

## ***CURRICULUM VITA***

**Carol Anne Bryant**

### **HIGHER EDUCATION**

B.A.	Anthropology	University of Kentucky	1970
M.A.	Anthropology	University of Kentucky	1973
Ph.D.	Anthropology	University of Kentucky	1978
M.S.	Clinical Nutrition	University of Kentucky	1984

### **AWARDS AND HONORS**

2007 Distinguished USF Health Professor  
2006 Williams R. Jones Most Valuable Mentor Award  
2006 Delta Omega  
2005 Sigma Xi  
2003 President's Award for Faculty Excellence  
2002 Eta Sigma Gamma  
2001 Peggy S. Kidd Nutrition Award for Outstanding Professional Contribution (KPHA)  
1999 Joseph Y. Porter, M.D. Award for Outstanding Contribution in Health Education (FPHA)  
1998-1999 Outstanding Teaching Award, Public Health Student Association  
1996 Teaching Incentive Program Award, University of South Florida Health Sciences Center  
1994 Distinguished Teaching Award, University of South Florida College of Public Health  
1989 Sara C. Stice Award for Outstanding Contribution in Health Education (KPHA)  
1970 Graduated with High Distinction  
1970 Phi Beta Kappa  
1970 Mortar Board President

### **EMPLOYMENT**

#### **Current Appointment:**

2007 – Present Distinguished USF Health Professor, Department of Community and Family Health, College of Public Health, University of South Florida

2002 - 2007 Professor, Department of Community and Family Health, College of Public Health, University of South Florida

1998 – present Co-Director, Florida Prevention Research Center at the University of South Florida

1998 – present Courtesy Appointment, Department of Anthropology, College of Arts and Sciences, University of South Florida

#### **Previous Appointments**

1997 - 2002 Associate Professor, Department of Community and Family Health, College of Public Health, University of South Florida

- 1989 to 1997 Assistant Professor, Department of Community and Family Health, College of Public Health, University of South Florida, Tampa, Florida.
- 1984 to 1989 Deputy Commissioner for Nutrition and Health Education, Lexington-Fayette County Health Department, Lexington, Kentucky.
- 1987 to 1989 Adjunct Assistant Professor, Department of Behavioral Science, College of Medicine, University of Kentucky, Lexington, Kentucky.
- 1984 to 1989 Adjunct Assistant Professor, Department of Anthropology, University of Kentucky, Lexington, Kentucky.
- 1978 to 1984 Director, Division of Nutrition and Health Education, Lexington - Fayette County Health Department, Lexington, Kentucky.
- 1979 to 1982 Cultural Nutrition Research Coordinator, May Kentucky Longevity Project, Department of Anthropology, University of Kentucky, Lexington, Kentucky.
- 1978 Acting Director, Division of Nutrition and Health Education, Lexington - Fayette County Health Department, Lexington, Kentucky.
- 1977 Health Educator II, Lexington-Fayette County Health Department, Lexington, Kentucky.

## **BOOKS**

**Bryant, C.A.**, DeWalt, K.M., & Courtney, A. Schwartz, J. (2003). *The Cultural Feast: Introduction to Food and Society*. 2<sup>nd</sup> Edition. Belmont, California: Wadsworth Thomson Learning: West Publishing Company.

Coreil, J., **Bryant, C.A.** & Henderson, J. N. (2000). *Social and Behavioral Foundations of Public Health*. Thousand Oaks, CA: Sage Publications.

**Bryant, C.A.**, Courtney, A., Markesbery, B. A., & DeWalt, K. (1985). *The Cultural Feast: Introduction to Food and Society*. St. Paul Minnesota: West Publishing Company.

## **BOOK CHAPTERS AND CASE STUDIES**

Bryant, C. A., McCormack Brown, K., McDermott, R.J., Debate, R. D., Alfonso, M.A., Baldwin, J. L., Monaghan, P., & Phillips. L. M., (in press). Community-Based Prevention Marketing: A New Planning Framework for Designing and Tailoring Health Promotion Interventions. In DiClemente, R., Crosby, R.A., Kegler, M.C. (eds). *Emerging Theories in Health Promotion Practice and Research: Strategies for Improving Public Health*. 2<sup>nd</sup> edition. San Francisco, CA: Jossey-Bass.

**Bryant, C. A.** (in press). Social marketing. In Coreil, J. *Social and Behavioral Foundations of Public Health*. 2<sup>nd</sup> edition. Thousand Oaks, CA: Sage Publications.

**Bryant, C. A.** (in press). Community-based Health Promotion. In Coreil, J. *Social and Behavioral Foundations of Public Health*. 2<sup>nd</sup> edition. Thousand Oaks, CA: Sage Publications.

Debate, R., **Bryant, C. A.**, Zwald, M. (submitted). Childhood Obesity and Overweight. In Coreil, J. *Social and Behavioral Foundations of Public Health*. 2<sup>nd</sup> edition. Thousand Oaks, CA: Sage Publications.

McDermott, R.J., Baldwin, J.A., **Bryant, C.A.**, & DeBate, R.D. Intervention Methods for Chronic Disease Control. (in press). In: Remington, P.L., Brownson, R.C., & Wegner, M. (eds.). *Chronic Disease Epidemiology and Control*, 3<sup>rd</sup> edition. Washington, DC: American Public Health Association.

**Bryant, C. A.** (2007). Social Marketing in Public Health. In Boslaug, S. *Encyclopedia of Epidemiology*. Thousand Oaks: Sage Publications.

**Bryant, C. A.**, Courtney, A. H., Baldwin, J. & McDermott, R. J., Peterson, M., & Koonce, D. VERB<sup>TM</sup> Summer Scorecard. In Kotler, P. and Lee, N. (2008). *Social Marketing: Influencing Behaviors for Good*. Thousand Oaks, CA: Sage Publications

**Bryant, C. A.**, Courtney, A. H., Baldwin, J. A., McDermott, R. J., Nickelson, J. & McCormack Brown, K. R. (2007). The VERB<sup>TM</sup> Summer Scorecard. In Hastings, G. *The Potential of Social Marketing: Why Should the Devil Have All the Best Tunes?"* (pp. 272-275). Oxford, UK: Elsevier.

**Bryant, C. A.** (2006). Conducting focus group research. In Angrosino, M. (ed.) *Doing Cultural Anthropology: Projects for Ethnographic Data Collection*. 2<sup>nd</sup> edition. Long Grove, Ill: Waveland Press, Inc.

**Bryant, C. A.**, McCormack Brown, K., Forthofer, M. S., & Lindenberger, J. H. (2002). Florida Cares for Women Program. In Kotler, P., Robert, N., & Lee, N. *Social Marketing: Improving the Quality of Life*. (pp. 86-89).Thousand Oaks, CA: Sage Publications.

**Bryant, C. A.** & Lindenberger, J. H. (2002). Increasing Utilization in the Texas WIC Program. In Kotler, P., Robert, N., & Lee, N. *Social Marketing: Improving the Quality of Life*. (pp. 190-194).Thousand Oaks, CA: Sage Publications.

**Bryant, C. A.** (2002). Breastfeeding: Loving Support Makes Breastfeeding Work. In Kotler, P., Robert, N., & Lee, N. *Social Marketing: Improving the Quality of Life*. (pp. 57-59).Thousand Oaks, CA: Sage Publications

## **PEER-REVIEWED ARTICLES**

Monaghan, P., **Bryant, C.A.**, Baldwin, J.A., Zhu, Yiliang, Ibrahimou, B., Lind, J. D., Contreras, R. B., Tovar, A., Moreno, T. & McDermott, R.J. (in press). Using Community-based Prevention Marketing to Improve Farm Worker Safety. *Social Marketing Quarterly*.

DeBate, R.D., Baldwin, J.A., Thompson, Z., Nickelson, J., Alfonso, M.L., **Bryant, C.A.**, Phillips, L.M., & McDermott, R.J. (under review). VERB<sup>TM</sup> summer scorecard: Findings from a multi-level community-based physical activity intervention for tweens. *American Journal of Community Psychology*.

**Bryant, C.A.**, Courtney, A.H., McDermott, R.J., Alfonso, M.L., Baldwin, J.A., Nickelson, J., McCormack Brown, K.R., DeBate, R.D., Phillips, L.M., Thompson, Z., & Zhu, Y. (under review). Promoting physical activity among youth through community-based prevention marketing. *Journal of School Health*.

DeBate, R.D., McDermott, R.J., Baldwin, J.A., **Bryant, C.A.**, Courtney, A.H., Hogeboom, D.L., Nickelson, J., Phillips, L.M., & Alfonso, M.L. (under review). Factors associated with tweens' intentions to sustain participation in an innovative physical activity program. *American Journal of Health Education*.

Alfonso, M.L., Nickelson, J., Hogeboom, D., Nichols, J., **Bryant, C.A.**, McDermott, R.J., & Baldwin, J.A. (2008). Assessing local capacity for intervention. *Evaluation and Program Planning*, In Press.

McDermott RJ, Nickelson J, Baldwin JA, **Bryant CA**, Alfonso M, Phillips LM, DeBate RD. A community-school district-university partnership for assessing physical activity of “tweens.” *Preventing Chronic Disease*. In press.

Bretthauer-Mueller, R., Berkowitz, J.M., Thomas, M., McCarthy, S., Green, L.A., Melancon, H., Courtney, A.H., **Bryant, C.A.**, & Dodge, K. (2008). Catalyzing community action within a national media campaign: VERB™ community and national partnerships. *American Journal of Preventive Medicine*. 2008;34 (6S): S210- S221.

McCormack Brown, K., Lindenberger, J. H., & **Bryant, C. A.** (2008). Using pretesting to ensure messages and materials are on strategy. *Health Promotion and Practice* 8 (2): 116 – 122.

Lopez, I., **Bryant, C. A.**, McDermott, R. J. Influences on Physical Activity Participation among Latinas in Southwest Florida: An Ecological Perspective. *American Journal of Health Behavior*. In press.

Zapata, L.B., **Bryant, C.A.**, McDermott, R.J., & Hefelfinger, J.A. (2008). Dietary and physical activity behaviors of middle school youth: The youth physical activity and nutrition survey. *Journal of School Health* 78 (1): 9 - 18.

Luque, J. S.; Monaghan, P.; Contreras, R. B.; August, E.; Baldwin, J. A.; **Bryant, C. A.**; McDermott, R. J. (2007). Implementation Evaluation of a Culturally Competent Eye Injury Prevention Program for Citrus Workers in a Florida Migrant Community. *Progress in Community Health Partnerships* 1, (4), 359-69.

**Bryant, C.A.**, McCormack Brown, K., McDermott, R. J., Forthofer, M.S., Bumpus, E. C., Calkins, S., & Zapata, L.B. (2007) Community-based prevention marketing: a framework for facilitating health behavior change. *Health Promotion Practice* 8: 154- 163.

**Bryant, C.A.**, McDermott, R.J., Zapata, L.B., Forthofer, M.S., McCormack Brown, K.R., Cheney, R., Eaton, D.K., Calkins, S.A., & Hogeboom, D.L.. (2006). Using mixed methods to examine parental influence on youth alcohol use. *American Journal of Health Education*, 37(6), 322-336.

Burroughs, E.L., Peck, L.E., Sharpe, P.A., Granner, M.L., **Bryant, C.A.**, Fields, R. (2006). Using focus groups in the consumer research phase of a social marketing program to promote moderate intensity physical activity. *Preventing Chronic Disease*,3(1):  
[http://www.cdc.gov/pcd/issues/2006/jan/pdf/05\\_0093.pdf](http://www.cdc.gov/pcd/issues/2006/jan/pdf/05_0093.pdf)

Marshall, R. J., Keller, H., **Bryant, C. A.**, & Fridinger, F. (2006). Marketing social marketing: Getting

inside those “big dogs” heads and other challenges. *Health Promotion Practice*. 7 (2): 206-212

Franks, A. L., Brownson, R. C., **Bryant, C.**, McCormack Brown, K., Hooker, S. P., Pluto, D. M., Shepard, D. M., Pate, R. R., Baker, E. A., Gillespie, K. N., Leet, T. L., O’Neill, M. A., & Simoes, E. J. (2005). Prevention Research Centers: Contributions to Updating the Public Health Workforce through Training. *Preventing Chronic Disease: Public Health Research, Practice, and Policy* 2 (2): Available on like at [http://www.cdc.gov/pcd/issues/2005/apr/04\\_0139.htm](http://www.cdc.gov/pcd/issues/2005/apr/04_0139.htm).

