

# George Mason University Faculty/Staff Department Funding Change Form (Temporary)

Directions - This worksheet is for changes to current jobs only. ALL SHADED FIELDS ARE MANDATORY

G# G00422581		Name (Last, First, Middle) Malbach, Edward	
<b>Job Information</b>			
Effective Date of Funding Change 25-Aug-2015		Department Communication	Campus/Location Fairfax
Position Number F6151Z	61110	Job Title University Professor	Home Department Org 101236
Classification 12-month	Annual Salary or Summer Pay for Period(s) listed \$180,636.00		Pay per pay period \$7,526.50
Funding Change Reason <input checked="" type="checkbox"/> 1. Future Pay <input type="checkbox"/> 2. Reallocation - complete box to the right <input type="checkbox"/> 3. Realloc. & Future Pay-complete box to the right		If Reallocation box 2 or 3 is checked, this box must be completed	

## New Compensation/Labor Distribution Provide an Activity Code for labor that represents committed cost sharing on a sponsored project

Type	Fund/Org	Activity	%		Funding End Date	# of pay periods
Fund	202471	NASA/Climate Change	4.67%	\$2,811.90	24-Dec-2015	8.00
Type	Fund/Org	Activity	%		Funding End Date	
Fund	222722	GMU/Energy Fdn/Q/A	6.15%	\$3,703.04	24-Dec-2015	
Type	Fund/Org	Activity	%		Funding End Date	SM17 - SM24
Fund	203333	NSF/Climate Education	12.74%	\$7,671.01	24-Dec-2015	
Type	Fund/Org	Activity	%		Funding End Date	Where should the 100% of the labor be charged at the end of this Academic Year?
E&G/Ind	101201	Communication Instruct	76.44%	\$46,026.05	24-Dec-2015	
Type	Fund/Org	Activity	%		Funding End Date	
E&G/Ind			0.00%	\$0.00	24-Dec-2015	
Type	Fund/Org	Activity	%		Funding End Date	101201
E&G/Ind			0.00%	\$0.00	24-Dec-2015	
Type	Fund/Org	Activity	%		Funding End Date	
E&G/Ind			0.00%	\$0.00	24-Dec-2015	
TOTAL			76.44%	23.56%	100.00%	OK

### Check One

- ☒ Funding is for future pay only - Go to Approvals (Skip Questions 1 & 2)  
☐ All Funding is on orgs (1xxxxx) or non-federal projects (22xxxx) - Go to Approvals (Skip Questions 1 & 2)  
☐ Funding change is to reallocate salary paid < 120 days from effective date of funding on a federal project (20xxxx) - Answer Q1 & Q2  
☐ Funding change is to reallocate salary paid 120 days or more from effective date of funding on a federal project (20xxxx) - Answer Q1 & Q2 and answer both questions on a Cost Transfer Form

1) Why was the salary charged originally to the sponsored project or non-sponsored org from which it is being transferred?

2) Why does the salary belong to the sponsored project to which it is being transferred?

Approvals		Date	To be used by OSP ONLY. Reviewer:					
Submitter/Initiator (Print Name, Signature)			Grants	Amounts	\$	B	P	+NC
Mohamed Ahmed	<i>Mohamed Ahmed</i>		202471	\$2,811.90				
Principal Investigator			222722	\$3,703.04				
Edward Malbach	<i>See enq1</i>		203333	\$7,671.01				
Dean/Director	<i>Leah Dye</i>	9/2/15						
Dept Head	<i>[Signature]</i>	9/2/15						
Sponsored Programs (if applicable)								
Budget Office (if applicable)								
Provost (if applicable)								

5713

## **Mohamed H Ahmed**

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**From:** Edward W Maibach  
**Sent:** Thursday, August 27, 2015 3:29 PM  
**To:** Mohamed H Ahmed  
**Subject:** Re: FCF revised (Ed Approval)

OK, I approve.

Edward Maibach, MPH, PhD  
University Professor, Department of Communication  
Director, Center for Climate Change Communication  
George Mason University, MS 6A8  
Fairfax, VA 22030  
[www.climatechangecommunication.org](http://www.climatechangecommunication.org)

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**From:** Mohamed H Ahmed  
**Sent:** Thursday, August 27, 2015 2:22 PM  
**To:** Edward W Maibach  
**Subject:** RE: FCF revised (Ed Approval)

Hi Ed,

That was the mistake I adjusted. Please see the original funding distribution attached. Overall, Comm will be charged the 80% if you look at the entirety of the AY but to fit within the EF award period the distributions had to change.

Best,  
Moe

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**Mohamed H. Ahmed**  
Financial Manager  
Center for Climate Change Communication, Research Hall Rm 246  
George Mason University, MS 6A8  
Fairfax, VA 22030  
P: (703) 993-5451  
E-mail: [mahmed8@gmu.edu](mailto:mahmed8@gmu.edu)

**From:** Edward W Maibach  
**Sent:** Thursday, August 27, 2015 1:50 PM  
**To:** Mohamed H Ahmed <[mahmed8@gmu.edu](mailto:mahmed8@gmu.edu)>  
**Subject:** Re: FCF revised (Ed Approval)

Hi Moe,

My preference is to charge 80% of my time to comm instruction. Is there a reason why that is not feasible? If it is feasible, please reduce the GMUF/EF line accordingly.

Thanks,

Ed

Edward Maibach, MPH, PhD  
University Professor, Department of Communication  
Director, Center for Climate Change Communication  
George Mason University, MS 6A8  
Fairfax, VA 22030  
[www.climatechangecommunication.org](http://www.climatechangecommunication.org)

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**From:** Mohamed H Ahmed  
**Sent:** Thursday, August 27, 2015 1:38 PM  
**To:** Edward W Maibach  
**Subject:** FCF revised (Ed Approval)

Hi Ed,

I made a mistake on the FCFs you signed yesterday. Please review your FCF's for the 15-16 AY and send an email authorizing its approval.

Thanks!

Moe

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**Mohamed H. Ahmed**  
Financial Manager  
Center for Climate Change Communication, Research Hall Rm 246  
George Mason University, MS 6A8  
Fairfax, VA 22030  
P: (703) 993-5451  
E-mail: [mahmed8@gmu.edu](mailto:mahmed8@gmu.edu)



Vice President Research & Economic Development

4400 University Drive, MS 6D5, Fairfax, Virginia 22030  
Phone: 703-993-2268; Fax: 703-993-5027

December 14, 2012

Edward Maibach  
emaibach@gmu.edu

Dear Professor Maibach,

It is my pleasure to confirm that you have been awarded a Faculty Study Leave for the 2013-2014 academic year.

Your study leave can be taken for one semester in Fall 2013 or Spring 2014 or for the full academic year 2013-2014. Full salary and benefits will be continued for a single semester leave. If you elect the full-year option at reduced pay, I recommend that you speak with a Human Resources benefits administrator, as there are implications for your benefits package. You must contact your dean, director, or department chair for leave approval so that they may arrange for appropriate reassignment of teaching and other duties for the relevant period. The Provost's Office need not be part of this approval process.

Funds to partially compensate your academic unit for the loss of your teaching services during your leave are drawn from the Provost's allocation of "earned indirect cost recovery" from externally-funded grants and contracts to the University.

