and Brazil.

Borzekowski (PI) 12/1/12 – 2/16/13 12%
IGTC/Bloomberg Initiative to Reduce Tobacco Use

Video of Russian Children and Tobacco Products

This project involves creating 1-3 original videos of Russian children (filmed in Moscow) discussing cigarette advertising, packaging, and warning labels. The objective of these videos will be to reach Russian policy makers, in order to inform regulations around tobacco products and marketing.

Gielen (PI), Borzekowski (Co-PI), Rimal (Co-PI) 10/01/09-10/31/10 20%
National Fire Protection Association

Strengthening the Impact of Fire and Life Safety Messages on Children

The purpose of this project is to determine the best way to communicate safety messages to children ages 3-9 to have the best chance of getting children to practice safe behavior.

Borzekowski (PI) 4/01/09-9/01/10 65%
MTV/The Bill and Melinda Gates Foundation

The Staying Alive Campaign in 3 Countries

An evaluation of the MTV “Staying Alive” campaign. The focus of this media campaign is to reduce HIV stigma and encourage safe sex practices among young people in Kenya, Trinidad and Zambia.

Borzekowski (PI) 9/01/07 – 8/31/10 30%

NIH-NIA 1R01 AG026430-01A2

The Online Health Literacy of Older Adults

This study will examine older adults’ online health literacy in terms of the strategies they use and success they have when searching the Internet for health information that is accurate, useful, and informative.

Borzekowski (PI) 9/01/07 – 12/31/09 15%

Sesame Workshop/USAID

Examining the Effect of *Jalan Sesama* on Indonesian Children: A Multi-Method, Multi-Site Approach

Both a longitudinal panel (LP) and controlled-exposure experimental study (CEE) to examine exposure to and the effect of *Jalan Sesama* among a diverse sample of young Indonesian children.

Borzekowski (Consultant) 12/01/08 – 11/30/09 10%

Sesame Workshop

Examining the Effect of *Takalani Sesame* on South African Children: An Experiment

This study examines the effect of *Takalani Sesame* on South African preschool children.

Borzekowski (PI) 2/01/08 – 12/31/08 12.5%

Sesame Workshop/Stavros Niarchos Foundation

Examining the Effect of *Kilimani Sesame* on Tanzanian Children: An Experiment

Using a controlled-exposure experimental study (CEE), this study will examine the effect of *Kilimani Sesame* among a diverse sample of young Tanzanian children.

Rosenfeld (PI) 7/01/05 – 6/30/08 Consultant, 15%/15%/14%

RWJF New Jersey Health Initiatives

Project TeenFit

This project will develop and launch an online intervention to improve the nutritional intake and increase the physical activity among middle school students. Dr. Borzekowski will direct the evaluation of the three year project.

Borzekowski (PI) 4/01/07 – 10/1/07 10%

Sesame Workshop

Introducing *Sesame Street* to Tanzania: A formative evaluation

Both an Expert and a User study are being conducted to better understand how *Sesame Street* can be delivered to Tanzanian children age 3 to 6 years.

Borzekowski (PI) 1/01/06 – 6/30/07 20%

Center for a Livable Future, Johns Hopkins University

Meatless Monday – A Pilot Study in the Baltimore Schools

This study’s goal is to examine a school cafeteria-based intervention improving middle school students’ eating habits.

Borzekowski (PI) 5/01/06 – 6/30/07 20%

Faculty Innovation Grant, Johns Hopkins University

Bagging the Nag Factor: An Interview Study

This study’s goal is to examine parent’s perceptions of the Nag Factor, which is the tendency of children who are bombarded with marketers’ messages to unrelentingly request that their parents buy them advertised items.

Borzekowski (PI) 2/01/04 - 7/31/05 20%

The Bill and Melinda Gates Foundation

A Pilot Study of Youth and Online Health Seeking

This is a study examining adolescents’ use of the Internet for health information in Accra, Ghana.

Gunther (PI) 8/01/03 – 7/31/05 Consultant, 8%

NIH/NCI # R21, PAS-02-001

Social and Environmental Influences on Adolescent Smoking.

This research will gather longitudinal data on the direct and indirect influences on adolescent cigarette perceptions and smoking behaviors.

Borzekowski (PI) 8/15/03 - 8/14/04 15%

RWJ Health e-Technologies Initiatives

Measuring and Describing Online Health Seeking among Adolescents

The overall goal of this methodology study is to develop valid and reliable measures and typologies of online health seeking among adolescents.