Grier, S. & **Bryant, C.A.** (2005). Social marketing in public health. *Annual Reviews in Public Health* 26: 6.1-6.21.

Eaton, D., Forthofer, M.S., Zapata, L.B, McCormack Brown, K.R., **Bryant, C. A.**, Reynolds, S.T., & McDermott, R. J. (2004). Factors related to alcohol use among 6<sup>th</sup> through 10<sup>th</sup> graders: The Sarasota County demonstration project. *Journal of School Health* 74 (3): 95-104.

McCormack Brown, K., McDermott, R. J., **Bryant, C.A.**, Forthofer, M.S. (2003). Youth as community researchers: The Sarasota Demonstration Project. *Community Youth Development Journal* 4 (1): 40 – 45.

Farmer, F. L, Clarke, L.L., Flocks, J.D, **Bryant, C. A.** Romund, C.S., & Albrecht, S.L. (2003). Community-Based Social Marketing: Involvement in Health Programs. *Journal of the Community Development Society* Volume 33, No. 2: 1-18.

**Bryant, C.A.** & Lindenberger, J.H. (2002). Social Marketing. In Breslow, L., Goldstein, B., Green, L., Keck, W., Last, J., McGinnis, M. *Encyclopedia of Public Health*. Detroit and New York: Macmillan Reference USA.

Flocks, J., Clarke, L., Albrecht, S., **Bryant, C.A.** Monaghan, P. & Baker, H. (2001). Implementing a community-based social marketing project to improve agricultural work health. *Environmental Health Perspectives* 109, (Suppl.3), 461-468.

**Bryant, C.A.**, Lindenberger, J. H., Brown, C, Kent, E., Schreiber, J. M., Bustillo, M., & Canright, Marsha Walker. (2001). A social marketing approach to increasing enrollment in a public health program - Case Study of the Texas WIC Program. *Human Organization*, 60 (3): 234-246.

**Bryant, C.A.** (2001). Social marketing: A new approach to improved patient care. *Primary Care Update -for Ob/Gyns*. 7 (4): 161-167

Alfonso, Moya, Lopez, Ivette, **Bryant, C.A.**, & Bumpus, L. (2001) Planned Approach to Community Health (PATCH): A review and discussion of PATCH in Sarasota County, FL *Florida Journal of Public Health*, 12 (1-2): 19 – 26.

McCormack Brown, K., Forthofer, M.S., **Bryant, C.A.**, Eaton, D.K., Merritt, T., Landis, D. C., & McDermott, R.J. (2001) Developing youth capacity for community-based research: the Sarasota County demonstration project. *Journal of Public Health Management and Practice*, 7 (2): 53 – 60.

**Bryant, C.A.**, Forthofer, M.S., McCormack Brown, K., Alfonso, M. L., & Quinn, G. (2000). Social marketing approach to increasing breast cancer screening rates. *Journal of Health Education*, 31 (6): 320- 328.

- Bryant, C.A.,** Forthofer, M., McCormack Brown, K., Landis, D. McDermott, R. J. (2000) Community-based Prevention Marketing: The Next Steps in Disseminating Behavior Change. *American Journal of Health Behavior*, 24 (1): 61-68.
- Forthofer, M.S. & **Bryant, C.A.**, (2000) Using audience-segmentation techniques to tailor health behavior change strategies. *American Journal of Health Behavior*, 24 (1): 36-43.
- McCormack Brown & **Bryant, C.A.**, Forthofer, M. S., Perrin, K. M., Quinn, G. P., Wolper, B.S., Lindenberger, J. H. (2000). Florida Cares for Women. *American Journal of Health Behavior*, 24 (1):44-52.
- Lindenberger, H. & **Bryant, C.A.** (2000). Promoting breastfeeding in the WIC program: A Social marketing case study. *American Journal of Health Behavior*, 24 (1): 53-60.
- Bryant, C.A.**, Forthofer, M.S., McCormack-Brown, K., & McDermott, R. J. (1999). Community-based prevention marketing. *Social Marketing Quarterly*, 5 (3), 54-59.
- Bryant, C.A.**, Kent, E., Brown, C., Bustillo, M., Blair, C., Lindenberger, J., & Walker, M. (1998). A social marketing approach to increase customer satisfaction with the Texas WIC Program. *Marketing Health Care Services*, Winter: 5-17.
- Bryant, C.A.**, Bustillo, M., Kent, E., Unterberger, A., Jeffers, D., & Lindenberger, J. (1998). Determinants of preventive pediatric care and immunization. *Florida Journal of Public Health*, IX (1), 10-17.
- Salazar, B., **Bryant, C.A.**, & Kent, E. (1998). Applications of materials pretesting to Florida's Health Start Program. *Journal of Health Education* 28, (6), 357-363.
- Cole, S.R., **Bryant, C.A.**, McDermott, R. J., Sorrell, C., & Flynn, M. (1997). Beliefs in mammography screening. *American Journal of Preventive Medicine*, 13 (6).
- Bryant, C.A.**, Cole, Steve, Salazar, B., Lindenberger, J., Perrin, K., Sorrell, C., Flynn, M., Courtney, A., Dennis, C., Markesbery, B.A., & Gaskin, E. (1996). Breast cancer screening: A social marketing study. *Social Marketing Quarterly*, III (1), 24-35.
- Albrecht, Teri L. & **Bryant, C.A.**, (1996). Advances in Segmentation Modeling for Health Communication and Social Marketing Campaigns. *Journal of Health Communication* (1), 65-82.
- Bryant, C.A.**, Davis, M., & Unterberger, A. (1996). Determinants of Prenatal Care Utilization. *Florida Journal of Public Health* VIII (1), 5-9.
- McDermott, R.J., Marty, P.J., **Bryant, C.A.**, Lopez, G.E., Hiebert, S., Westhoff, W.W., Lindenberger, J., Olive, T., Holcomb, D.R., Cousens, L.R., & Hinkleman, E. (1996). Birth Control and Family Planning: Research Findings for A Social Marketing Plan. *Florida Journal of Public Health*, VIII (1), 33-38.
- Bryant, C.A.**, Jeffers, D., Kent, E., Lindenberger, J., & Unterburger, A. (1995). A Social Marketing Approach To Improving Maternal and Child Health in Florida. *Florida Journal of Public Health* VII (1), 4-7.

Lopez, G., **Bryant, C.A.**, Chez, R., Davis, M., & Kent, E. (1995). Physician Attitude toward Pregnant Medicaid Patients. Accepted for publication in *Florida Journal of Public Health* VII (1), 19-30.

Coreil, J., **Bryant, C.A.**, Westover, B.J., & Bailey, D. (1995). Health Professionals and Breastfeeding Counseling: Client and Provider Views. *Journal of Human Lactation*\_11 (4), 85-91.

**Bryant, C.A.**, Coreil, J., D'Angelo, S., Bailey, D., & Lazarov, M. (1992). A New Strategy for Promoting Breastfeeding Among Economically Disadvantaged Women and Adolescents . *NAACOG's Clinical Issues in Perinatal and Women's Health Issues: Breastfeeding* 3 (4), 723-730.

**Bryant, C.A.**, & Gulitz, B. (1992). Focus Group Discussions: An Application to Teaching. *Journal of Health Education* 24\_ 186-188.

McLorg, P., & **Bryant, C.A.** (1989). Influence of Social Network Members and Health Care Professionals on Infant Feeding Practices of Economically Disadvantaged Mothers. *Medical Anthropology*, 10, 265-278.

**Bryant, C.A.**, Lazarov, M., Light, R., Bailey, D., Coreil, J., & D'Angelo, S.L. (1989). BEST START: Breastfeeding for Healthy Mothers, Healthy Babies-A Model for Breastfeeding Promotion , *Journal of the Tennessee Medical Association*, Dec., 642-3.

**Bryant, C.A.** (1982). Impact of Kin, Friend and Neighbor Networks on Infant Feeding Practices. *Social Science and Medicine*, 16, 1757-65.

**Bryant, C.A.** (1975). The Puerto Rican Mental Health Unit, *Psychiatric Annuals*. Volume 5, Number 3.

## TECHNICAL REPORTS AND OTHER PUBLICATIONS

McDermott, R., **Bryant, CA**, Coreil, J., Eden, A. & Buhi, L. (2008). Factors Associated with Institutionalization for Treatment of Active Tuberculosis: A Synopsis from In-depth Patient Interviews. Tampa, FL: Florida Prevention Research Center.

**Center for Social Marketing** (2008). Social Marketing Plan to Reduce Residential Water Use. Technical report for Southwest Florida Water Management District. Tampa, FL: University of South Florida College of Public Health.

Kennedy, M.G., Humphreys, B., Abelson, J. & **Bryant, C. A.** (2007). Marketing-dirven, customer oriented government programs and barriers they overcame. *Social Marketing Quarterly* XIII (3): 43 – 50.

**Bryant, C. A. and Dunlevy, K.** (2007). The Potential of Social Marketing: Why Should the Devil Have All the Best Tunes? [Review of the book]. *Social Marketing Quarterly* XIII (2): 72 - 77.

Courtney, A., **Florida Prevention Research Center**, VERB Partnership Team. (2006). *Designing a Successful VERB Scorecard Campaign in Your Community*”, U.S. Department of Health and Human Services’ Centers for Disease Control and Prevention.

McCormack Brown, K. R., Alfonso, M.L., & **Bryant, C. A.** (2005). Obesity Prevention Coordinator's Social Marketing Guidebook. Tampa, FL: Florida Prevention Research Center at the University of South Florida.

**Bryant, C. A.**, Courtney, A., Morris, C. (2005). Marketing Plan: Lexington Tweens Nutrition and Physical Activity. Lexington, KY: Lexington Tweens Nutrition and Fitness Coalition.

Morris, C., Courtney, A., **Bryant, C.A.** (2005). Promoting Physical Activity in the Schools: Research Report and Strategy Workbook. Lexington, KY: Lexington Tweens Nutrition and Fitness Coalition.

Morris, C., **Bryant, C.A.** Courtney, A. (2005). Promoting Nutrition in the Schools: Research Report and Strategy Workbook. Lexington, KY: Lexington Tweens Nutrition and Fitness Coalition.

Morris, C., Courtney, A., **Bryant, C.A.** (2005). Parental Influence on Tween Nutrition: Research Report and Strategy Workbook. Lexington, KY: Lexington Tweens Nutrition and Fitness Coalition.

**Bryant, C. A.**, Morris, C., Courtney, A. (2004). Promoting Physical Activity in the Community: Research Report and Strategy Workbook. Lexington, KY: Lexington Tweens Nutrition and Fitness Coalition.

**Bryant, C. A.** (2004). Social Marketing: It's All About Your Customers. *Florida Association for Food Protection*. Summer Issue: 1, 7 – 8.

**Bryant, Carol A.** (2002). Social Marketing. Society of Nutrition Education Social Marketing Division Newsletter (Fall 2002): 2-4.

Szcodronski, Holly, Dobson, Brenda, Losch, Mary, and **Bryant, C. A.** (2002). *Iowa's Implementation of WIC National Breastfeeding Promotion Project: Project Report and Summary of Findings*. De Moines, Iowa, Iowa State WIC Program.

**Florida Prevention Research Center** (2002). The Sarasota County Alcohol and Tobacco Prevention Marketing Plan for Youth. University of South Florida, Prevention Research Center and the Sarasota County Community-Based Prevention marketing Community Advisory Committee, April 2001.