**A condition of this award is that you agree to help evaluate future Study Leave applications. This may involve the review of up to 5 or 6 proposals each year for up to three years. I realize that you may be on leave next year, so I may call on you to fulfill your commitment at some future year. Please confirm your acceptance of this award by email to the Study Leave Coordinator, Donna Sherrard, dsherrar@gmu.edu.**

In addition, you will also be required to submit a one-page report of the work accomplished during your study leave. This report can be submitted to the Office of Research & Economic Development at MSN 6D5, Attention: Donna Sherrard, and should include plans for continuing activities related to the study leave.

Congratulations on winning this award, which is given as evidence of your scholarship and demonstrates our confidence in your ability to successfully complete the research described in your proposal.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Roger R. Stough".

Roger R. Stough  
Vice President for Research & Economic Development

**College of Humanities and Social Sciences**

4400 University Drive, MS 3A3, Fairfax, Virginia 22030  
Phone: 703-993-8720 Fax: 703-993-8714

August 8, 2011

Edward W. Maibach  
Department of Communication  
MSN 6A8

Dear Dr. Maibach:

This letter will document changes to your current contract as Professor, without term, in the Department of Communication at George Mason University.

This offer is subject to the terms and conditions of the document entitled "Faculty Appointed Without Term, Terms and Conditions of Employment", attached hereto as "Attachment A", which is incorporated herein by reference.

The terms of this offer are as follows:

- Title: Professor, without Term (the phrase "Appointment Without Term" is referred to as "Tenure" in the Faculty Handbook).
- Assignment: You are assigned to the Department of Communication and will report to Gary Kreps, Department Chair.
- Salary: Effective August 25, 2011 your base salary will be \$171,912.
- Other terms: Effective August 25, 2011 your teaching load will be 2-1 in recognition of your efforts to generate sponsored research funding. Your position is 20% funded from Sponsored Program funds that you will raise.

You may buy out one additional course at the rate of 20% of base academic year salary plus fringe charged to grants.

If these terms and conditions are acceptable to you, please sign and date in the space provided below and return the original to my office. This offer will remain open until August 19, 2011; if you do not sign and return this offer of employment before such date, this offer will be null and void.

I look forward to your acceptance of this offer and to a rewarding professional association in the future. Should you need additional information or assistance, please do not hesitate to call Jack Censer at 703-993-8715.

Sincerely,

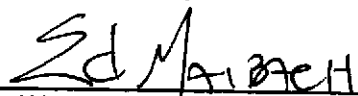
A handwritten signature in black ink, appearing to read "Jack R. Censer".

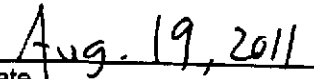
Jack R. Censer  
Dean, College of Humanities and Social Sciences

A handwritten signature in black ink, appearing to read "Alan G. Merten".

Alan G. Merten  
President

I accept the appointment described under the terms and conditions set forth in this letter, including all terms and conditions in the Attachment referenced in this letter. I further acknowledge that I will be governed by the administrative policies and regulations of the University, currently in force and as amended in the future. I also acknowledge that said rules do not create any vested employment rights and that the University reserves the right to reassign me during my term of employment.

  
\_\_\_\_\_  
Edward W. Maibach

  
Date

cc: Human Resources Department  
Office of the Provost

**Faculty Appointed Without Term, Terms and Conditions of Employment**

1. **Eligibility for Employment.** Your offer for employment is contingent upon providing the University, prior to your first day of employment, official documentation of degrees earned. An original transcript from the institution awarding the highest degree mailed to the Office of the Provost will ordinarily satisfy this requirement. Please forward to Office of the Provost, Attention: Personnel Project Manager, 4400 University Drive MSN 3A2, Fairfax, VA 22030. You are responsible for providing a certified third-party translation and evaluation of your academic transcripts, if required by the University. Your offer for employment is contingent upon satisfying all Federal employment eligibility requirements, including any necessary work authorizations; and is contingent upon compliance with all applicable federal rules and regulations, including but not limited to those federal rules and regulations regarding sponsored research. Your offer for employment is contingent upon making no false or misleading representations in your application for employment. Your offer for employment is contingent upon a successful criminal records check and a background records check, if required by the University; if the results of such checks are not satisfactory to the University, this contract is voidable by the University. Questions regarding employment-based immigration should be directed to the Office of International Programs and Services.
2. **Approval of Appointment.** This appointment is subject to approval by the appropriate University administrative officers. The appointment is also subject to the policies and bylaws of the Board of Visitors and approval by the Board of Visitors.
3. **Faculty Handbook.** Your appointment is subject to all terms and conditions of the Faculty Handbook (the "Handbook") and any future modifications to it. The Handbook, as modified, is hereby incorporated by reference, except as otherwise specifically provided by your offer letter. In the event of a conflict between the Handbook and your offer letter, the terms of your offer letter will take precedence.
4. **General Conditions of Employment.** George Mason University is an agency of the Commonwealth of Virginia, organized pursuant to statute. As is the case for all University employees, your employment is subject to the Acts of the General Assembly of Virginia, Executive Orders of the Governor, regulations adopted by the Board of Visitors of the University, all applicable regulations, and all policies of the University. As a condition of your employment, you are subject to all applicable practices, policies and procedures of the University, including but not limited to policies regarding conflicts of interests, nondiscrimination, outside professional activities, and intellectual property. It is your responsibility to be aware of these policies and procedures, as well as all others which may apply to you. University policies and procedures are subject to change without notice. You agree to make best efforts to successfully perform your duties under this contract.
5. **Benefits.** You may be eligible to receive certain benefits provided to Commonwealth of Virginia and University employees. You are responsible for making all decisions and for taking all actions relating to such benefits, within established timeframes and deadlines. Questions regarding benefits should be directed to the Department of Human Resources and Payroll.
6. **Taxation and Direct Deposit.** All amounts paid by the University to you may be subject to taxation both for reporting and withholding. Any amounts subject to withholding will have taxes withheld in accordance with federal and state law. If you accept this offer and it is your first appointment to George Mason University, you must complete tax forms in order to receive payment. Electronic direct deposit is mandatory for all employees.
7. **Assignment.** The University reserves the right to change your assignment, as well as your physical location, at any time during your employment, and you may be reassigned duties as determined by the University.
8. **Outside Activities.** You may not engage in any outside activities which interfere with the proper performance of your duties. You are also subject to all University policies regarding outside activities, including policies regarding conflicts of interest.
9. **Resignation.** If you resign prior to completion of the Term of this contract, you agree to provide

10. General Terms. This contract may be modified only by a written agreement signed by both you and by an authorized employee of the University. The waiver by either party of a breach of any provision of this contract will not operate or be construed as a waiver by that party of any prior or subsequent breaches. All agreements and covenants contained herein are severable, and if an appropriate court declares any such agreement or covenant to be invalid, this contract will be interpreted and applied as if such invalid agreements or covenants were not contained herein. This contract shall be construed in accordance with the laws of the Commonwealth of Virginia. Venue for determination of the legal rights and obligations of the parties to this contract shall be an appropriate court in the Commonwealth of Virginia. This contract contains the entire agreement for employment by and between you and the University for the position stated in this contract. Oral modifications, additions, or supplementation to this contract shall have no effect and shall not bind the parties. This contract supersedes all prior contracts of employment entered into between you and the University. Paragraph headings are mere catchwords and shall not be used in interpretation of the terms of this contract.
11. Availability. All instructional faculty must be available two weeks before classes begin and two weeks after classes end.