Borzekowski (PI) 2/01/02 - 1/31/04 10%

Maryland Cigarette Restitution Fund

Adolescents, anti-smoking messages, and the Internet

This study is gathering information on how Maryland adolescents evaluate Web sites that convey smoking prevention and cessation messages.

Borzekowski (PI) 1/01/03 - 12/31/03 10%

Maryland Cigarette Restitution Fund

Smoking cessation for youth: A comparison of Internet-based and school-based interventions

This study compares two similar smoking cessation interventions, one delivered through an Internet Web site, the other through an in-person school-based counseling group.

Stanford Center for Research in Disease Prevention, Palo Alto, CA

Postdoctoral Research Fellow. Performed research on (1) the effect of TV food commercials on preschoolers' food preferences, (2) validation of traditional measures used to examine children's media use, (3) teenagers' exposure to tobacco advertisements and promotions, (4) the false consensus and the third person effect with regard to tobacco use, and (5) the relationship between media exposure and weight concerns. Sponsors: Robinson and Flora. July 1996 – June 1999.

Field Coordinator. Responsible for the development of research instruments, data collection, data analysis, and reporting of results for a study on youngsters' perceptions of tobacco advertisements and promotions. J.A. Flora, PhD, was the Principal Investigator for this project funded by the Robert Wood Johnson Foundation. September 1994 – January 1997.

Judge Baker Media Center, Harvard University Medical School, Boston, MA

Project Director. Wrote grant proposal and was responsible for conducting research on media use patterns of Latino American preschoolers. Dr. Alvin Poussaint was the Principal Investigator for this work, funded by Annenberg Public Policy Center. December 1997 – May 1998.

Project Director. Wrote grant proposal and was responsible for the development of instruments, data collection, analyses, and reports describing a 2½ year national study on adolescent perceptions of anti-violence messages. Dr. Alvin Poussaint was the Principal Investigator and it was funded by The Joyce Foundation. September 1994 - August 1996.

ACADEMIC SERVICE

International Committees

Member of the U.S. Organizing Committee. World Summit on Media for Children and Youth. Conference held in Karlstad, Sweden, June 2010.

Expert Panelist. Adolescents, the Internet, and Sexual Health. Conference held in Cartigny, Switzerland, June 2006.

Federal/NIH Committee Positions

Member of Review Panel. NIH/NLM Information Resource Grants to Reduce Health Disparities (G08), October 2012.

Member of Review Panel. DHHS, Maternal and Child Health Bureau/Office of Adolescent Health, April 2004.

Member of Technical Evaluation Panel. NIH - National Institute of Mental Health, July 2002.

Invited speaker and panel member. Conference on Drugs and the Internet. NIH, NIDA, June 2002.

School and University Committee Positions

Member, Communications Committee, 2014-present.

Member, MPH Admissions, 2006-2009.

Member, Faculty Senate (representing the PFHS Dept), 2004-2007.

Member, Committee on Affirmative Action, 2004-2006.
Member, Committee on Student Exit Survey, 2001-2002.

Departmental Committee Positions

Member, Undergraduate Program Committee, 2013-present.
Director, Health Communication Certificate Program, 2006-2013.
Member, HBS Steering Committee, 2009- 2013.
Member, HBS Admissions Committee, 2006- 2013.
Member, PFHS Admissions Committee, 2002-2005.
Member, PFHS Doctoral Committee, 2001-2005.
Reviewer, 2002 Center Development Awards for the Center for Adolescent Health Promotion and Disease Prevention, Johns Hopkins University.

INVITED ADDRESSES AND PRESENTATIONS

World Summit on Pediatrics. June 2016, Porto, Portugal. Featured speaker, *International reach of tobacco marketing among young children*.

Fudan University Conference on Health Literacy. June 2016, Shanghai, China. Key Note speaker, *The New Field of Health Literacy – Current Issues and Challenges*.

Annual meeting of the International Communication Association. June 2016, Fukuoka, Japan. Plenary Interactive Paper/Poster Session (*Winner of Top Poster Award). Howard, D, Mehrotra, D, Borzekowski, D.L.G. *Informing the Child Safety and Protection Content of an Indian Preschool TV Program*.

Annual meeting of the International Communication Association. June 2016, Fukuoka, Japan. Paper. Howard, D., Mehrotra, D., Borzekowski, D.L.G. *A qualitative study informing the education content of an Indian Preschool TV Program (Galli Galli Sim Sim)*.