Cabrera, Maria, **Bryant, C.A.**, Inglis, Linda, Durette, Anne, Lindenberger, James. (2002). California Small WIC Agency and Meta-Analysis: Final Report. Tampa, Florida: Best Start Social Marketing.

**Bryant, C.A.** (2001). Spreading the Message. In: Proceedings of the 2001 Kansas Health Foundation Leadership Institute. Wichita: Kansas Health Foundation.

**Florida Prevention Research Center** (2001). *The Sarasota County Alcohol and Youth Prevention Marketing Plan*. University of South Florida, Prevention Research Center and the Sarasota County Community-Based Prevention Marketing Community Advisory Committee, April 2001. Report to the Sarasota County Community-Based Prevention Marketing Community Advisory Committee.

**Florida Prevention Research Center** (2001). *The Sarasota County Tobacco and Youth Prevention Marketing Plan*. University of South Florida, Prevention Research Center and the Sarasota County Community-Based Prevention Marketing Community Advisory Committee, April 2001. Report to the Sarasota County Community-Based Prevention Marketing Community Advisory Committee.

**Florida Prevention Research Center** (January 2001). *Prevention of Tobacco and Alcohol Use Among 6<sup>th</sup> and 10<sup>th</sup> Grade Youth in Sarasota County*. University of South Florida, Prevention Research Center. Report to the Sarasota County Community-Based Prevention Marketing Community Advisory Committee.

**Florida Prevention Research Center** (October 2000). *Sarasota County Demonstration Project: Youth Tobacco Strategy Workbook*. University of South Florida, Prevention Research Center. Report to the Sarasota County Community-Based Prevention Marketing Community Advisory Committee.

**Florida Prevention Research Center** (September 2000). *Sarasota County Demonstration Project: Youth Alcohol Strategy Workbook*. University of South Florida, Prevention Research Center. Report to the Sarasota County Community-Based Prevention Marketing Community Advisory Committee.

Figg, M., **Bryant, C.A.** & Forthofer, M.S. (2000). Florida Covering Kids Social Marketing Communication Plan. Tampa, FL: University of South Florida.

**Bryant, C.A.** (1999). Breastfeeding and Marketing: Policy Discussion. In Slusser, Wendy, Lange, Linda, & Thomas, Sarah (eds.) Report of the National Breastfeeding Policy Conference. (pps. 81-83). Los Angeles, CA: UCLA Center for Healthier Children, Families and Communities.

Lindenberger, J., **Bryant, C.A.**, Inglis, L., & Schreiber, J. M. (1998). The National WIC Breastfeeding Promotion Project: Final Report. Tampa, FL: Best Start, Inc.

Lindenberger, J., **Bryant, C.A.**, McCormack-Brown, K., & Forthofer, M. (1997). The Breast and Cervical Cancer Screening Social Marketing Plan. Tampa, FL: Best Start, Inc.

**Bryant, C.A.**, Lindenberger, J., McCormack Brown, K.R., Forthofer, M.S., Quinn, G., & Perrin, K. (November 1997). Social Marketing Plan for the Breast and Cervical Cancer Screening Project. University of South Florida, College of Public Health and Best Start Social Marketing. Report to the Florida Department of Health.

McCormack-Brown, K., Forthofer, M., **Bryant, C.A.**, Quinn, G., & Perrin, K. (1997). Strategy Work Book for the Breast and Cervical Cancer Screening Project: Uninsured Women. University of South Florida College of Public Health.

McCormack Brown, K.R., Forthofer, M.S, Quinn, G., **Bryant, C.A.** & Perrin, K. (September 1997). *Strategy Workbook for the Breast and Cervical Cancer Screening Project: Uninsured Women*. University of South Florida, College of Public Health. Report to the Florida Department of Health.

**Bryant, C.A.**, Quinn, G., McCormack Brown, K.R., Forthofer, M.S., & Perrin, K. (August 1997). *Strategy Workbook for the Breast and Cervical Cancer Screening Project: General Study Population*. University of South Florida, College of Public Health. Report to the Florida Department of Health.

**Bryant, C.A.**, Quinn, G., & Lindenberger, J.H., et al. (1997). The National WIC Breastfeeding Promotion Marketing Project: Research Results. Submitted to Food and Consumer Services, USDA. Alexandria, Virginia.

**Bryant, C.A.**, Wood, J., Gonzalez, K., & Cole, S. (1996). North Carolina Marketing Study: Inactive Participants. Submitted to the North Carolina WIC Program. Raleigh, North Carolina.

**Bryant, C.A.**, Lindenberger, J.H., & Bellamy, H. (1996). Georgia WIC Marketing Study. Submitted to the Georgia WIC Program. Atlanta, Georgia.

**Bryant, C.A.**, Green, C., Kent, E., Cole Steve, & Hughes, K. (1995). North Carolina WIC Marketing Study. Submitted to the North Carolina WIC Program. Raleigh, North Carolina.

Bellamy, H., **Bryant, C.A.**, & Lindenberger, J. H. (1995). The Indiana WIC Social Marketing Study. Tampa, FL: Best Start, Inc.

**Bryant, C.A.**, Lindenberger, J., Brown, C., Uccelani, V., Schreiber, J. M., & Cannon, C. (1994). WIC at the Crossroads: The Texas WIC Marketing Study. *Social Marketing Quarterly*: Volume II, July.

Cole, S., Salazar, B., **Bryant, C.A.**, Lindenberger, J., & Gaskin, E. (1995). Jefferson County African American Cancer Screening Study. Submitted to the Kentucky Cancer Program, Louisville, Kentucky.

**Bryant, C.A.**, Lindenberger, J.H., Salazar, B. (1994). Kentucky Cancer Screening Social Marketing Plan. Submitted to the Kentucky Department for Health Services, Frankfort, Kentucky.

**Bryant, C.A.**, Courtney, A., Cole, S., Dennis, C., Gaskin, E., Lindenberger, J., Markesbery, B, McDermott, R., Perrin, K., & Salazar, B. (1994). Kentucky Cancer Screening Social Marketing Study. Submitted to the Kentucky Department for Health Services, Frankfort, Kentucky.

Cole, S., Bustillo, M., & **Bryant, C.A.** (1995). Kentucky Best Start Program Evaluation. Submitted to the Lexington-Fayette County Health Department. Funded by the Maternal and Child Health Bureau, Rockland, Maryland.

Cole, S., Salazar, B., **Bryant, C.A.**, Lindenberger, J., & Gaskin, E. (1995). Jefferson County African American Cancer Screening Study. Submitted to the Kentucky Cancer Program, Louisville, Kentucky.

Brown, C., Lindenberger, J., & **Bryant, C.A.** (1994). The Texas ECI Social Marketing Study: Building Program Enrollment Through Increased Community Awareness. Presented to the Texas Interagency Council on Early Childhood Intervention, Austin, Texas.

Lawrence, R., **Bryant, C.A.**, & Quint-Adler, L. (1994). Breastfeeding Care: Setting the Environment, Supporting the Process. An Educational Module for Health Care Professionals. New York: March of Dimes Birth Defects Foundation.

Brown, C., Lindenberger, J., & **Bryant, C.A.** (1994). The Texas ECI Social Marketing Study: Building Program Enrollment Through Increased Community Awareness. Presented to the Texas Interagency Council on Early Childhood Intervention. Austin, Texas.

**Bryant, C.A.**, Lindenberger, J.H., Schechter, C., Uccellani, V., Schreiber, J., Brown, C., & Cannon, C. (1993). WIC at the Crossroads: The Texas WIC Marketing Study. Volumes I and II. Commissioned by the Texas Department of Health. Austin, Texas.

**Bryant, C.A.** (1993). A Supportive Environment in Health Care for Breastfeeding. Genesis: Promoting Excellence in Childbirth Education 3 (July): 1,5.

**Bryant, C.A.,** Gulitz, B., & Albrecht, T. (1993). *Social Marketing for Food and Nutrition Programs: A Social Marketing Curriculum*. Academy for Educational Development. Washington, DC.

**Bryant, C.A.,** Davis, M., Unterberger, A., & Lindenberger, J. (1993). *Determinants of Prenatal Care Utilization*. Tampa, FL: Best Start Social Marketing.

**Bryant, C.A.,** Bustillo, M., Jeffers, D., Hertelou, M., & Lindenberger, J. (1993). *Determinants of Preventive Care Utilization and Immunization*. Technical Report Prepared for the Developmental Disabilities Council. Tallahassee, Florida.

Quang, D., Crabtree, K., **Bryant, C.A.,** & Schutt, L. (1992). *West Virginia Best Start Breastfeeding Promotion Program Evaluation*. Compiled for the West Virginia WIC Program. Funded by the Maternal and Child Health Bureau, DHHS. Rockville, Maryland.

Nunez, S. & **Bryant, C.A.** (1992). *Infant Feeding Survey: First Year Evaluation*. Compiled for the Lexington-Fayette County Health Department. Funded by the Maternal and Child Health Bureau, DHHS. Rockville, Maryland.

**Bryant, C.A.** (1992). *Guide to Building a Comprehensive Breastfeeding Promotion Program* excerpts published in Anthony, Molly and C.A. Bryant (eds.) Connections: Government and Private Sector Sharing to Improve Breastfeeding Rates. Volume 1, Issue 1. National Center for Education in Maternal and Child Health/ Maternal and Child Health Bureau. Tallahassee, Florida.

**Bryant, C.A.,** & Bailey, D. (1990). *The Use of Focus Groups in Program Development* National Association of Practicing Anthropologists Bulletin, 10, 24-39.

**Bryant, C.A.,** Lazarov, M., Light, R., Bailey, D., Coreil, J., & D'Angelo, S.L. (1989). *BEST START: Breastfeeding for Healthy Mothers, Healthy Babies-A Model for Breastfeeding Promotion*, Journal of the Tennessee Medical Association, Dec., 642-3.

**Bryant, C.A.,** Bailey, D., & D'Angelo, S.L. (1989). *BEST START: Breastfeeding for Healthy Mothers, Healthy Babies*. A Program Brief. Lexington, Kentucky: Lexington-Fayette County Health Department.

**Bryant, C.A.** (1989). *Social Marketing: Application to Breastfeeding Promotion*. In Moving Toward the Twenty First Century: Empowering Nutritionists for Leadership in Public Health. Proceedings of A Continuing Education Conference for the Association of State and Territorial Public Health Nutrition Directors and the Association of Faculties of Graduate Programs in Public Health Nutrition. Chapel Hill, North Carolina, June 4-7.

**Bryant, C.A.** (1988). *Infant Feeding Practices of Economically Disadvantaged Mothers: Program Implications*. WIC Currents, June Issue.

**Bryant, C.A.** (1986). *Breastfeeding Obstacles: Methods to Overcome Them*. In W. Grogan & J. Pugh (eds) Building Support Networks for Breastfeeding. Proceedings of the Region IV Nutrition Conference, Atlanta, Athens, Georgia: University of Georgia Continuing Education Center, pp.141-151.

Gussler, J. & **Bryant, C.A.** (1984). *Helping Mothers to Breastfeed: Program Strategies for Minority Communities* *Health Action Papers* No. 1, Health Action Press, Lexington, Kentucky.

**Bryant, C.A.** (1980). *Managing Failure*. In RA Lawrence (Ed.), *Counseling the Mother on*

*Breastfeeding*, Report of the Eleventh Ross Round table on Critical Approaches to Common Pediatric Problems. Columbus, Ohio: Ross Laboratories.

Van Willigen, J., Lewis, M., **Bryant, C.A.** Oke, E., & Rosenstiel, C.R. (1977). Experiential Education in Applied Anthropology at the University of Kentucky, University of Kentucky, Department of Anthropology Technical Report, Lexington, Kentucky: University of Kentucky Press.