**EDWARD WILE MAIBACH**

**School of Public Health & Health Services  
The George Washington University  
2175 K St., NW, Suite 700  
Washington, DC 20037  
202.467.2286 (office)  
301.461.8601 (mobile)  
emaibach@gwu.edu**

**Education**

Ph.D. in Communication, Stanford University, 1990

M.P.H. in Health Promotion, San Diego State University, 1983

B.A. in Social Psychology, University of California, San Diego, 1980

**Professional Experience**

**The George Washington University**

**(2005 to date) Professor and Director, Public Health Communication & Marketing Program**

**(2006 to date) Co-Director, DrPH Program**

**(2007 to date) Vice Department Chair**

**Department of Prevention and Community Health, School of Public Health and Health Services**

Developed and direct a graduate program to train the public health workforce in the critical core competencies of communication and marketing. Currently co-leading the redevelopment of the department's doctoral program, and leading the development of the department's 5 year strategic plan.

**National Center for Health Marketing, Centers for Disease Control and Prevention**

**(2006 to date) Special Advisor to the Director**

Leading the development of a white paper to define the role of marketing at CDC and more generally in the field of public health; leading a process to identify the required competencies for public health communication and marketing specialists; leading the development of research priorities related to climate change communication.

**National Cancer Institute**

**(2003 to 2004) Associate Director**

Developed and directed the Center for Strategic Dissemination to improve NCI's ability to successfully disseminate evidence-based interventions and information. Contributed to the

development of NCI's strategic priorities and management through participation in the Senior Management Team and Executive Committee.

### **Kidsave International**

(2002 to date) Board Member (volunteer)

(2003 to 2006) Chairman of the Board (volunteer)

Helped develop innovative approaches to increasing rates of adoption for older children; helped develop and continue to refine the organization's long-term strategic plan; leading the revenue generation efforts including the establishment of a Capital Campaign. Kidsave International develops, evaluates and then takes to scale successful approaches to finding families for hard to place orphaned and abandoned children.

### **Porter Novelli International**

(2001 to 2003) Partner, Worldwide Director of Social Marketing

(2000 to 2001) Executive Vice President, Worldwide Director of Social Marketing

(1998 to 2000) Senior Vice President, Director of Social Marketing

(1995 to 1997) Director of Research and Social Marketing Strategy

Developed, implemented, and evaluated communication and social marketing campaigns for public, private, and nonprofit sector clients including the Office of National Drug Control Policy, the National Cancer Institute, Centers for Disease Control and Prevention, The Robert Wood Johnson Foundation, March of Dimes, American Cancer Society, and the Infectious Disease Society of America. Provided senior counsel, business development support, and training to Porter Novelli offices and clients in the U.S. and abroad. As a Partner, contributed to the overall management of US operations.

### **Georgetown University**

(2002 to 2003) Adjunct Associate Professor, McDonough School of Business

Graduate level instruction in social marketing for MBA and MPP students:

### **Emory University**

(1990 to 1995) Assistant Professor, Division of Behavioral Science and Health Education, School of Public Health. Adjunct appointments: Sociology; Medicine.

Research and graduate level instruction on health communication with emphasis on effective use of mass media and interpersonal communication to influence health behaviors. Managed a field research staff of up to 30 people funded through external grants.

(1992 to 1995) Director, Center for Health and Risk Communication, School of Public Health.

Developed a multi-disciplinary center to promote scholarly and applied research on problems in public health communication.

**Centers for Disease Control and Prevention**

**(1990 -1991) Visiting Communication Research Specialist**, National AIDS Information and Education Program.

Formative, efficacy and impact evaluation research on CDC's AIDS information campaigns.

**Stanford University**

**(1987-1990) Research Fellow**, Stanford Center for Research in Disease Prevention, School of Medicine.

Research on health behavior change with emphasis on social marketing, health information campaigns, audience analysis, and psychological factors in health information processing.

**National Cancer Institute**

**(1984-1986) Health Promotion Program Specialist**, Health Promotion Sciences Branch, Division of Cancer Prevention and Control.

Developed primary health care and worksite health research initiatives; developed and evaluated research on information systems for medical care and health promotion.

**San Diego State University**

**(1983) Research Associate**, Graduate School of Public Health, San Diego State University.

Research on smoking cessation in primary medical care: grant writing, survey research, and educational materials development.

**National Heart, Lung & Blood Institute**

**(1982) Public Health Analyst**, Health Education Branch, Office of Prevention, Education and Control.

Policy and data analysis on worksite health promotion, physician smoking interventions, coronary risk reduction trials, and information dissemination efforts.

**Dermatology Research, Inc.**

**(1981) Quality Assurance Officer**.

Design and implementation of a quality assurance system for human and animal experimentation.

**San Diego City School District**

**(1980-1981) Teacher**, Project ORACLE

High school level teaching in a special education setting.

## **Honors**

"All-Star" Award for accomplishments in Social Marketing, Inside PR, 2000.

Visiting Imminent Practitioner, Public Relations Institute of Australia, 1999.

Distinguished Book Award (for Designing Health Messages, SAGE, 1995), Applied Communication Division, Speech Communication Association (1996).

Dissertation of the Year Award, Second Place, Health Communication Division of the International Communication Association / Speech Communication Association (1992).

Charter Member of Delta Omega Society (National Public Health Honorary Society), San Diego Chapter (1986).

## **Research Grants**

Principal Investigator (2007) – Proposal to establish a "center of excellence" in climate change communication. Proposal is currently under development.

Senior Advisor (2006-2008) – Robert Wood Johnson Foundation Commission on Health in America, The Robert Wood Johnson Foundation. \$3,139,613.

Principal Investigator (2006) – "Planning a National Commission on Reducing Health Disparities," Robert Wood Johnson Foundation. \$10,654.

Principal Investigator (1991-1995) - "Small-group social cognitive approach to HIV prevention", National Institute of Mental Health. \$1,479,000 .

Principal Investigator (1991-1994) - "Incorporating mass media into perinatal HIV prevention projects", Center for Prevention Services, Centers for Disease Control. \$102,000.

Principal Investigator (1992-1994) - "A Proposal to Establish a Center for Health and Risk Communication". Centers for Disease Control. \$42,000.

Co-Principal Investigator (1993-1996) - AIDS Risk Reduction Practices Among College Students (Colleen DiIorio, P.I.) National Center for Nursing Research. \$1,082,496.

Co-Principal Investigator (1992-1995) - "The Impact of Personal and Family Characteristics on HIV Risk and Risk-Reduction Behaviors Among 13-15 Year Old Adolescents." (Colleen DiIorio, P.I.) Centers for Disease Control. \$515,000.

Co-Investigator (1993-1997) - "GIMME 5 Fruits and Vegetables for Fun and Health (Tom Baranowski, P.I.) National Cancer Institute. \$1,600,616.

Recipient (1990-1991; 50% effort) - Interagency Personnel Agreement (IPA) with U.S. Centers for Disease Control.

Dissertation Grant (1989) - "Mass mediated self-efficacy interventions for AIDS prevention", American Cancer Society - California Division. \$10,000.

Recipient (1988) - "Interactive video disk system for health communication", Video Seed Fund, Stanford University (with June Flora). \$11,925.

Recipient (1988) - "Cognitive antecedents of cancer and AIDS prevention behavior: The effects of health involvement and TV advertisement appeal", American Cancer Society (with June Flora). \$5,000.

Pre-Doctoral Fellowship (1987-90), National Heart, Lung and Blood Institute, NIH.

### **Contracts**

Approximately \$10 million in contracts from various sponsors to conduct public health communication and social marketing projects. Details available on request.