Unite for Sight Global Health & Innovation conference. April 2016, New Haven, CT. Featured speaker, *Marketing junk food and soda – A global study of children’s exposure to media and awareness of logos*.

Annual Meeting. 2016. Chen, J.C., Soong A., Borzekowski, D.L.G. *In The Moment: Compliance with an Ecological Momentary Assessment (EMA) in Global Tobacco Control Research*. Presented paper.

Annual meeting of the International Communication Association. May 2015, San Juan, Puerto Rico. Interactive Poster Session, *The Impact of the Sisimpur Hygiene Media Intervention among Children from Bangladesh’s Tea Estates*.

Annual meeting of the International Communication Association. May 2015, San Juan, Puerto Rico. Panel Session, *Message Attributes and Parental Mediation Effects on Children: How Parental Communication Modifies Message Framing Effects*.

6th Annual Consortium of Universities of Global Health (CUGH) Conference. 26-27 March 2015, Boston, MA. Poster, *Sesame Street in the Tea Estates: A multi-media intervention to improve sanitation and hygiene among Bangladesh’s most vulnerable youth*.

16th World Conference on Tobacco or Health (WCTOH). 17-21 March 2015, Abu Dhabi, UAE. Poster, *Training teams to conduct a TAPS compliance assessment: Lessons from Brazil and China*.

- 16th World Conference on Tobacco or Health (WCTOH). 17-21 March 2015, Abu Dhabi, UAE. Poster, *Social media and tobacco messages: A randomized controlled pilot study in Brazil and China*.
- 16th World Conference on Tobacco or Health (WCTOH). 17-21 March 2015, Abu Dhabi, UAE. Poster, *Examining routes and sites: A TAPS compliance study in Brazil and China*.
- Clinton Global Initiative University. March 7, 2015, University of Miami, Coral Gables, Florida. *Brighter Beginnings: Expanding Access to Improve Child Health*. Featured speaker.
- 2015 SRNT Annual Meeting. February, 2015, Philadelphia, PA. Chen, J.C., Soong A., Borzekowski, D.L.G. *In The Moment: Compliance with an Ecological Momentary Assessment (EMA) in Global Tobacco Control Research*. Presented paper.
- 141st Conference, American Public Health Conference (APHA). 02-06 November 2013, Boston, MA. Poster, *D’Oh! Homer never has a hangover and Marge always takes him back: Content analysis of alcohol messages on popular television shows*.
- LEAH Lecture, Indiana University. September 24, 2013, Indianapolis, IN. Featured speaker, *Adolescents, Risky Behaviors, and Social Media: Research in the U.S. and Abroad*.
- 2013 USAID Global Education Summit. August 6-8, 2013, Washington, DC. Featured speaker, *Approaches to Community Involvement and Social Marketing to Increase the Impact of Reading Programs*.
- Board of Children, Youth and Families, Institute of Medicine and National Academy of Sciences. April 2013, Washington, DC. Featured speaker to the Board, discussing children and media.
- Unite for Sight Global Health & Innovation conference. April 2013, New Haven, CT. Featured speaker, *A Global Study of Marketing and Preschool Children: Young Children’s Awareness of Fast Food, Beverages, Chips & Candy, Alcohol, and Tobacco*.
- 140th Conference of the American Public Health Conference (APHA). 27-31 October, 2012. Poster, *Older adults and health information seeking on the Internet*.
- Regional meeting of the Society for Adolescent Medicine. December 2011, Phoenix, AZ. Featured lecturer, *Adolescent development: What’s the same and what’s changed?*
- Guest lecturer in Professor Amy Jordan’s Children and Media course. Annenberg School of Communication, University of Pennsylvania, December 2011, Philadelphia, PA.
- 139th Conference of the American Public Health Association (APHA), November 2011. Oral presentation of *Teaching children fire safety through symbolic modeling on videos: Effects of message framing and parental mediation*. Co/authors: Rajiv N. Rimal, Andrea Gielen, Dina Borzekowski, Elizabeth M. Clearfield,* and Jessie Parker.*
- International Conference of the Gerontological Society of America (GSA). Poster, w/co-investigators E.M. Agree and A.E. Wiley. November 2011, Boston, MA. *Media use, computer experience, and successful online health seeking among older adults*.
- Annual meeting of the National Fire Protection Association. June 2011, Boston, MA. Presenter, *Strengthening the impact of fire and life safety messages on children*.
- International Conference on Global Health. June 2011, Washington, DC. Panel presenter on *“Shuga”: A mass media approach to HIV prevention among youth in Kenya* as part of the session *Beyond philanthropy: Innovative approaches to leveraging corporate support for health programs*.