## **INSTRUCTIONAL MEDIA AND TRAINING PROGRAMS**

- 1997 Loving Support Makes Breastfeeding Work: The National WIC Breastfeeding Promotion Project. Directed social marketing research, strategy development and pretesting research.
- 1996 Best Start's 3-Step Counseling Strategy. Published by Best Start, Inc. Senior author.
- 1994 Your New Life: A Magazine for Teen Parents. Published by Best Start, Inc. Supervised development and pretesting of magazine concepts, layout and final product.
- 1993 Nobody Loves them Like You Do: Breastfeeding and Teens. The Best Start for All the Right Reasons. A twenty-one minute breastfeeding promotion video for English Speaking adolescents. Published by Best Start, Inc. Research Director and Co-producer.
- 1993 Nadie Los Quieren Como Ustedes. Las Adolescentes y Dar Pecho. La Mejor Manera de Comenzar la Vida. A ten-minute breastfeeding promotion video for Spanish-speaking adolescents. Published by Best Start, Inc. Research Director and Co-producer.
- 1992 Por Todas Las Razones Buenas. a twenty five minute breastfeeding promotion video for Hispanic Americans. Published by Best Start, Inc. Co-producer and co-writer.
- 1992 Best Start Spanish Pamphlet series, ten pamphlets written for Hispanic-Americans. Published by Best Start, Inc. Co-producer.
- 1992 Best Start Low Literacy Pamphlet series, ten pamphlets written for Hispanic-Americans. Published by Best Start, Inc. Co-producer.
- 1990 Understanding Ethnic Difference. A trigger tape for workshop on overcoming stereotypes. Published by Best Start, Inc. Co-producer and writer.
- 1990 So What Difference Does It Make?, a videotape designed to motivate WIC personnel. Published by Best Start, Inc. Project Coordinator.
- 1990 BEST START: For All the Right Reasons Training Program: Training Videotape, Instructor's Guide and Counseling. Published by Best Start, Inc. Writer and Project Coordinator.
- 1989 BEST START: For All the Right Reasons, an educational tape for low-income women. Published by Best Start, Inc. Project Coordinator and Instructional Designer.
- 1990 BEST START pamphlet and poster series. Published by Best Start, Inc. Project Coordinator.

- 1989 BEST START public service announcements. Published by Best Start, Inc. Project Coordinator.
- 1988 Interviewing the Prenatal Client. Video trigger for Maternal Nutrition: Contemporary Approaches to Interdisciplinary Care. A Comprehensive Course for Health Care Professionals. March of Dimes and School of Public Health, University of North Carolina at Chapel Hill, Project Coordinator/ Scriptwriter.
- 1987 Cross Cultural Interviewing Techniques Video trigger in Cross-Cultural Counseling. Food & Nutrition Service, USDA. Project Coordinator and Scriptwriter.

## ADVISORY PANELS

- 2005 – present Advisory Board, *Breastfeeding Medicine*, Journal of the Academy of Breastfeeding Medicine
- 2003 – 2007 Advisory Committee of the Institute of Public Health, Florida Agricultural and Mechanical University
- 2005 CDC’s HIV Testing Campaign Expert Consultation Meeting on Social Marketing Strategy
- 2003 – 2004 Board of Directors, American Social Marketing Society
- 2001 – 2003 Scientific Advisory Committee for the U.C. Davis Center on Advanced Studies in Nutrition and Social Marketing
- 2000 – 2001 Arthritis Prevention and Education Steering Committee
- 2000 The Partnership to Promote Healthy Eating & Active Living
- 1998-1999 United States National Breastfeeding Committee
- 1995-1999 National Maternal Nutrition Intensive Course Advisory Board.
- 1994-present Florida Breast and Cervical Cancer Coalition. State of Florida Department of Health and Rehabilitative Services.
- 1995-1999 National Breastfeeding Leadership Roundtable.
- 1996-1997 UNICEF Advisory Panel for the U.S. Baby Friendly Hospital Initiative. United Nations.
- 1993-1996 Advanced Professional Public Health Nutrition Leadership Education Project Advisory Committee. Maternal and Child Health Bureau, HRSA, DHHS.
- 1995-1996 Technical Advisory Group, Expanded Breastfeeding Promotion Program, USAID.
- 1991-1994 Technical Consultant Group for the Development of a National Breastfeeding Promotion Campaign, Food and Nutrition Service, USDA, Alexandria, Virginia.

- 1990-1994 Health Professional Advisory Council. Tampa Bay Chapter of the March of Dimes,
- 1990-1993 Technical Advisor to the Maternal and Child Health Improvement Projects (MCHIP) for Breastfeeding Promotion, HRSA, DHHS, Washington, D.C.
- 1989-1992 Executive Director, BEST START: Breastfeeding Healthy Mothers, Healthy Babies Project.
- 1986-1990 Advisor to the WIC Breastfeeding Promotion Demonstration Project Development Associates, Arlington, Virginia.
- 1988-1990 American Public Health Association Committee on Improving Breastfeeding Promotion Strategies in the WIC Program.
- 1987-1989 Health Committee Chairperson, Ecuador - Kentucky Partners in the Americas Program, Lexington, Kentucky.
- 1985-1989 Lecturer/trainer for the University of Kentucky College of Nursing's Continuing Education Workshops - Nursing Management of the Maternity Client: Prenatal & Postpartum Care - held annually for public health nurses in Kentucky.
- 1981-1989 Coordinated Undergraduate Program Advisory Council, Food and Nutrition Sciences Department, University of Kentucky.
- 1982-1989 Community Nutrition Advisory Council. Eastern Kentucky University, Richmond, Kentucky.

## **EDITORIAL EXPERIENCE**

- 2005- 2007 Co-Editor, *Social Marketing Quarterly*
- 1995- 2005 Senior Editor, *Social Marketing Quarterly*
- 1985-1989 General Editor, *Health Action Papers*.

## **WORKSHOPS AND PRESENTATIONS**

**Bryant, C. A.** (2008). Social Marketing to Promote Fruit and Vegetable Consumption. 4<sup>th</sup> annual Pan-American Congress for Promotion of Vegetable and Fruit Consumption. August 30<sup>th</sup>.

**Bryant, C. A.** (2008). Social Marketing Social y Obesity Prevention Course: Overview, Components of the Marketing Plan, Formative Research, Strategy Development, and Pretesting. Santiago, Chile. August 27 -29th.

**Bonveccio, A., Bryant, C. A., Theodore, F.** (2008). Introduction to Social Marketing. Mexico Institute of Public Health. July 28 – august 1, 2008. Mexico City, Mexico.

**Bryant, C. A.** (2008). Social Marketing in Public Health Training Academy: Overview, Audience Segmentation, Behavioral Recommendations, Formative Research, and Strategy Development. Social Marketing in Public Health Field School. Sheraton Sand Key Hotel, Clearwater Beach, Florida. June 17-19.

Alfonso ML; Nichols JF; Nickelson J; Hogeboom DL; **Bryant CA**; McDermott RJ; Baldwin JA. VERB™ Summer Scorecard: Assessing Local Capacity for Community-Based Intervention. Poster presentation at the Florida Public Health Association Conference (August 2008), Orlando, FL.

**Bryant, C. A.** (2008). Social Marketing Applied to Food Safety. 2008 Annual Education Conference for the Florida Association for Food Protection (FAFP). St. Petersburg, FL, May 15, 2008).

**Bryant, C.A.** (2008). Social Marketing. Regional Seminar and Research to Practice Symposium. National Institute for Occupational Safety & Health Education & Research Centers. Pensacola Beach, Florida. April 18, 2008

**Bryant, C. A.** (2007). Social Marketing. Pan American Health Organization Regional Meeting. Panama City, Panama, October 11, 2007.

**Bryant, C.A.** (2007). Social Marketing: A Framework to Improve R2P. Spokane, Washington; Pittsburg, Pennsylvania, and Morgantown, West Virginia. August 15 – 22, 2007.

**McCormack Brown, K. and Bryant, C.A.** (2007). Social Marketing Workshop. Children's Services Council of Palm Beach County. June 6 – 7, 2007.

**Bryant, C.A.** (2007). Social Marketing Workshop. National Institutes for Occupational Safety and Health. Cincinnati, OH., April 26-27, 2007.

**Bryant, C.A.** (2007) Community-Based Prevention Marketing: Putting a Coalition in the Driver's Seat. Society for Applied Anthropology, Tampa, FL. March 29, 2007

Morris, C., **Bryant, C.**, Courtney, A. (2007) Culture: An Essential Element in Food. Presented at 2007 Texas Dietetics Association Food and Nutrition Conference and Exhibition, Frisco, TX. March 16, 2007

**Bryant, C. A.** and McCormack Brown, K. (2006). Social Marketing –It's All About Your Customer. Georgia Department of /Georgia Southern University, Atlanta, GA. (September 20 & 21, 2006)

McCormack Brown, K and **Bryant, C. A.** (2006). Social Marketing Workshop. City of Knowledge, Panama City, Panama. October 26 – 27, 2006.

**Bryant, C. A.** (2006). Moderator of Building Partnership among Research, NGOs and Migrant Communities Roundtable. *Florida Immigrant Legal Training and Congress 2006*. Tampa, Florida. September 29, 2006

**Bryant, C.A.** and McCormack Brown (2006). 16<sup>th</sup> Social Marketing in Public Health Pre-conference. Sheraton Sand Key, Clearwater Beach, Florida. June 19-20, 2006.

**Bryant, C. A.** (2006). Using the Marketing Mindset to Control Diabetes. Alaska Diabetes Control

Program. Anchorage, Alaska. May 17-18, 2006

Calvo, A., Loseke, D., McCormack Brown, K., Coreil, J., **Bryant, C.**, & McDermott, R. (2006). "Social Construction of Cervical Cancer Screening among Panamanian Women," Cancer, Culture and Literacy Conference, Clearwater, FL., May, 2006.

**Bryant, C. A.**, McDermott, R.J., McCormack Brown, K., Baldwin, J., Monaghan, P. and Phillips, L. (2006). Community-Based Prevention Marketing. Prevention Research Center Director's Meeting. Atlanta, Georgia, March 21, 2006.

**Bryant, C. A.**, (2006). Social marketing: Creating Value for Your Customers. Child and Adult Care Food Program National Professional Association Conference. Orlando, FL, March 20, 2006.

McCormack Brown, K. and **Bryant, C. A.** (2006). Social Marketing Workshop. Oklahoma Tobacco Control Program. Oklahoma City, OK. February 26-27, 2006.

**Bryant, C. A.** (2006). Social Marketing and Policy Advocacy Workshop. The Seventh Annual Conference on Obesity. Sheraton Sand Key, Clearwater Beach, FL. April 21, 2006.

**Bryant, C. A.**, Courtney, A., Petersen, M. F., Koonce, D. S., Morris, C., McCormack Brown, K. R., McDermott, R. J., Nickelson, J. E. & Phillips, L. M. (2005). Application of community-based prevention marketing (CBPM) for designing a physical activity promotion intervention for "tweens" – the VERB™ Summer Scorecard program. Poster session presented at the Annual American Public Health Association Conference, Philadelphia, PA., December, 5, 2005.

McCormack Brown and **Bryant, C. A.** (2005). Social Marketing Workshop. Nebraska Department of Health. Lincoln, Nebraska. September 13 – 14, 2005.

**Bryant, C. A.** (2005). Social Marketing Workshop. Second Food and Nutrition Service National Nutrition Education Conference. Hyatt Regency Crystal City in Arlington, VA, September 12, 2005.

**Bryant, C. A.** (2005). Overview of Social Marketing; Defining Formative Research Methods; Pretesting Methods. Arizona Nutrition Network: Social Marketing Conference. Phoenix, Arizona. September 1, 2005.

**Bryant, C. A.** (2005). Social Marketing: A Path to Wellness. Mid-Atlantic Regional WIC Conference. L'Enfant Plaza, Washington DC, July 19, 2005.

**Bryant, C.A.** and McCormack Brown (2005). 15<sup>th</sup> Social Marketing in Public Health Pre-conference. Sheraton Sand Key, Clearwater Beach, Florida. June, 2004

**Bryant, C. A.** (2005). Using the Marketing Mindset to Combat Childhood Obesity. Training Workshop for Kentucky Department of Public Health Chronic Disease Branch. Florence, Kentucky, May 23-24, 2005.