### **Journal and Review Articles**

Maibach, E. (in press) The influence of the media environment on physical activity: Looking for the big picture. American Journal of Health Promotion

Nelson, D., Gallogly, M., Pederson, L., Barry, M., McGoldrick, D; Maibach, E. (in press) Using Mass Media Channel Data from Consumer Surveys to Improve Targeting of Messages to Smokers. American Journal of Public Health

Maibach, E., Weber, D., Massett, H., Price, S., Hancock, G. (2006) Segmenting health audiences based on their information use and decision-making preferences: Development and initial validation of a brief screening instrument. Journal of Health Communication, 11:717-36.

Abroms L, Maibach E, Lyon-Daniel K, Feldman SR (2006) What is the best approach to reducing birth defects associated with isotretinoin? PLoS Med 3(11): e483. doi: 10.1371/journal.pmed.0030483

Dearing, J., Maibach, E., Buller, D. (2006) A convergent diffusion and social marketing approach for disseminating proven approaches to physical activity programs. American Journal of Preventive Medicine, 31(4S): S11-23.

Bauman, A., Smith, BJ, Maibach, E. Reger-Nash, B. (2006) Evaluation of Mass Media Campaigns for Physical Activity. Evaluation and Program Planning, 29, 312-22.

- Maibach EW, Van Duyn MAS, Bloodgood B. A marketing perspective on disseminating evidence-based approaches to disease prevention and health promotion. *Prev Chronic Dis* [serial online] 2006 Jul [date cited]. Available from: URL: [http://www.cdc.gov/pcd/issues/2006/jul/05\\_0154.htm](http://www.cdc.gov/pcd/issues/2006/jul/05_0154.htm).
- Basil, M. D. & Maibach, E. (2004). Obesity: Government definitions versus self-identity on consumer attitudes, perceptions, and behaviors. *Advances in Consumer Research*, 31, 459-460.
- Orleans, C.T., Melvin, C.L., Marx, J.F., Maibach, E., Kahler Vose, K. (2004). National Action Plan to Reduce Smoking During Pregnancy: The National Partnership to Help Pregnant Smokers Quit. *Nicotine and Tobacco Research*, 6, S269-277.
- Maibach, E.W. (2003). Recreating communities to support active living: A new role for social marketing. *American Journal of Health Promotion*, 18, 114-119.
- Masset, H., Greenup, M., Ryan, C., Staples, D., Green, N.S., Maibach, E.W. (2003). Public perceptions about prematurity: A national survey. *American Journal of Preventive Medicine*, 24, 120-127.
- The NIMH Multisite HIV Prevention Trial Group (including Edward Maibach, Principal Investigator, Emory University) (2002). Childhood Sexual Abuse and Risk Behaviors Among Men at High Risk for HIV Infection. *American Journal of Public Health*, 92, 214-219.
- Maibach, E.W. (2002). Explicating social marketing: What is it, and what isn't it. *Social Marketing Quarterly*, 8, 1-7.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (2001). A test of factors mediating the relationship between unwanted sexual activity during childhood and risk sexual practices among women enrolled in the NIMH Multisite HIV Prevention Trial. *Women and Health*, 33, (1-2), 163-179.
- Murphy, D., Stein, J., Schlenger, W., Maibach, E. & the NIMH Multisite HIV Prevention Trial Group (2001). Conceptualizing the Multidimensional Nature of Self-efficacy: Assessment of Situational Context and Level of Behavioral Challenge to Maintain Safer Sex. *Health Psychology*, 20, 281-290.
- Maibach, E. (2000). Five strategies for encouraging a marketing orientation in social change organizations. *Social Marketing Quarterly* 6; 25-27.
- Gellin, B., Maibach, E. & Marcuse, E. (2000). Do parents understand immunizations? A national telephone survey. *Pediatrics* 106; 1097-1102.

- Kelder, S., Maibach, E., Worden, J., Biglan, T. & Levitt, A. (2000). Planning and initiation of the ONDCP National Youth Anti-Drug Media Campaign. Journal of Public Health Management and Practice 6; 14-26.
- Weir, M., Maibach, E., Bakris, G., Black, H., Chawla, P., Messerli, F., Neutel, J. & Weber, M. (2000). Implications of a health lifestyle and medication analysis for improving hypertension control. Archives of Internal Medicine 160;470-480.
- Dilorio, C., Dudley, W., Soet, J., Watkins, J., Maibach, E. (2000). A social cognitive based model of condom use among college students. Nursing Research, 49; 208-14.
- O'Leary, A., Maibach, E., Ambrose, T., Jemmott, J., Celantano, D. (2000). Social Cognitive Predictors of Sexual Risk Behavior Change Among STD Clinic Patients. AIDS and Behavior, 4: 309-316.
- Maibach, E. (1999). Improving cancer risk communication: A discussion of Fischhoff. Journal of the National Cancer Institute, 25, 14-15.
- Maibach, E. (1999). Cancer risk communication – What we need to learn. Journal of the National Cancer Institute, 25, 179-181.
- Sanderson, C., Maibach, E., DiIorio, C. & Cantor, N. (1999). Personal strategies for HIV prevention: The development and validation of a strategy-coding instrument. Journal of Applied Social Psychology, 29, 1536-1554.
- Slater, M., Basil, M. & Maibach, E. (1999). A cluster analysis of alcohol-related attitudes and behaviors in the general population. Journal of Studies on Alcohol, 60, 667-674.
- Glanz, K., Basil, M., Maibach, E. (shared authorship among first three authors), Goldberg, J. & Snyder, D. (1998). Why Americans eat what they do: Taste, nutrition, cost, convenience, and weight control as influences on food consumption. Journal of the American Dietetic Association, 98: 1118-1126.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1998). The NIMH Multisite HIV Prevention Trial: Reducing HIV sexual risk behavior. Science, 280: 1889-1894.
- Neuman, P., Maibach, E., Dusenbury, K., Kitchman, M. & Zupp, P. (1998). Marketing HMOs to Medicare beneficiaries. Health Affairs, 17, 132-139.
- Maibach, E., Davis, S., Ter Maat, J. & Rivera, N. (1998). Promoting cancer prevention and screening. The impact of the Cancer Information Service. Part 7. Journal of Health Communication, 3 (Supplement), 97-108.

- Ward, J.D., Baum, S., Ter Maat, J., Thomsen, C. & Maibach, E. (1998). The value and impact of the CIS telephone service. Journal of Health Communication, 3 (Supplement), 50-70.
- O'Leary, A., Ambrose, T., Raffaelli, M., Maibach, E., Jemmott, L., Jemmott, J., Labouvie, E. & Celentano, D. (1998). Effects of an HIV risk reduction project on sexual risk behaviors of low-income STD patients. AIDS Education and Prevention, 10; 483-92.
- Maibach, E., Shenker, A., Singer, S. (Eds.) (1997). Consensus conference on the future of social marketing. Journal of Health Communication, 2, 301-303.
- Maibach, E. (1997). Results of a Delphi survey. Journal of Health Communication, 2, 304-307.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Methodological overview of a multisite HIV prevention trial for populations at risk for HIV. AIDS, 11, S1-S12.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Screening, recruiting and predicting retention of participants in a multisite HIV prevention trial. AIDS, 11, S13-S20.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Demographic and behavioral predictors of sexual risk in a multisite HIV prevention trial. AIDS, 11, S21-S28.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Conceptual basis and procedures for the intervention in a multisite HIV prevention trial. AIDS, 11, S29-S36.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Endpoints and other measures in a multisite HIV prevention trial: Rationale and psychometric properties. AIDS, 11, S37-S48.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Quality control and quality assurance in HIV prevention research: Model from a multisite HIV prevention trial. AIDS, 11, S49-S54.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Definition of adverse reactions in clinical trials of a behavior intervention. AIDS, 11, S55-S58.
- The NIMH Multisite HIV Prevention Trial (including Edward Maibach, Principal Investigator, Emory University) (1997). Collecting sexually transmitted disease clinic chart data in multisite studies. AIDS, 11, S59-S63.