- Annual meeting of the International Communication Association. May 2011, Boston, MA. Featured presenter of preconference, *Media, child health, and wellbeing: Setting the research agenda*.
- Annual meeting of the International Communication Association. May 2011, Boston, MA. Paper presentation, *Jalan Sesama's impact on young Indonesian children's literacy and math outcomes* as part of the session *Explorations of Media's Influence in the Lives of Asian Children and Youth*.
- Designing for health, DC Health Communication Conference. Competitive paper presentation. April 30, 2011. George Mason University, Fairfax, Virginia. *Successfully Reaching the Youth of Nairobi: The Project Ignite Campaign*.
- Annual meeting of the Society for Adolescent Medicine. March 2011, Seattle, WA. Poster, *Planning to Hook Up: Using the Theory of Planned Behavior to Explain Concurrency Intentions among Youth from Three Countries*.
- Annual meeting of the Society for Adolescent Medicine. March 2011, Seattle, WA. Poster, *Successfully Reaching the Youth of Nairobi: The Project Ignite Campaign*.
- Brown Bag Lunch Series, Center for Communication Programs at the Johns Hopkins University, Featured Speaker. December 15, 2010. Baltimore, MD. *The Evaluation of the MTV Staying Alive Campaign in Three Countries*.
- Webinar sponsored by UNICEF HIV/AIDS. Featured Panelist. November 19, 2010. *Mass Media for HIV Prevention in Young People*.
- Grand Rounds, Johns Hopkins University, Featured Speaker. November 17, 2010. Baltimore, MD. *Surfing for Thinness: Research on Pro-Eating Disorder Websites*.
- International Conference on Aging, Disability, and Independence (ICADI). Poster, w/co-investigators E.M. Agree and A.E. Wiley. September 8-10, 2010. Newcastle Upon Tyne, United Kingdom. *Media Use and the Successful Search for Online Health Information among Adults in the U.S.*
- International Conference on Aging, Disability, and Independence (ICADI). Poster, w/co-investigators E.M. Agree and A.E. Wiley. September 8-10, 2010. Newcastle Upon Tyne, United Kingdom. *Online & General Health Literacy among Adults in the U.S.*
- International Conference on Aging, Disability, and Independence (ICADI). Poster, w/co-investigators E.M. Agree and A.E. Wiley. September 8-10, 2010. Newcastle Upon Tyne, United Kingdom. *The Online Health Literacy of Older Adults*.
- AIDS 2010 International Conference. Panel. July 20, 2010. Vienna, Austria. *Evaluation results from the MTV Project Ignite campaign*.
- AIDS 2010 International Conference. Poster. July 19, 2010. Vienna, Austria. *The role of "Kilimani Sesame" on Tanzanian preschool children's understanding and attitudes related to HIV/AIDS*.
- Women's Health Virginia Annual Conference on Women's Health. Invited speaker. June 11, 2010. Charlottesville, Virginia. *Early Childhood: Taking Lessons from Cookie Monster*.
- Conference with UNICEF. Panelist. January 26, 2010. New York, NY. *Preliminary Information on the Evaluation of the MTV-Ignite campaign*.
- Chair's Invitational Lecture, Faculty of Social Sciences, Tel Aviv University. June 4, 2009. Tel Aviv, Israel. *Developing and Evaluating Health Communication Messages for Children and Adolescents*.