**Bryant, C. A.** (2005). Preconference Workshop on Social Marketing. The Sixth Annual Conference on Obesity. Sheraton Sand Key, Clearwater Beach, FL. April 14<sup>th</sup>.

Forthofer, M. S., Bell Ellison, B. A., Zapata, L. B., Nearn, J., Hogeboom, D., Calkins, S., McCormack Brown, K., **Bryant, C. A.**, & McDermott, R. J. (2005). Factors associated with parents' participation in a mail survey regarding adolescent alcohol and tobacco Use. American Academy of Health Behavior Fifth Annual Scientific Meeting, Charleston, SC.

Morris, C., Courtney, A., **Bryant, C.A.** (2005). Promoting Physical Activity in the Schools Strategy Development Session for the Kentucky Tweens Nutrition and Fitness Coalition. Lexington, KY, January 28, 2005.

Morris, C., **Bryant, C.A.** Courtney, A. (2005). Promoting Nutrition in the Schools: Strategy Development Session for the Kentucky Tweens Nutrition and Fitness Coalition. Lexington, KY, January 31, 2005.

**Morris, C., Courtney, A., Bryant, C.A.** Parental Influence on Tween Nutrition: Strategy Development Session for the Kentucky Tweens Nutrition and Fitness Coalition. Lexington, KY, February, 14, 2005.

**Bryant, C. A.**, McCormack Brown, K. R. Forthofer, M. S., Bumpus, E. C., Calkins, S., Zapata, L. B. Monaghan, P., & McDermott, R. J. (2004). *Community-based prevention* marketing: Lessons learned in developing and testing a framework to facilitate participatory research. 132<sup>nd</sup> Annual Meeting of the American Public Health Association, Washington, DC. December 8, 2004

Monaghan, P. F., **Bryant, C. A.**, Moreno, T., McDermott, R. J., Forthofer, M. S., & McCormack Brown, K. R. (2004). Collaboration on migrant health issues among diverse communities: Lessons learned from the Partnership on Citrus Worker Health in Immokalee, Florida. 132<sup>nd</sup> Annual Meeting of the American Public Health Association, Washington, DC., December 8, 2004

**Bryant, C. A.**, Morris, C., Courtney, A. (2004). Promoting Physical Activity in the Community: Strategy Development Session for the Kentucky Tweens Nutrition and Fitness Coalition. Lexington, KY, December, 13, 2004.

**Bryant, C.A.** (2004). Social Marketing Workshop. Two –day training seminar for public health professionals. Kentucky Department of Health, Lexington, Kentucky. September 23 – 24, 2004.

**Bryant, C.A.** (2004). Overview of Social Marketing, Systematic Planning, and Strategy Development. 14<sup>th</sup> Social Marketing in Public Health Conference.. Sheraton Sand Key, Clearwater Beach, Florida. June 14 – 19, 2004

**Bryant, C. A.**, McCormack Brown, K. R., & McDermott, R. J. (2004). Social marketing 101. Missouri Department of Health and Senior Services, Jefferson City, MO. May 18-19, 2004.

**Bryant, C.A.** (2003). Mixed Methods. Seminar to the Division of Nutrition and Health Education. Lexington Fayette County Health Department. Lexington, Kentucky. November 18, 2003

**Bryant, C.A.** (2003). Community-based Prevention Marketing. Cardiovascular Disease Prevention Coalition. Frankfort, Kentucky. September 19.

**Bryant, C.A.** (2003). Social Marketing and Food Safety. Walt Disney Safety Management Team. Orlando, Florida. August 25, 2003.

**Bryant, C.A.** (2003). Overview of Social Marketing, Systematic Planning, and Strategy Development. 13<sup>th</sup> Social Marketing in Public Health Conference.. Sheraton Sand Key, Clearwater Beach, Florida. June 15 – 19, 2003

Ladd, S., Zapata, L.B., and **Bryant, C.A.** (2004). Florida Youth Physical Activity and Nutrition Survey for Middle School Students. Poster Session at the 17<sup>th</sup> Annual Chronic Disease Conference, Washington DC. February 19.

Zapata, L.B., Forthofer, M.S., Bell, B.A., Bryant, R.L., McCormack Brown, K.R., **Bryant, Carol A.**, & McDermott, R.J. (2003). Content analysis of tobacco and alcohol related articles in the newspaper: Utility for evaluating interventions to prevent youth smoking and drinking in the community. Poster Session. American Academy of Health Behavior Third Annual Scientific Meeting, St. Augustine, FL. March 18,

**Bryant, Carol A.** (2003). Social Marketing Workshop. Nutrition Connections: The Food and Nutrition Education Conference, USDA, Washington, DC 2008. February 24.

**Bryant, Carol A.** (2003). Nutrition Messages for Spanish Speakers. Nutrition Connections: The Food and Nutrition Education Conference, USDA, Washington, DC 2008. February 25.

**Bryant, Carol A.** (2003). Social Marketing. *Food, Nutrition and Health Update 2003*. In-service training conference call and video training session for the cooperative extension service at the Institute of Food and Agricultural Sciences at the University of Florida. February 18, 2003.

**Bryant, Carol A.** (2003). Social Marketing for Protecting the Environment. Big Bend District Florida Environmental Health Association (FEHA) Quarterly Education Meeting. Tallahassee, Florida, February 7, 2003.

**Bryant, Carol A.** (2003). Social Marketing: A Multilevel Program Planning Framework. Hennepekin County Health Department Workshop. Minneapolis, Minnesota. January 26 – 27.

**Bryant, Carol A.** (2002). Social Marketing: Health Promotion That Really Works. Lexington-Fayette County Health Department. Lexington, Kentucky, December 16-17.

**Bryant, Carol A.** (2002). Social Marketing for Responsible Philanthropy. Paradise Island, Nassau. The Health Care Foundation of Florida. October 11, 2002.

**Bryant, Carol A.** (2002). Audience Segmentation: CHAID Analysis and a Breastfeeding Case Study. Invited Workshop at the Centers for Disease Control and Prevention. Atlanta, Georgia, October 15.

**Bryant, Carol A.** (2002). Social Marketing and Food Safety. Thinking Globally-Working Locally: A USDA Conference on Food Safety Education. Orlando, Florida, September 19, 2000.

**Bryant, Carol A.** (2002). The National WIC Breastfeeding Promotion Program. Healthy Mothers, Healthy Babies Conference. Sand Key, Florida, July 23.

**Bryant, Carol A.** (2002). Social Marketing Workshop. Florida Public Health Association. Tampa, Florida, July 26.

**Bryant, Carol A.** (2002). California Small WIC Agencies. Invited Workshop. California WIC Program. Sacramento, California. April 17.

**Bryant, Carol A.** (2002). Do We Really Need More Training? Response to Commissioned Paper. Charting the Course for Social Marketing to Promote Diet and Physical Activity. University of California, Davis. Center for Advanced Studies in Nutrition and Social Marketing. Davis, CA: March 18 –19.

McCormack Brown, Kelli, **Bryant Carol A.** (2002). Social Marketing Your Marketing Plans to Prevent and Control Obesity Training for Obesity Prevention and Control Program Grantees. (12 State Health Departments with grants from the Centers for Disease Control and Prevention.) Atlanta, Georgia. February 25, 2002.

Reynolds, Sherri, McCormack Brown, Kelli, Eaton, Danice K., Zapata, Lauren B., Forthofer, Melinda S., **Bryant, Carol A.**, McDermott, Robert J. (2001). Lessons Learned from Conducting School-Based Research. 75th American School Health Association Conference, Albuquerque, NM, November 7 – 11, 2001.

Zapata, Lauren B., Eaton, Danice K., Forthofer, Melinda S., McCormack Brown, Reynolds, Sherri, Kelli, **Bryant, Carol A.**, McDermott, Robert J. (2001). Tobacco Use Among Sarasota Youth: Qualitative & Quantitative Findings. 75th American School Health Association Conference, Albuquerque, NM, November 7 – 11, 2001.

Zapata, Lauren B., Forthofer, Melinda S., Eaton, Danice K., McCormack Brown, Kelli, **Bryant, Carol A.**, McDermott, Robert J. (2001). Using Community-Based Prevention Marketing to Identify Determinants of Cigarette Use Among 6<sup>th</sup>-10<sup>th</sup> Grade Youth: The Sarasota County Demonstration Project. 2001 American Public Health Association Meeting, Atlanta, Georgia, October 22, 2001

McCormack-Brown, K., **Bryant, C.A.**, Forthofer, M.S., and McDermott, R.J. (2001). Community and academic partnerships for success: Lessons learned. Health” An investment for a just society. The 50<sup>th</sup> Anniversary conference of the International Union for Health Promotion and Education. Paris, France. July 16, 2001

McCormack-Brown, K. & Bryant, C. A. Social Marketing 101. Training for Obesity Prevention and Control Program Grantees. (12 State Health Departments with grants from the Centers for Disease Control and Prevention.) Atlanta, Georgia. May 15 – 16, 2001.

**Bryant, C. A.** (2001). Overview, Case Studies, Using the Systematic Planning, and Formative Research Session. Model Social Marketing and Public Health: Matching the Message to the Community. California Department of Health Services and the California conference of Local Directors of Health Education. South Lake Tahoe, California, April 22-24, 2001.

McCormack Brown, K., **Bryant, C.A.**, Forthofer, M.S., Landis, D. & McDermott, R. (2000). Creative Partnering for Prevention Marketing. 15<sup>th</sup> National Conference on Chronic Disease Prevention and Control, Washington, D.C., November 30, 2000.

Forthofer, M., **Bryant, C.A.**, McCormack Brown, K., Eaton, D. K., Bailey, L.J., Landis, D., & McDermott, R. J. (2000). Segmenting Audiences to Develop Adolescent Substance Abuse Prevention Programs: the Sarasota County Demonstration Project. 15<sup>th</sup> National Conference on Chronic Disease Prevention and Control, Washington, D.C., November 30, 2000.

Eaton, D.K., Forthofer, M.S., McDermott, R. J., **Bryant, C.A.**, McCormack Brown, K., & Landis, D. Measurement of Group collective Efficacy: Instrument Development and Pilot Testing. 15<sup>th</sup> National Conference on Chronic Disease Prevention and Control, Washington, D.C., November 30, 2000.

**Bryant, C.A.**, Forthofer, M.S., McDermott, R.J., McCormack Brown, K., & Landis, D. (2000). Community Control and Participation In Program and Policy Development. Presented at the 2000 American Public Health Association Annual Meeting. Boston, MA., November 15, 2000.

Forthofer, Melinda S., Gwede, Clement, Bailey, Lauren, McDermott, Robert J., **Bryant, C.A.**, & McCormack Brown, Kelli. Determinants of Prostate Cancer Screening among African American Men. Abstracts of Presentations at the 128th Annual Meeting of the American Public Health Association.

Forthofer, Melinda S., Merritt, Tracie L., Sisco, Kelly, **Bryant, C.A.**, Figg, Mary, & Mahan, Charles. Determinants of Enrollment in Florida's Kid Care Program: Results of Formative Social Marketing Research. Abstracts of Presentations at the 128th Annual Meeting of the American Public Health Association.

Reynolds, Sherri, Calkins, Susan, McCormack Brown, Kelli, McDermott, Robert J., Forthofer, Melinda S., **Bryant, C.A.** & Landis, Danielle. Community-Based Prevention Marketing: A School District's Experience. Abstracts of Presentations at the 74th Annual School Health Conference of the American School Health Association.

**Bryant, C.A.**, McCormack Brown, K., Landis, D., Alfonso, M., Abrenica, K., McDermott, R.J., Forthofer, M.S., & Reynolds, S. (2000). Using Youth Administered Research To Address Alcohol And Tobacco Use Prevention In Adolescents: Applications, Results And Lessons Learned. 128<sup>th</sup> Annual Meeting of the American public Health Association, Boston, MA. November 14, 2000.