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- Frost, K., Frank, E., & Maibach, E. (1997). Relative risk in the news media: A quantification of misrepresentation. American Journal of Public Health, 87, 842-845.
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- Sanderson, C. & Maibach, E. (1996). Predicting condom use attitudes in African-American STD patients: The role of two types of outcome expectancies. Journal of Applied Social Psychology, 26, 1495-1509.
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- Maibach, E., Schieber, R. & Carroll, M. (1996). Self-efficacy in pediatric resuscitation: Implications for education and performance. Pediatrics, 97, 94-99.
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- Maibach, E. & Murphy, D. (1995). Self-efficacy in health promotion research and practice: conceptualization and measurement. Health Education Research, 10, 37-50.

- Maibach, E. & Holtgrave, D. (1995) Advances in public health communication. Annual Review of Public Health, 16, 219-238.
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- Maibach, E. (1993). Social marketing for the environment: Using mass media to promote environmental awareness and behavior change. Health Promotion International. 8, 209-224.
- Maibach, E. & Flora, J. (1993). Symbolic modeling and cognitive rehearsal: Using video to promote AIDS prevention self-efficacy. Communication Research. 20, 517-545.
- Hyman, D., Maibach, E., Flora, J., and Fortmann, S. (1992) Cholesterol treatment practices of primary care physicians. Public Health Reports. 107, 441-448.
- Maibach, E., Flora, J., and Nass, C. (1991). Changes in self-efficacy and health behavior in response to a minimal contact community health campaign. Health Communication. 3, 1-15.
- Reeves, B., Newhagen, J., Maibach, E., Basil, M. and Kurz, K. (1991). Negative and positive television messages: Effects of message type and memory context on attention and memory. American Behavioral Scientist. 34, 679-694.
- Flora, J. & Maibach, E. (1990). Cognitive responses to AIDS information: The effects of issue involvement and message appeal. Communication Research. 17:759-74.
- Flora, J., Maibach, E. and Maccoby, N. (1989). The role of media across four levels of health promotion intervention. Annual Review of Public Health. Palo Alto, CA: Annual Reviews Inc.
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#### Manuscripts under review

- Maibach, E., Abrams, L., Marosits, M. (under review) Communication and marketing as tools to cultivate the public's health: A proposed "people and places" framework. BMC Public Health

Van Duyn, M., Maibach, et al. (under review). Culturally Adapting Evidence-based Physical Activity Strategies Among African American, Hispanic, Hmong and Native Hawaiian Communities: A Social Marketing Approach. Preventing Chronic Disease

David E. Nelson, Paul Mowery, Kat Jackson, Linda Pederson, Patrick O'Malley, Ann Malarcher, Terry Pechacek, Ed Maibach (under review). The Prevention of Cigarette Smoking: Long-Term National Trends in Adolescent and Young Adult Smoking. American Journal of Public Health

Handy, S., Sallis, J., Weber, D., Maibach, E & Hollander, M. Do Americans want walkable communities? Evidence from a National Survey. Journal of the American Planning Association

### **Manuscripts in preparation**

Maibach, E. & Abroms, L. Effectiveness of Mass Communication to Change Public Behavior. Invited chapter: Annual Review of Public Health

Wolff, L., Massett, H., Mockenhaupt, R., Hassmiller, S., & Maibach, E. Creating consumer demand for prevention counseling in the primary care setting. (manuscript in development)

Wolff, L., Massett, H., Weber, D., Mockenhaupt, R., Hassmiller, S. & Maibach, E. Validating a health consumer segmentation model: Behavioral and attitudinal differences in prevention-related practices. (manuscript in development)

Massett, H., Maibach, E., Weber, D., Wolff, L., Mockenhaupt, R. & Hassmiller, S. Barriers and opportunities to promote prevention in the primary care setting: Findings for a national consumer survey. (manuscript in development)

Basil, M., Weber, D. & Maibach, E. Comparing random digit dial and mail panel surveys for public health research.

### **Books and Book Chapters**

Downs, J. Bruine de Bruin, W., Fischhoff, B. Hesse, B & Maibach, E. (in press) How people think about cancer: A mental models approach. In O'Hair, D (ed). A Handbook of Risk Communication.

Maibach, E., Rothschild, M. & Novelli, W. (2002). Social Marketing. In K. Glanz, B. Rimer & F. Marcus Lewis (eds.) Health Behavior and Health Education (3<sup>rd</sup> edition). San Francisco: Jossey-Bass. Pp. 660-98.

Maibach, E. (2002). Communication for Health. In Breslow, L. (ed.) Encyclopedia of Public Health. New York: Macmillan Reference USA.

- Parvanta, C., Maibach, E., Arkin, E., Nelson, D. & Woodward, J. (2002). Public Health Communication: A Planning Framework. In D. Nelson, R. Brownson, P. Remington & C. Parvanta (eds.) Communicating Public Health Information Effectively: A Guide for Practitioners Washington, DC: American Public Health Association. Pgs. 11-32.
- Arkin, E., Maibach, E. & Parvanta, C. (2002). Communicating to Persuade. In D. Nelson, R. Brownson, P. Remington & C. Parvanta (eds.) Communicating Public Health Information Effectively: A Guide for Practitioners Washington, DC: American Public Health Association. Pgs. 59-72.
- Lum, M., Parvanta, C., Maibach, E., Arkin, E. & Nelson, D. (2002). Communicating to Inform. In D. Nelson, R. Brownson, P. Remington & C. Parvanta (eds.) Communicating Public Health Information Effectively: A Guide for Practitioners Washington, DC: American Public Health Association. Pgs. 47-58.
- Basil, M. D., Basil, D. Z., Maibach, E. W. & Slater, M. D. (1997). Dieting, low fat eating, and exercise: A cluster analysis. Proceedings of the Innovations in Social Marketing Conference. 3:71-75.
- Maibach, E. & Parrott, R. (1995). Designing Health Messages: Approaches from Communication Theory and Public Health Practice. Thousand Oaks, CA: Sage. (Winner of the 1996 Distinguished Book Award, Applied Communication Division, Speech Communication Association.)
- Maibach, E. & Cotton, D. (1995). Moving people to behavior change: A staged social cognitive approach to message design. In Maibach, E. & Parrott, R. (eds.) Designing Health Messages: Approaches from Communication Theory and Public Health Practice. Thousand Oaks, CA: Sage.
- Parrott, R., Kahl, M.L., & Maibach, E. (1995). Enabling health: Policy and administrative practices at a crossroad. In Maibach, E. & Parrott, R. (eds.) Designing Health Messages: Approaches from Communication Theory and Public Health Practice. Thousand Oaks, CA: Sage.
- Maibach, E., Kreps, G. & Bonoguro, E. (1993). Developing strategic HIV/AIDS communication campaigns. In S. Ratzan (ed.) AIDS: Effective Health Communication for the 1990's. London: Hemisphere Press. pp. 15-36.
- Maibach, E. (1992). Communication theory and the development of AIDS prevention media. Perspectives on Health Communication, Thornton, B. & Kreps, K. (eds.), pgs. 207-217, Prospect Heights, Ill: Waveland.