- Annual meeting of the Society for Adolescent Medicine. March 2009, Los Angeles, CA. Institute, *Monitoring Media Messages: An Introduction to Content Analysis Methodology*.
- Invitational conference of the American Academy of Pediatrics, "A Health Literate America: Where Do Children Fit In?" November 2008, Washington, DC. Key Note, *Children and Health Literacy: A Theoretical Approach*.
- Annual meeting of the American Academy of Pediatrics. October 2008, Boston, MA. Presentation with Walter Rosenfeld, MD, *The Internet as an Intervention strategy for young teens to prevent obesity and promote fitness*.
- Annual meeting of the Society for Adolescent Medicine. March 2008, Greensboro, NC. Institute, *Online health intervention: Does theory and expert advice help or just drive you crazy*.
- Annual meeting of the American Public Health Association, November 2007, Washington, DC, *Meatless Monday in the middle schools: A theory-based approach to improving young adolescents' food choices in the cafeteria*. (Accepted but not presented due to illness).
- The Johns Hopkins Center for a Livable Future 10th Anniversary, December 2006, Baltimore, MD, *Meatless Monday: Reducing saturated fat intake through school-based lunch programs*.
- Communication Colloquium Series*. Communication Department, College of Agriculture and Life Sciences, Cornell University, March 2006, Ithaca, NY, *Adolescents and the Internet*.
- Grand Rounds, Department of Pediatrics, St. Agnes Hospital, January 2006, Baltimore, MD. *Adolescents and the Internet: A Controversial and Coming-of-Age Resource*.
- Annual meeting of the American Academy of Pediatrics. October 2005, Washington, DC. Audience response session, *Adolescents, the Internet, and health: What pediatricians need to know*.
- Annual meeting of the Society for Adolescent Medicine. March 2004, St. Louis, MO. Poster, *The Presumed Influence Model: Linking social and media [mis]perceptions with youth susceptibility*.
- Annual meeting of the International Communication Association. May 2003, San Diego, CA. Chair and participant of Panel Session, *Health communication research and interventions in Sub-Saharan Africa*.
- Annual meeting of the International Communication Association. May 2003, San Diego, CA. Co-author of Paper presentation, *Presumed influence: How mass media indirectly affect adolescent smoking*.
- Annual meeting of the Society for Adolescent Medicine. March 2002, Boston, MA. Workshop, *On the right channel: Using media to reach adolescents with healthy messages*.
- Annual meeting of the Society for Adolescent Medicine. March 2002, Boston, MA. Plenary session on "Hot Topics," *Adolescents and the Internet*.
- Annual meeting of the Society for Adolescent Medicine. March 2002, Boston, MA. Poster presentation, *At what price? The current state of participant payment in adolescent research*.
- Annual meeting of the Society for Adolescent Medicine. March 2001, San Diego, CA. Poster presentation, *Cybersurfing for health information*.
- Annual meeting of the Society for Adolescent Medicine. March 2001, San Diego, CA. Poster presentation, *Cyberchatting: Online communication among adolescents*.

Annual meeting of the American Public Health Association. November 2000, Boston Massachusetts. Poster presentation, *Urban teens, the Internet, and health information: Are there have-nots?"*

Head Start's 5th National Research Conference. July 2000, Washington, DC. Poster presentation, *The impact of TV commercials on Head Start children's food preferences.*

Annual meeting of the North American Society for Pediatric and Adolescent Gynecology. April 2000, Atlanta, GA. Poster presentation, *Urban girls, Internet use, and accessing health information.*

Annual meeting of the American Psychological Association. August 1998, San Francisco, CA. Poster presentation, *The third person effect and cigarette advertisements.*

Annual meeting of The Annenberg Public Policy Center of Washington, DC, Conference on Children and Television. June 22, 1998 at the National Press Club with CSPAN coverage, Washington, DC. Paper presentation on *Latino American preschoolers and the media.*

Regional meeting of the American Heart Association. March 1998, Burlingame, CA. Presentation, *A content analysis of televised food messages directed at preschool children.*

Annual meeting of the Society for Adolescent Medicine. March 1998, Atlanta, GA. Paper presentation, *A qualitative study of teenagers' perceptions of anti-violence messages.*

COMMUNITY SERVICE

Featured speaker at the Baltimore Friends School. Annual presentation (2013-2015) on issues related to children, media, and violence.

Featured speaker at the Montgomery Blair Senior High School. Annual presentation (2012-2014) on issues related to adolescents and new media.

Featured speaker at the Pine Crest Elementary School. Annual presentation (2010-2015) (3 sessions per grade) to the 3rd through 5th grade students on issues related to children, media, and health.

Featured speaker at the Jewish Primary Day School of the Nation's Capital, Washington, D.C. Annual presentation (2001-2005) to the 4th through 6th grade students on international issues of children's rights for public health.

Featured speaker at the Park School, Baltimore, MD. Invited to speak to the Parents' Association on Children and the Internet, April 15, 2002.

Active Member, Social Action Committee, Tifereth Israel Congregation, Washington, D.C.