Forthofer, M.S., Eaton, D.K., Bailey, L.J., McCormack Brown, K., Bryant, C. A., & McDermott, R.J., (2000). Assessing Community Capacity in Community-Based Prevention Marketing. 128<sup>th</sup> Annual Meeting of the American Public Health Association, Boston, MA. November 14, 2000.

**Bryant, C.A.** & McCormack Brown, K. (2000). Social Marketing 101: Two-Day Introductory Workshop for North Carolina Department of Health and the Environment Title X Programs. Montreat, Greenville, and Winston-Salem, North Carolina. September 28 – 29, October 19-20, & November 2 –3, 2000.

Reynolds, S. Calkins, S., McCormack Brown, K., McDermott, R.M., Forthofer, M.S., **Bryant, C.A.** & Landis, D. (2000). Community-Based Prevention Marketing: A School District's Experience. American School Health Association, New Orleans, LA. October 25-29, 2000.

**Bryant, C.A.**, Forthofer, M.S., McCormack Brown, K., & McDermott, R. (2000). Community-Based Prevention Marketing. American Association of Health Education, Orlando, FL. March, 13-15, 2000.

McCormack Brown, K., **Bryant, C.A.**, Landis, D., Forthofer, M.S., & Calkins, S. (2000). Developing Youth Capacity for Community-Based Research: Evaluation Results from the Sarasota Youth Initiative. Paper presented at the Prevention Research Centers Scientific Meeting, Atlanta, GA. February 2, 2000

Forthofer, M.S., Eaton, D, **Bryant, C.A.**, & McCormack Brown, K. (2000). Assessing Community Capacity in Community-Based Prevention Marketing: Formative Evaluation Results from the Sarasota

Youth Initiative. Prevention Research Centers Scientific Meeting, Atlanta, GA. February 2, 2000.

**Bryant, C.A.**, Forthofer, M.S., McCormack Brown, K., McDermott, R., & Landis, D. (2000). Mobilizing Communities to Achieve HP 2010 Objectives: Using Community-Based Prevention Marketing. Partnerships for Health in the New Millennium: Healthy People 2010, Washington, DC. January 24, 2000.

McCormack Brown, K., **Bryant, C.A.**, Landis, D., Forthofer, M.S., Calkins, S., & McDermott, R.J. (2000). Forming Youth Partnerships for Research and Practice. 18th National ASTDHPPE Conference on Health Education and Health Promotion and the SOPHE 2000 Midyear Scientific Conference, Denver, CO., January 24, 2000.

**Bryant, C.A.**, Landis, D., McCormack Brown, K. and Forthofer, M.S. (2000). Community Based Prevention Marketing. (2000). Annual Florida Public Health Association.

McCormack Brown, Kelli, **Bryant, C.A.**, Landis, Danielle C., Forthofer, Melinda S. (2000). Forming Youth Partnerships for Research and Practice. 18<sup>th</sup> National Conference on Health Education and Health Promotion and the SOPHE 2000 Mid-Year Scientific Conference.

**Bryant, C.A.** and Landis, D. (2000). Social Marketing Workshop. 2000 American Alliance for Health, Physical Education, Recreation and Dance National Convention & Exposition. Orlando, Florida.

**Bryant, C.A.** (1999). Strategies for Reducing Ethnic Disparities in Breastfeeding Rates. 1999 Healthy Start Annual Grantee Meeting Agenda. Washington DC.

**Bryant, C.A.**, Landis, D., McCormack Brown, K., Forthofer, M. (1999). Community-Based Prevention Marketing. Partnerships for Children's Health: A Conference on University-Community Collaborations for Children & Families. Tampa, Florida. December 2, 1999.

**Bryant, C.A.**, Forthofer, M.S., McCormack Brown, K.R., McDermott, R.J., & Landis, D. (1999). "Community Based Prevention Marketing (CBPM): A Model for Partnering with Communities for School Health Improvement," 1999 American Public Health Association's Annual Meeting, Chicago, IL, November 6, 1999.

McCormack Brown, K.R., **Bryant, C.A.**, Forthofer, M.S. & McDermott, R.J. (1999). Community Based Prevention Marketing: Implications for Health Behavior Change. 1999 Annual Society of Public Health Education Meeting, Chicago, IL (poster presentation). November 10, 1999.

Reid, M., **Bryant, C.A.**, Forthofer, M., McCormack-Brown, K. & McDermott, R. (1999). Community based prevention marketing: A new model for program planning. ASTHO Annual Meeting. Savannah GA.

**Bryant, C.A.** (1999). Social Marketing. March of Dimes Directors Meeting. Orlando, Florida.

**Bryant, C.A.**, Forthofer, M., McCormack-Brown, K. & McDermott, R. (1999). Community Based Prevention Marketing. Fifth Annual Innovations in Social Marketing Conference. Montreal, Canada.

**Bryant, C.A.** (1999). Social Marketing: A Tool for Excellence in Program Planning and Thinking Like A Marketer. Ninth Annual Social Marketing and Public Health Conference. Clearwater, Florida.

- Bryant, C.A.** (1999). A Social Marketing Approach to Weight Control. Competency Based Skills Nutrition Workshop for Public Health Nutritionists and Nurses. University of Georgia Center for Continuing Education and the Georgia Department of Health, Macon, Georgia.
- Bryant, C.A.** (1999). Social Marketing. 1999 Conference on School Health. Florida Foundation for School Health, Tampa, Florida.
- Bryant, C.A.** (1999). The National WIC Breastfeeding Promotion Project. Society for Applied Anthropology. Tucson, Arizona.
- Bryant, C.A.** (1999). The Texas WIC Social Marketing Project. Society for Applied Anthropology. Tucson, Arizona.
- Bryant, C.A.,** (1999). Social Marketing: A Tool for Community Planning. African American Family Support Initiative. Florida Mental Health Institute, University of South Florida, Tampa, Florida.
- Bryant, C.A.** (1999). Social Marketing. Obstetrical and Gynecology Grand Rounds. Tampa General Hospital. Tampa, Florida.
- Bryant, C.A.** (1999). Social Marketing. Midwest Regional Workshop Sponsored by the Peer Review Systems and the Ohio Department of Health. Columbus, Ohio.
- Bryant, C.A.** (1999). The Loving Support Campaign. National Association of WIC Directors Nutrition Education Conference. Westin Hotel, Atlanta, Georgia.
- Bryant, C.A.,** (1998). Breastfeeding and Marketing Policy Discussant, National Breastfeeding Policy Conference, UCLA School of Public Health, Maternal and Child Health Bureau and Cigna, Washington D.C.
- Bryant, C.A.,** (1998). Social Marketing: An Overview and Managing Social Marketing. Promoting Wellness- Preconception and Beyond: Implications for Lifelong Health. University of Nebraska's Health Science Center, Kearney, Nebraska.
- Bryant, C.A.,** (1998). Loving Support Campaign Strategy. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition and Physical Activity Teleconference, Atlanta, Georgia.
- Bryant, C.A.,** (1998). KIDS SMART: Social Marketing and Tobacco Control. Florida Tobacco Pilot Program Summer Institute, Saddlebrook, Wesley Chapel, Florida.
- Bryant, C.A.,** (1998). Breastfeeding Determinants, and Three Step Breastfeeding Counseling Approach. Building Bridges Through Communication, Collaboration & Celebration. 9th Annual Breastfeeding Conference. Iowa Department of Public Health and Iowa Methodist Medical Center, Des Moines, Iowa.
- Bryant, C.A.,** (1998). Loving Support Breastfeeding Campaign. 1998 National Association of WIC Directors Conference. National Association of WIC Directors, Denver, Colorado
- Bryant, C.A.,** (1998). Best Start Three-Step Counseling Strategy. 1998 National Association of WIC Directors Conference. National Association of WIC Directors, Denver, Colorado.

**Bryant, C.A.**, (1998). Social Marketing Preconference Workshop. Culture, Literacy and Cancer, Moffitt Cancer Center, Clearwater Beach, Florida.

**Bryant, C.A.**, (1998). Social Marketing Workshop. CDC Diabetes Translation Conference, Safety Harbor, Florida.

**Bryant, C.A.**, (1998). The WIC National Breastfeeding Promotion Project and Best Start Training Program. Lactation Management Conference, Columbus, Georgia.

**Bryant, C.A.**, (1998). Best Start Breastfeeding Promotion Counseling Workshop. 1998 California WIC Annual Conference, Sacramento, California.

**Bryant, C.A.**, (1998). Effective Social Marketing. Folic Acid: Eating for a Healthier Future Teleconference Workshop, Indianapolis, Indiana Department of Health.

**Bryant, C.A.**, (1998). Social Marketing and Breastfeeding Promotion. The International Conference on the Theory and Practice of Human Lactation Research and Breastfeeding Management, Orlando, Florida.

**Bryant, C.A.**, (1997). Social Marketing Case Studies. 12th Annual National Conference on Chronic Disease and Prevention and Control, Washington, DC.

**Bryant, C.A.**, (1997). Thinking Like A Marketer: A Workshop for the Reproductive Health Division. Centers for Disease Control, Atlanta, Georgia.

**Bryant, C.A.**, (1997). Social Marketing and Public Health. National Public Health Information Coalition Conference, San Antonio, Texas.

**Bryant, C.A.**, (1997). Breastfeeding Promotion: A One-Day Training Workshop. Utah Breastfeeding Promotion Task Force, Salt Lake City, Utah.

**Bryant, C.A.**, (1997). Thinking Like A Marketer: National Training Center for Social Marketing Workshop. University of South Florida College of Public Health, Safety Harbor, Florida.

**Bryant, C.A.**, (1997). Centers for Disease Control Communication Research Priorities Conference. External Advisory Committee.

**Bryant, C.A.**, (1997). Using Social Marketing Research to Develop Breastfeeding Promotion Materials. International Lactation Consultant Association Breastfeeding Conference and Annual Meeting, New Orleans, LA.

**Bryant, C.A.**, (1997). The National WIC Breastfeeding Promotion Project: Update. National Breastfeeding Roundtable, New Orleans, LA.

**Bryant, C.A.**, (1997). The Marketing Mindset and Formative Research Methods. Seventh Annual Social Marketing in Public Health Conference. University of South Florida College of Public Health, Clearwater Beach, Florida.

**Bryant, C.A.**, (1997). Social Marketing - A Tool for Excellence and Case Studies in Social Marketing. Seventh Annual Social Marketing in Public Health Conference. University of South Florida College of

Public Health, Clearwater Beach, Florida.

**Bryant, C.A.**, (1997). Social Marketing Case Studies. The National Conference on Health Education and Health Promotion and the SOPHE Midyear Scientific Conference, Atlanta, Georgia.

**Bryant, C.A.**, (1997). The National WIC Breastfeeding Promotion Project: Research Results and Marketing Plan. National Association of WIC Directors Conference, San Francisco, California.

**Bryant, C.A.**, (1997). Formative Research Results, Three Step Counseling Strategy, Staff Motivation and Training Strategies. Food and Consumer Services/Best Start Breastfeeding Promotion Training Conference, Arlington, Virginia.

**Bryant, C.A.**, (1997). The National WIC Breastfeeding Promotion Project: Implications for Health Care Providers. American Academy of Pediatrics Chapter Breastfeeding Coordinators Training Conference, Oakbrook, IL.

**Bryant, C.A.**, (1997). Breastfeeding Promotion Provider Kit: Background Report. Presentation and Meeting Facilitation. Maternal Child Health Bureau and National Center for Maternal and Child Health Education, Arlington, Virginia.

**Bryant, C.A.**, (1997). The National WIC Breastfeeding Promotion Project: Formative Research Results. National Association of WIC Directors Nutrition and Breastfeeding Promotion Conference, Houston, Texas.

**Bryant, C.A.**, (1997). A Social Marketing Approach to Breastfeeding Promotion, Professional Education Program sponsored by Evergreen Family Maternity Center, Bellevue, Washington.