### Refereed Presentations

- Maibach, E. (2006) People and Places Model: An ecological framework for public health communication and marketing. Presentation at the annual meeting of the American Public Health Association, Boston, MA.
- Robinson, J., Massett, H., DiSogra, L., Moser, R, Maibach, E. & Weber, D. (2005) Fruit and vegetable consumption among African American adult males: Correlates of awareness and consumption. Presentation at the annual meeting of the American Public Health Association, New Orleans, LA.
- Van Duyn, M., Fridinger, F., McDivott, J., Weber, D., Chu, J., Bloodgood, B., Rothschild, M. & Maibach, E. (2004). Analyzing a marketing database to identify motivationally coherent audience segments for a national energy balance promotion initiative. Presentation at the annual meeting of the American Public Health Association, Washington, DC.
- Maibach, E., Van Duyn, M., Rothschild, M., Kinney Hoffman, M., Fridinger, F. & Chu, J. (2004) Using social marketing to disseminate evidence-based energy balance intervention approaches. Presentation at the Translating Research Into Practice Conference, Washington, DC.
- Maibach, E. (2004) Facilitating dialogue between the cancer advocacy community and the NCI: A new role for the NCI Director's Consumer Liaison Group. Presentation at the 9<sup>th</sup> biennial symposium of the Intercultural Cancer Council, Washington, DC.
- Maibach, E., (2003) Promoting population-based behavior change: The distinct yet complementary roles of communication, marketing and policy. Presentation at the annual meeting of the American Public Health Association, San Francisco, CA.
- Spindle, L & Maibach, E. (2000) Helping public health organizations succeed at branding. Presentation at the 128<sup>th</sup> annual conference of the American Public Health Association.
- Basil, M. D., Maibach, E. W. & Basil, D. Z. (1999). People's compensatory behaviors: Low fat eating, dieting, and exercise. Poster presented to the Association for Consumer Research, Columbus, OH.
- Basil, M., Flora, J. & Maibach, E. (1998). Television viewing and health behavior: Unpacking the "couch potato" effect. Presentation at the annual meeting of the International Communication Association, Jerusalem, Israel.
- Basil, M. D., Basil, D. Z., Maibach, E. W. & Slater, M. D. (1997). Dieting, low fat eating, and exercise: Consistent or compensatory behaviors? Poster presented to the Innovations in Social Marketing Conference, Boston, MA.
- Slater, M. D., Basil, M. D., & Maibach, E. W. (1997). An empirical typology of alcohol use in the general population: Characterizing the range of normal. Poster presented to the Research Society on Alcoholism, New York, NY.

- Maxfield, A., Maibach, E., Slater, M., & Ladin, K. (1996). Clustering America by health behaviors and their social and cognitive antecedents. Presentation at the annual meeting of the International Communication Association, Chicago, Ill.
- Frost, K., Frank, E., & Maibach, E. (1995). Reported versus actual mortality: Causes of death as represented by the U.S. print media. Presentation at the annual meeting of the American Public Health Association.
- Maibach, E., Salmon, C.T., & Long, D. (1995). Documenting the effectiveness of public health communication campaigns: A bibliometric study. Presentation at the annual meeting of the International Communication Association, Albuquerque, N.M.
- Rafaelli, M., Weisman, C., LaVange, L., Maibach, E., & Gleghorn, A. (1994). HIV risk and preventive factors among late adolescent and young adult STD patients. Presentation at the Society for Research on Adolescents.
- O'Leary, A., Jemmott, J., Magana, R., Celentano, D., and Maibach, E. (1994). Translating social cognitive theory into intervention strategies. Presentation at the Fifteenth Annual Meeting of the Society of Behavioral Medicine, Boston, MA.
- Maibach, E. & Long, D. (1993) Principles of effective health information campaigns: Implications for promoting environmental action. Presentation to the American Public Health Association, San Francisco, CA.
- Rich, T., Maibach, E., Lin, L., DiIorio, C., Wendell, D. , McCormack, M. & Holcombe, J. (1993) Sense of coherence among STD clinic patients: correlates and comparisons to normative data. Presentation to the American Public Health Association, San Francisco, CA.
- Fernandez, I., Grace, W., Stover, E., and the NIMH AIDS Prevention Collaborative (including E. Maibach) (1993). The NIMH AIDS Prevention Collaborative: Results from Stage 1 Studies. Presentation at the IXth International Conference on AIDS, Berlin, GDR.
- O'Leary, A., Celentano, D., Maibach, E., Weisman, C., McCormack, M., Raffaelli, M., et al. (1993) Social cognitive predictors of HIV preventive behavior among urban STD clinic patients. Presentation at the IXth International Conference on AIDS, Berlin, GDR.
- Maibach, E., Miner, K., DiIorio, C., Thompson, N., Lin, L. & Stone, S. (1992). An investigation into the effects of incentives on recruitment, participation and outcome in an HIV prevention trial. Presentation at the annual meeting of the American Psychological Association, Washington, D.C.
- Walker, J., Wiesner, P., Minor, K. & Maibach, E. (1992). The initial application of a 3-D matrix for convenience sampling. Presentation at the annual meeting of the American Public Health Association, Washington, D.C.

- Maibach, E. (1991). Symbolic modeling and cognitive rehearsal: Using video to promote AIDS prevention self-efficacy. Presentation at the annual meeting of the Society for Behavioral Medicine, Washington, D.C.
- Maibach, E. (1991). Communication and the Prevention of Health and Environmental Risks. Presentation at the annual meeting of the International Communication Association, Chicago, Ill.
- Pierson, R., Maibach, E. & Flora, J. (1991). Ethnic differences in response to AIDS education. Presentation at the annual meeting of the International Communication Association, Chicago, Ill.
- Maibach, E., Flora, J.A. & Basil, M. (1991). Changes in AIDS risk behavior in response to three AIDS education videotapes. Presentation at the annual meeting of the International Communication Association, Chicago, Ill.
- Maibach, E. (1989). Using social-cognitive theory for the development of AIDS prevention videos. Presentation at the annual meeting of the Speech Communication Association, San Francisco, CA.
- Maibach, E., Flora, J., Kubasch, A. and Mathews, J. (1989). The use of health opinion leaders for community health promotion. Presentation at the annual meeting of the American Public Health Association, Chicago, IL.
- Maibach, E., Flora, J. and Slater, M. (1989). Selecting channels of communication to reach target audiences: The role of channel analysis in social marketing. Presentation at the annual meeting of the American Public Health Association, Chicago, IL.
- Maibach, E. and Flora, J. (1989). Cognitive responses to AIDS information: The effects of issue involvement and message appeal. Presentation at the annual conference of the International Communication Association, San Francisco, CA.
- Engelberg, M. and Maibach, E. (1989). AIDS risk perception and media use: A social marketing perspective. Presentation at the annual meeting of the American Public Health Association, Chicago, IL.
- Flora, J., Maibach, E. and Maccoby, N. (1989). The impact of risk perception, actual risk, and health practices on the outcomes of a health campaign: The Stanford Five Cities Project. Presentation at the annual meeting of the Society for Risk Analysis, San Francisco, CA.
- Flora, J., Maibach, E., and Slater, M. (1989). Health lifestyles: An analysis of media use and interpersonal communication. Presentation at the annual meeting of the International Communication Association, San Francisco, CA.
- Reeves, B., Newhagen, J., Maibach, E., Basil, M. and Kurz, K. (1989). Negative and positive