**Bryant, C.A.**, (1997). Social Marketing and Community Quality Improvement Projects. Pro-West, Seattle, Washington.

**Bryant, C.A.**, (1997). Social Marketing: A Tool for Excellence in Designing Community Quality Improvement Projects Two day workshop for Health Care Excel (HCFA; Peer Review Organizations for Indiana and Kentucky), Louisville, Kentucky.

**Bryant, C.A.**, (1996). The National Breastfeeding Promotion Project. American Academy of Pediatric Breastfeeding Workgroup, San Diego, California.

**Bryant, C.A.**, (1996). The Social Marketing Approach to Adult Immunization Campaigns. 1996 CEO Summer Education meeting of the American Medical Peer Review Association (AMPRA), Jackson, New Hampshire.

**Bryant, C.A.**, (1996). The National Breastfeeding Promotion Project Update. 1996 Conference and Annual Meeting of the International Lactation Consultant Association, Kansas City, Missouri.

**Bryant, C.A.**, (1996). National Breastfeeding Promotion Project Research Findings. Food and Consumer Services Workgroup, USDA, Alexandria, Virginia.

**Bryant, C.A.**, & Albrecht, T (1996). CHAID and Audience Segmentation. Sixth Annual Social Marketing Conference, Clearwater Beach, Florida.

**Bryant, C.A.**, (1996). Social Marketing: A Tool for Excellence. Preconference Seminar, Sixth Annual Social Marketing Conference, Clearwater Beach, Florida.

**Bryant, C.A.**, (1996). Using a Social Marketing Approach to Increasing Customer Satisfaction in the Texas WIC Program. Second Innovations in Social Marketing Conference. Sponsored by CDC and other organizations, Fairfax, Virginia.

**Bryant, C.A.**, (1996). Social Marketing. Flu 2000 Immunization Conference. Health Care Financing Administration, CDC and the National Adult Immunization Committee, Oakbrook, Illinois.

**Bryant, C.A.**, (1996). Social Marketing. Healthy Mothers, Healthy Babies Membership Meeting, Washington, DC.

**Bryant, C.A.**, (1996). Social Marketing: Report of North Carolina WIC Study. North Carolina Annual WIC Meeting, Charlotte, North Carolina.

**Bryant, C.A.**, (1996). Breastfeeding Promotion During the Prenatal Period. Promoting Prenatal Care: Healthy Mothers, Healthy Babies National Biennial Conference, Key Bridge Marriott Hotel, Arlington, Virginia.

**Bryant, C.A.**, (1996). Social Marketing. Florida Public Health Association. Sheraton Fort Lauderdale Airport Hotel. Fort Lauderdale, Florida.

**Bryant, C.A.**, (1995). Texas WIC Social Marketing Plan. Kick Off Conference for Texas Department of Public Health, Austin, Texas.

**Bryant, C.A.**, (1995). Social Marketing: Workshop for Family Planning Administrators. State Family Planning Administrators National Conference. Omni Sheraton, Washington, D.C.

**Bryant, C.A.**, (1995). Social Marketing. Georgia WIC Program State Conference. Sheraton Colony, Atlanta, Georgia.

**Bryant, C.A.**, (1995). Social Marketing: Strategies for Improving Government Services. Eighth Annual Professional Development Conference, Executive Women in Texas Government, Austin, Texas.

**Bryant, C.A.**, (1994). Breastfeeding and Adolescents: Update on the Best Start Program. 1994 Conference and Annual Meeting of the International Lactation Consultant Association. Atlanta Hilton and Towers, Atlanta, Georgia.

**Bryant, C.A.**, (1994). Social Marketing. Presentation at USPHS Family Health Branch Technical Assistance Workshop. Sheraton Colony Square, Atlanta, Georgia.

**Bryant, C.A.**, (1994). Overview, Best Start Case Study, Pretesting Methods. Third Annual Social Marketing in Public Health Conference. University of South Florida College of Public Health, Clearwater Beach, Florida.

**Bryant, C.A.**, (1994). Breastfeeding and Social Marketing: State Initiatives for Teenagers. 1994 Symposium on Human Lactation. Illinois Department of Public Health, Rush Presbyterian-St. Lukes

Medical Center in Chicago, Illinois and Springfield Hilton in Springfield, Illinois.

**Bryant, C.A.**, (1994). The Texas Marketing Study: Putting Our Customers First, National Association of WIC Directors Eleventh Annual National Conference, Chicago, Illinois.

**Bryant, C.A.**, (1994). Results of Texas WIC Marketing Study. Twenty Years: A Reason to Celebrate, Texas WIC Program, Austin, Texas.

**Bryant, C.A.**, (1994). Implications of the Texas WIC Marketing Study for Service Delivery. Twenty Years: A Reason to Celebrate, Texas WIC Program, Austin, Texas.

**Bryant, C.A.**, (1994). What Staff Had to Say in the Texas WIC Marketing Study, Twenty Years: A Reason to Celebrate, Texas WIC Program, Austin, Texas.

**Bryant, C.A.**, (1994). Strategy Formation Sessions for the Texas WIC Marketing Project, Texas Department of Health, Austin, Texas.

**Bryant, C.A.**, (1994). Social Marketing. Texas Society for Health Educators Meeting, Austin, Texas.

**Bryant, C.A.**, (1993). The Texas WIC Marketing Research Plan. The Second National WIC Nutrition Services Conference, Denver, Colorado.

**Bryant, C.A.**, (1993). Strategies for Working with Difficult Clients, Breastfeeding Benefits and Promotional Techniques. One Day Workshop for Clerical Staff. Public Health Foundation, Los Angeles, California.

**Bryant, C.A.**, (1993). Overcoming Ethnic Differences, Breastfeeding Promotion Techniques. One Day Workshop for Nutrition Aides. Public Health Foundation, Los Angeles, California.

**Bryant, C.A.**, (1993). Social Marketing, Best Start Training Program and Pretesting Methods. One Day Workshop for Public Health Nutritionists. Public Health Foundation, Los Angeles, California.

**Bryant, C.A.**, (1993). Social Marketing. Early Childhood Intervention Conference. Texas Department of Health, Austin, Texas.

**Bryant, C.A.**, (1993). Overview, Best Start Case Study, Pretesting Methods. Third Annual Social Marketing in Public Health Conference. University of South Florida College of Public Health, Clearwater Beach, Florida.

**Bryant, C.A.**, (1993). Overcoming Ethnic Differences and Breastfeeding Promotion Strategies for Low Income Women. Indiana WIC Conference. Indianapolis, Indiana.

**Bryant, C.A.**, (1993). Social Marketing. Injury Prevention: Education, Research and Training. University of South Florida College of Public Health, Tampa, Florida.

**Bryant, C.A.**, (1993). Social Marketing. Chronic Disease Conference, Chronic Disease Branch, Kentucky Department of Health Services, Covington, Kentucky.

**Bryant, C.A.**, (1993). Breastfeeding Promotion. The 1993 Emory University Lactation Conference, Emory University School of Nursing, Atlanta, Georgia.

**Bryant, C.A.**, (1993). Social Marketing and Health Education, Florida Public Health Association Annual Meeting, Sabal Park, Florida.

**Bryant, C.A.**, (1993). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (US Health and Human Services), Gainesville, Florida.

**Bryant, C.A.**, (1992). Social Marketing Approaches in Public Health Campaigns, Guest Lecture in Nutritional Sciences 645; Best Start: A Case Study in Social Marketing, International Nutrition Seminar, and Using Qualitative Approaches in Developing Low Literacy Nutrition Education Materials, A Workshop for Division of Nutritional Sciences at Cornell University, Ithaca, New York.

**Bryant, C.A.**, (1992). Focus Group Research Techniques, Coalition of Florida Childbirth Educators, West Palm Beach, Florida.

**Bryant, C.A.**, (1992). Determinants of Breastfeeding among Economically Disadvantaged Women and New Strategies for Breastfeeding Counseling. The Third Annual Conference of the Arkansas Perinatal Association, Little Rock, Arkansas.

**Bryant, C.A.**, (1992). Motivating the WIC Participant Through Education, Annual State WIC Conference, Sacramento, California.

**Bryant, C.A.**, (1992). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (US Health and Human Services), Gainesville, Florida.

**Bryant, C.A.**, (1992). Breastfeeding Determinants and Building Coalitions to Support Breastfeeding, Kansas WIC Breastfeeding Conference, Emporia, Kansas.

**Bryant, C.A.**, (1991) Breastfeeding Promotion, Special Session to Honor the Agnes Higgins Award Recipient at the American Public Health Association, Atlanta, Georgia.

**Bryant, C.A.**, (1991). Focus Group Research in Social Marketing, Annual Meeting of the American Evaluation Association, Chicago.

**Bryant, C.A.** (1991). Determinants of Breastfeeding Among Economically Disadvantaged Women, Children's Nutrition Research Center at Baylor College of Medicine, Houston, Texas.

**Bryant, C.A.** (1991). Best Start: Breastfeeding for Health Mothers, Health Babies Training Program. City of Houston Health Department, Houston, Texas.

**Bryant, C.A.** (1991). Breastfeeding Promotion Techniques. Pasco County Health Department, Land O'Lakes, Florida.

**Bryant, C.A.** (1991). Best Start: Breastfeeding for Health Mothers, Health Babies Training Workshop. Sponsored by the Missouri Department of Health, St. Louis, Columbia, and Kansas City, Missouri.

- Bryant, C.A.** (1991). Focus Group Research Techniques. Texas Department of Health and the Environment, Austin, Texas.
- Bryant, C.A.** (1991). Marketing Breastfeeding Promotion and The Florida Peer Counselor Program. La Leche League International Convention, Fontainebleau Hilton Resort and Spa, Miami Beach, Florida.
- Bryant, C.A.** (1991). Marketing Breastfeeding to Low Income Women. La Leche League International Physician's Seminar. Fontainebleau Hilton Resort and Spa, Miami Beach, Florida.
- Bryant, C.A.** (1991). Best Start: Research Findings. Georgia Department of Human Resources Breastfeeding Conference, Macon, Georgia.
- Bryant, C.A.** (1991). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (US Health and Human Services), Gainesville, Florida.
- Bryant, C.A.** (1991). Social Marketing. Health Promotion and Education Patch Training Program. HRS Health Promotion and Education, Tallahassee, Florida.
- Bryant, C.A.** (1991). Sociocultural Influences and Community Breastfeeding Practices. WellStart Lactation Management Education Course, San Diego, California.
- Bryant, C.A.** (1991). New Approaches to Breastfeeding Program. Colorado Department of Health Breastfeeding Conference, Denver, Colorado.
- Bryant, C.A.** (1991). Overcoming Cultural Differences and Best Start Training Program. Colorado Annual WIC State Meeting, Denver, Colorado.
- Bryant, C.A.** (1991). Breastfeeding. Nutrition for Mothers and Infants at Risk Conference, Florida Bay Chapter, American Dietetic Association, Department of Health and Human Services, and the University of South Florida, Tampa, Florida.
- Bryant, C.A.** (1991). Social Marketing of Breastfeeding and Implementing Community Programs. Annual Neonatal Nutrition Conference, Medical University of South Carolina, Charleston, South Carolina.
- Bryant, C.A.** (1991). Program Scope and Sustainability and Breastfeeding Promotion Work Group. Social Marketing for Public Health, University of South Florida, College of Public Health, Clearwater, Florida.
- Bryant, C.A.** (1991). Social Marketing: A New Approach to Breastfeeding Promotion. Sixteenth Annual March of Dimes Perinatal Nursing Conference, Chicago, Illinois.
- Bryant, C.A.** (1991). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (US Health and Human Services), Gainesville, Florida.

**Bryant, C.A.** (1991). Call To Action: Better Nutrition for Mothers, Children, and Families, Convened by Maternal and Child Health Bureau (DHHS) in cooperation with Maternal and child Health Interorganizational Nutrition Group and the National Center for Education in Maternal and Child Health, Washington, D.C.