- television messages: Effects of message type and message context on attention and memory. Presentation to the annual meeting of the International Communication Association, San Francisco, CA.
- Maibach, E., Flora, J. and Hyman, D. (1989). Do as I say, and as I do: The pharmacologic and dietary treatment of elevated cholesterol. Presentation at the Mid-Year Health Conference of the International Communication Association, Monterey, CA.
- Maibach, E. (1988). On being and becoming: Self-efficacy, campaign exposure, and health behavior. Presentation at the annual conference of the International Communication Association, New Orleans, LA.
- Flora, J., Maibach, E., Carl, F. and Saylor, K. (1987). The cost-effectiveness of three minimal contact weight control programs. Presentation at the annual meeting of the American Public Health Association, New Orleans, LA.
- Maibach, E., Flora, J. and Cirkseña, K. (1987). Healthy elders: The age related effects of a health newsletter program. Presentation to the annual meeting of the American Public Health Association, New Orleans, LA.
- Maibach, E. and Kreps, G. (1986). Communicating with patients: Primary care physicians' perspectives on cancer prevention, screening, and education. Presented at the International Conference on Doctor-Patient Communication, London, Ontario, Canada.
- Maibach, E., Light, L. and Neef, N. (1986). Nutrition information sources, training, attitudes and behaviors of primary care physicians: Implications for prevention in the primary care setting. Presentation at the annual meeting of the Society for Nutrition Education, Washington, D.C.
- Maibach, E., Cook, F., Bailey, K., Roccella, E. and Friedman, L. (1985). Physicians' knowledge about the Coronary Drug Project: Implications for the dissemination of clinical trials results. Presentation at the annual meeting of the Society for Clinical Trials, New Orleans, LA.
- Maibach, E., Kenney, E., Roccella, E., and Hovell, M. (1983). Health promotion in industry: Identifying firms most likely to initiate a health promotion program. Presentation at the annual meeting of the American Public Health Association, Dallas, TX.

### **Invited Presentations**

- Maibach, E. (2006) A People and Places Framework for Public Health Intervention. Mid-Atlantic Public Health Training Center. December 13, Washington, DC.
- Maibach, E. (2005) Leveraging communication, marketing and policy to create population-based behavior change. National Library of Medicine Lecture Series.



- Maibach, E. (2004) Improving dissemination of evidence-based physical activity promotion practices: A marketing perspective. Presentation at the Cooper Institute Conference on Increasing Physical Activity in Populations: Understanding Diffusion and Dissemination, Dallas, TX.
- Maibach, E. (2004) New roles for social marketing. Plenary address at the Obesity and Built Environment Conference, National Institute of Environmental Health Science, Washington, DC.
- Maibach, E. (2004) A design for dissemination: Revolutionizing change through social marketing. Plenary presentation to the America's Health Insurance Plans Annual Tobacco Conference, Miami, Florida.
- Maibach, E. (2004) Using social marketing to promote active living. Keynote speech at the annual meeting of the Illinois Public Health Association, Bloomington, Ill.
- Maibach, E., Downs, J. Hesse, B. & Fischhoff, B. (2004) Transforming public perceptions of cancer. Presentation to the Centers for Excellence in Cancer Communication Research, Madison, WI.
- Maibach, E. (2004) Moving beyond "The Cure:" Creating a mental model of cancer that best serves the interests of the public, patients, and the National Cancer Program. Plenary presentation to the annual meeting of the Public Affairs Network of the NCI-Designated Cancer Centers, Honolulu, HI.
- Basil, M. D. & Maibach, E. (2003). Obesity: BMI versus self-identification effects. Special session for the 2003 Association for Consumer Research Conference, Toronto, CANADA.
- Maibach, E. (2003) Promoting energy balance: The roles of communication, marketing and policy. Presentation to the Institute of Medicine and National Academies of Transportation Research Board conference on Physical Activity, Health, Transportation and Land Use, Washington, DC.
- Maibach, E. (2003) The roles of communication and social marketing in developing a Pan-Canadian healthy living strategy. Keynote presentation to the Pan-Canadian Healthy Living Strategy Working Group, Ottawa, Canada.
- Maibach, E. (2003) Enhancing CDC's effectiveness: How can marketing help? Presentation to the Centers for Disease Control and Prevention Futures Initiative Leadership Team, Atlanta, GA.
- Maibach, E. (2002) Explicating social marketing: What is it, and what isn't it? Keynote presentation at the UC Davis Charting the Course for Social Marketing meeting, Davis, CA.

- Maibach, E. (2002) Countering anti-vaccine rhetoric in the media and public policy discussions: The US experience. Keynote presentation at the New Zealand Immunisation Conference, Wellington, NZ.
- Maibach, E. (2002) Countering misperceptions about vaccines: The health care providers role. Plenary presentation at the New Zealand Immunisation Conference, Wellington, NZ.
- Maibach, E. (2002) Social marketing: What is it, and what isn't it? Presentation to the Minister and senior management of the Department of Health, New Zealand.
- Maibach, E. (2002) Promoting public awareness through social marketing. Presentation to the Surgeon General's Conference on Osteoporosis, Washington, DC.
- Maibach, E. (2001) Audience segmentation for health communication and social marketing. Presentation to senior planning staff at U.S. Agency for International Development, Washington, DC.
- Maibach, E. (2001) Consumerism in health care: Are consumers listening? Presentation to the Maryland Alliance for Quality Health Care, Columbia, MD.
- Maibach, E., Chawla, P., Gowen, K & Whitworth, E. (2000) How consumers are adapting to the brave new world of health information. Presentation at Who's in the Driver's Seat: Foundation for Accountability (FACCT) 4<sup>th</sup> annual briefing on health care quality, Washington, DC.
- Maibach, E. (1999) Can we really influence public policy? Six observations about effective advocacy. Presentation at the annual meeting of the Society for Prevention Research, Washington, DC.
- Maibach, E. (1999) Can we really change people's behavior. Presentation given to diverse government, non-profit, and corporate audiences in Sydney, Melbourne, Adelaide, Brisbane, Hobart, and Perth Australia, and Wellington, New Zealand.
- Maibach, E. (1998) Communication strategies for expanding and sustaining immunization programs. Presentation to the biennial Children's Vaccine Initiative conference, World Health Organization, Geneva, Switzerland.
- Maibach, E. (1997) Five lesson from previous public health communication and education campaigns. Presentation to the National Conference on Stroke Education and Treatment, Pentagon City, VA.
- Maibach, E. (1997). Dealing with Communicating Risk. Advisory Committee (to the Secretary of the Department of Health and Human Services) on Blood Safety and Availability, Bethesda, MD.

Sutton, S., Andreasen, A., Smith, W., Maibach, E. & Lefebvre, C. (1997). Social marketing and food safety education. Changing Strategies, Changing Behavior: What Food Safety Communicators Need to Know (a USDA-, FDA-, CDC-sponsored conference). Washington, D.C.

Maibach, E. (1996) Lessons for success in public education campaigns. Plenary speech at the National Symposium on Rapid Identification and Treatment of Acute Stroke, Crystal City, VA.

Maibach, E. & Bratic-Arkin, E. (1996). Targeting the message in social marketing and health communication. Health Care Financing Administration Seminar Series on Social Marketing, Baltimore, MD.

Maibach, E. (1994). Self-efficacy in resuscitation education. Plenary Speaker and Panel Member at the First International Conference on Pediatric Resuscitation.

Maibach, E. (1993). Motivating behavior change in contemporary public health: How well are we doing? Emory/Centers for Disease Control Behavioral Science Lecture Series.

Maibach, E. (1993). Social cognitive theory and STD/HIV prevention. Division of STD/HIV, Centers for Disease Control.

Maibach, E. (1991). Social cognitive theory as a model for effective health information campaigns. Department of Health Services, University of Washington School of Public Health.

Maibach, E. (1990). Testing social cognitive theory with the development of AIDS prevention media. National AIDS Information and Education Program, U.S. Centers for Disease Control.

Maibach, E. (1989). Social learning theory: Implications for the development of health promotion campaigns. School of Public Health, University of California at Berkeley.

Maibach, E. (1989). The use of behavioral theory for worksite health promotion. Department of Health Education, San Francisco State University.

Maibach, E. (1985). State-of-the-art cancer treatment information: The NCI's PDQ system. Hong Kong College of General Practitioners, Hong Kong

Maibach, E. (1985). Computers as communication media: Reaching physicians with computer mediated information. Annenberg School of Communication, University of Southern California.

### **Other Professional Publications**

Hersey, J., Keegan, C., Wheaton, K., Dickersin, K., Maibach, E., Ward, J. & Englehart, S. (1992).

Communicating medical findings: Evaluation of reporting mechanisms used for NHANES III participants. Report prepared for National Center for Health Statistics, Centers for Disease Control.

Maibach, E. (1991). Social marketing for the environment: Using information campaigns to promote environmental awareness and behavior change. Unpublished manuscript prepared for U.S. Agency for International Development.

Maibach, E. (1991) The social marketing approach: Using public health perspectives, communication research and marketing to sell preventive skin care. Cosmetics & Toiletries. 106:39-40..

Carl, F., Maibach, E. and Flora, J. (1987). Exercise with others. In The Stanford Health and Exercise Handbook. Stanford, CA: The Stanford Alumni Association.

Campbell, D., Marciniak, T. and Maibach, E. (1987). Cancer information through PDQ/MUMPS. MUMPS Users Group Quarterly, Winter.

Kreps, G., Maibach, E., Naughton, D., Day, S. and Annett, D. (1986). PDQ usage: Implications for evaluation. In Levy, A., and Williams, B. (eds) Proceedings of the American Association of Medical Systems and Informatics Congress 86, Washington: AAMSI, pg. 71-5.

Mackintosh, D., Maibach, E. and Bass, F. (1986): Interactive Computer Training for Health Professionals: The Case of the Promising Prototype. Unpublished background paper for the Communication Technologies in Health Promotion Conference, National Cancer Institute.

McDonald, M., Maibach, E. and Gigliotti, L. (1986). Health Promotion Communication Technologies: A Synopsis of NCI's Communication Technologies in Health Promotion Conference. Unpublished manuscript: National Cancer Institute.

Maibach, E., Gigliotti, L. and Block, G. (1986). Report on the Post's cancer prevention survey. Saturday Evening Post March: 67-8.

Mackintosh, D., Maibach, E., and Gold, R. (1985). The exploding field of software for health education. Software in Health Care, October: 40-50.

Stein, J., Maibach, E., Gigliotti, L. and Kean, T. (1985): Evaluation of the NCI's Cancer Information System.  
Unpublished manuscript. National Cancer Institute.

Sondik, E. and Maibach, E. (1984). PDQ evaluation. Proceedings of the 8th Annual Symposium on Computer Applications in Medical Care, Washington, D.C., pg. 368-71.

Maibach, E. (1984). Book review: Managing health promotion in the workplace (Parkinson, R.).  
In  
Patient Education and Counseling 6(3):141-42.

Kenney, E., Maibach, E., Roccella, E., and Hovell, M. (1983). Prevalence and Associated Characteristics  
of Worksite Health Promotion Programs: A National Survey. Unpublished manuscript:  
Office of Prevention, Education and Control, National Heart, Lung and Blood Institute.

### **Other Professional Activities**

#### **Peer-Review Journals:**

Founding Supervising Editor-in-Chief (2006 to date) – Cases in Public Health Communication & Marketing.

Guest Editor (2006-2007) – American Journal of Preventive Medicine – Special issue on CDC's VERB campaign

Guest Scientific Editor (1999) – Journal of the National Cancer Institute – Special issue on cancer risk communication

Editorial Board (1995 - date) - Journal of Health Communication

Editorial Board (1992 - 2001) - Health Communication.

Reviewer (1999 - date) – American Journal of Preventive Medicine

Reviewer (1996 - date) - American Journal of Public Health

Reviewer (1994 - date) - Health Psychology

Reviewer (1992 - 2006) - American Journal of Health Promotion

Reviewer (1991 - 1993) - AIDS.

Reviewer (1992) - Risk: Issues in Health and Safety

### **Advisory Board Participation**

Member, "5-2-1-Almost None" Campaign to Promote Child Health in Delaware (2006 – 2007)  
Nemours Health & Prevention Services, Newark, DE.

Member, National Research Council Governing Board Review Committee on Communications Strategy (2004 - 2005). The National Academies, Washington, DC.

Member, Communication Opportunities Leadership Team (COLT) (2000-2001), National Cancer Institute, Bethesda, MD

Founding Member, Steering Committee (1998-2000) – Social Marketing Institute, Washington, DC.

Participant (1996) - Expert Working Group on Behavioral Science in Cancer Control, Division of Cancer Prevention and Control, National Cancer Institute.

Member (1995) - Expert Panel on Awareness and Behavior Change, American Heart Association.

Advisory Council Member (1991-1992) - National 5 a Day Campaign, National Cancer Institute.

#### **NIH Study Section Participation**

Ad Hoc Member (2007) – NCI SBIR grant review panel.

Ad Hoc Member (2006) – NIH dissemination research grant review panel.

Ad Hoc Member (1995) - AIDS Study Section, National Institute of Mental Health

Ad Hoc Member (1991) - Human Development and Aging Study Section, National Institutes of Health.

#### **Professional Association Activities**

Co-Chair (1998) – Innovations in Social Marketing Conference

Paper Reader (1991-1996) - Public Health Education Section, American Public Health Association

Paper Reader (1991 - 1993) - Health Communication Division, International Communication Association

Vice President (1986) - Communication and Computer Applications in Public Health (CCAPH), a Special Interest Group of the American Public Health Association.

Editor (1985-86) - Newsletter of the Communication and Computer Applications in Public Health Special Interest Group, APHA.

Software Reviewer (1985-86) - AAMSI NEWS - Newsletter of the American Association of Medical Systems and Informatics.

**Other Activities**

Member (2006-date) -- Appointment, Promotion and Tenure Committee, GWU Department of Prevention and Community Health

Member (2006 to date) – Curriculum Committee, GWU Department of Prevention and Community Health

Member (2006 to date) – DrPH Program Management Committee, GWU School of Public Health and Health Services.

Member (1987-88) - Human Subjects Review Committee for the Behavioral Sciences, Stanford University.

**Teaching Experience**

Doctoral Seminar in Health Communication

Introduction to Public Health Communication & Marketing

Marketing Research for Public Health Professionals

Health & Risk Communication

Social Marketing

Research Methods: Data Analysis

Public Information Campaigns

Mass Communication and Society

Behavioral Science in Public Health

Thesis Research Seminar