**Bryant, C.A.** (1991). Successful Strategies in the Promotion of Breastfeeding, American Dietetic Association 73rd Annual Meeting in Denver, Colorado.

**Bryant, C.A.** (1991). BEST START Breastfeeding Promotion Training Program, four one day workshops held in Alexandria and Baton Rouge, Louisiana for the Louisiana Department of Health and Human Services.

**Bryant, C.A.** (1991). Focus Group Research Techniques, Florida Public Health Association Annual Meeting, Orlando, Florida.

**Bryant, C.A.** (1991). Overcoming Staff Barriers and Patient Attitudes Towards Breastfeeding. Gadsden County Lactation Promotion Conference, Quincy, Florida.

**Bryant, C.A.** (1991). Sandra L. D'Angelo, Richard Mier, Maureen Marra and Carol Bryant. Barriers to Prenatal Care Among Lower Socio-Economic Status Women. Annual Meeting of the American Psychological Association, Boston, Massachusetts.

**Bryant, C.A.** (1991). Low Income Women's Perceptions of Breastfeeding and Implementing Culturally Sensitive Breastfeeding Promotion Campaigns. Wilmington Area Health Education Center Workshop, Wilmington, North Carolina.

**Bryant, C.A.** (1991). Low Income Women's Perceptions of Breastfeeding and Implementing Culturally Sensitive Breastfeeding Promotion Campaigns. Mountain Area Health Education Center Workshop, Asheville, North Carolina.

**Bryant, C.A.** (1991). Marketing Strategies for Breastfeeding Promotion. Department of Health and Environmental Control Workshop, Columbia, South Carolina.

**Bryant, C.A.** (1991). Best Start: A New Approach to Breastfeeding Promotion. 1990 Conference and Annual Meeting of the International Lactation Consultant Association, Scottsdale, Arizona.

**Bryant, C.A.** (1990). Understanding Client Needs. In service Training for Lexington Fayette County Health Department Central Registration Staff, Lexington, Kentucky.

**Bryant, C.A.** (1990). Breastfeeding and Working Mothers. 1990 Partners in Perinatal Health, Hollywood, Florida.

**Bryant, C.A.** (1990). Attitudinal and Cultural Issues in Breastfeeding and Social Marketing. Regional WIC/MCH Lactation Management Conference, Atlanta, Georgia.

**Bryant, C.A.** (1990). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (US Health and Human Services), Gainesville, Florida.

**Bryant, C.A.** (1990). Visiting Scholar, Division of Human Development and Nutrition, School of Public Health, University of Minnesota, Minneapolis.

**Bryant, C.A.** (1990). Breastfeeding Promotion Strategies, Workshop for MCH Professionals in Central Kentucky, Lexington, Kentucky.

**Bryant, C.A.** (1990). Nutrition Initiatives. National Association of WIC Directors Annual Meeting, New Orleans, Louisiana.

**Bryant, C.A.** (1990). Cultural Issues in Nutrition. National Association of WIC Directors Annual Meeting, New Orleans, Louisiana.

**Bryant, C.A.** (1990). BEST START: Breastfeeding Promotion Techniques for Public Health Professionals. HRS Lake County Public Health Continuing Education Program, Tavares, Florida.

**Bryant, C.A.** (1990). Overcoming Barriers to Breastfeeding and New Approaches to Breastfeeding Promotion. Intensive Course in Maternal Nutrition, Department of Obstetrics and Gynecology at the University of Florida and the Office of Maternal and Child Health (DHHS), Gainesville, Florida.

**Bryant, C.A.** (1990). Breastfeeding Promotion Techniques for WIC Clients. Lee County Health Department, Ft. Myers, Florida.

**Bryant, C.A.** (1990). Using Social Marketing to Promote Breastfeeding, at Modern Science Rediscovered an Old Miracle: Breastfeeding, a Continuing Education Program sponsored by Emory University School of Nursing, Atlanta.

**Bryant, C.A.** (1990). BEST START: Breastfeeding for Healthy Mothers, Healthy Babies. The Healthy Mothers, Healthy Babies National Conference, Arlington, Virginia.

**Bryant, C.A.** (1989). Social Marketing: Applications in Public Health, Interdisciplinary Graduate Seminar in Public Health, Department of Health, Leisure and Safety, University of Tennessee, Knoxville, Tennessee.

**Bryant, C.A.** (1989). Breastfeeding Promotion, Guest Workshop, Nutrition and Food Sciences, University of Tennessee, Knoxville, Tennessee.

**Bryant, C.A.** (1989). Building the Self-Esteem of our Patients; Recognizing Our Hidden Messages. Annual Nutrition & Supplemental Food Programs Conference, Nashville, Tennessee.

**Bryant, C.A.** (1989). New Strategies for Promoting Breastfeeding Among WIC Participants. A one day workshop sponsored by the Kentucky Department of Human Resources Nutrition Branch. Held in Lexington, Mayfield and Bowling Green, Kentucky.

**Bryant, C.A.** (1989). BEST START: Breastfeeding For Healthy Mothers, Healthy Babies. Annual WIC Conference. Georgia Department of Human Resources, Augusta, Georgia.

**Bryant, C.A.** (1989). Social Marketing: New Opportunities for Changing Health Behavior. The South Florida Perinatal Network Conference on Learning to Market Government. Sponsored Prenatal Health

Care, Miami, Florida.

**Bryant, C.A.** (1989). Social Marketing: Application to Breastfeeding Promotion. A Continuing Education Conference for the Association of State and Territorial Public Health Nutrition Directors and the Association of Faculties of Graduate Programs in Public Health Nutrition. Chapel Hill, NC.

**Bryant, C.A.** (1989). The Social Marketing of Breastfeeding. 1989 Florida Health & Rehabilitation Services, Nutrition Services Spring Regional Workshops in Miami, Florida.

**Bryant, C.A.** (1989). The Social Marketing of Breastfeeding. 1989 Florida Health & Rehabilitation Services, Nutrition Services Spring Regional Workshops in Tampa, Florida.

**Bryant, C.A.** (1989). Social Marketing and Breastfeeding Promotion Among WIC Clients. Kentucky Public Health Association Annual Meeting, Louisville, Kentucky.

## GRANTS AND CONTRACTS

**Bryant, C. A.**, (Co-director and Principal Investigator), McDermott, R. J. (Co-director and Co-principal Investigator), Baldwin, J. A., (Co-principal Investigator), & McCormack Brown, K.R. (Co-principal Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2007 – September 29, 2008. (\$730,000)

**Bryant, C. A.**, (Co-director and Principal Investigator), McDermott, R. J. (Co-director and Co-principal Investigator), Baldwin, J. A., (Co-principal Investigator), & McCormack Brown, K.R. (Co-principal Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2006 – September 29, 2007. (\$939,703)

Monaghan, P. (Principal Investigator), Baldwin, J. (Co-Principal Investigator), **Bryant, C. A. (Co-Principal Investigator)**, Bernard, T. (Co-Principal Investigator), and McDermott, R. J. (Co-Principal Investigator). Camp Health Aides in Florida's Citrus Groves. Collaborative for Children, Families, and Communities. July 2006 – June 2007. (\$15,000).

Brown, L. (Principal Investigator) and **Bryant, C. A.** (Co-Principal Investigator) Disaster Mental Health Services for the Elderly. USF Collaborative for Children, Families, and Communities. July 2006 – June 2007. (\$11,323)

McCormack Brown, K., and **Bryant, C. A.** Community-Based Strategies for Promoting Physical Activity through the VERB Program. Centers for Disease Control and Prevention, May 2005 – April 2006. (\$128,451)

McDermott R. J. (Principal Investigator), **Bryant, C. A.** (Co-Principal Investigator), & Coreil, J. (Co-Principal Investigator) *Tuberculosis (TB) Cooperative Agreement Program*. Southeastern National Tuberculosis Center, University of Florida, April 2005 – December 2006. (\$288,775)

**Bryant, C. A.**, (Co-director and Principal Investigator), McDermott, R. J. (Co-director and Co-principal Investigator), Forthofer, M.S., (Co-principal Investigator), & McCormack Brown, K.R. (Co-principal Investigator). *Community-Based Prevention Marketing: Building Local Capacity for Disease Prevention and Health Promotion*. Centers for Disease Control and Prevention, September 30, 2005 – September 29, 2006. (\$820,000).

**Bryant, C. A.**, (Co-director and Principal Investigator), McDermott, R. J. (Co-director and Co-principal Investigator), Forthofer, M.S., (Co-principal Investigator), & McCormack Brown, K.R. (Co-principal Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2004 – September 29, 2005. (\$720,000)

McDermott, R.J. (Principal Investigator), **Bryant, C.A.** (Co-Principal Investigator) & Forthofer, M.S. (Co-Principal Investigator). The Florida Prevention Research Center at the University of South Florida. Centers for Diseases Control and Prevention, September 30, 1998- September 30, 2003. (Year Six: \$ 754,998).

McCormack-Brown, K. (Principal Investigator), **Bryant, C.A.** (Co-Principal Investigator). 14th Annual Conference on Social Marketing in Public Health. Centers for Disease Control, Atlanta, Georgia, June 1, 2004 – August 30, 2004 (\$15,000)

McDermott, R.J. (Principal Investigator), **Bryant, C.A.** (Co-Principal Investigator) & Forthofer, M.S. (Co-Principal Investigator). The Florida Prevention Research Center at the University of South Florida. Centers for Diseases Control and Prevention, September 30, 1998- September 30, 2004. (Year Five: \$764,000).

**Bryant, C.A. (P.I.)**, & McCormack Brown, K.R. (Co-P.I.). Social Marketing in Public Health 13th Annual Conference. Centers for Disease Control and Prevention, Atlanta, GA, June 2003. (\$27,700).

**Bryant, C. A. (P.I.)** 17<sup>th</sup> Annual Chronic Disease Prevention and Control Conference. Supplement to Prevention Research Center Centers for Disease Control and Prevention, April 1, 2002 – September 29, 2002. Bryant, C.A. (\$22,500)

**Bryant, C.A. (P.I.)**, & McCormack Brown, K.R. (Co-P.I.). Social Marketing in Public Health Twelfth Annual Conference. Centers for Disease Control and Prevention, Atlanta, GA, June 2002. (\$35,000).

McCormack Brown, K.R. (P.I.) & **Bryant, C.A. (P.I.)**. Obesity Prevention Training and Technical Assistance – Supplement to the Prevention Research Center core. Centers for Disease Control and Prevention, Atlanta, GA. February 1, 2001 – September 29, 2002 (\$28,157.00).

**Bryant, C.A. (P.I.)**, & McCormack Brown, K.R. (Co-PI). Reducing the Burden of Arthritis and Other Rheumatic Conditions among African Americans. Florida Department of Health. August 1, 2001 – July 31, 2002 (\$31,889).

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

Clark, L. (P.I.), Flocks, J. (Co-P.I.), **Bryant, C.A. (Co-Investigator)**. Community-based Environmental Health Intervention, National Institute of Environmental Health Sciences, NIH, Research Triangle Park, NC, University of Florida, 2000-2001. (\$246,655).

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

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

McDermott, R.J. (P.I.), **Bryant, C. A. (Co-PI),** Forthofer, M.S. (Co-P.I.), & McCormack Brown, K.R. (Co-P.I.). Community-Based Prevention Marketing: Building Local Capacity for Disease Prevention and Control. October 1, 1999 - September 30, 2000 (\$420,000).

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

Mahan, C. (P.I.), Figg, M. (Co-P.I.), Forthofer, M.S.(Co-P.I.) & **Bryant, C.A. (Co-P.I.).** Covering Kids. Robert Wood Johnson Foundation, 1999 – 2000. (\$1,478, 571 and State of Florida match, \$2,100,000).

McDermott, R.J. (P.I.), **Bryant, C. (Co-P.I.),** Forthofer, M.S. (Co-P.I.), & McCormack Brown, K.R. (Co-P.I.). Community-Based Prevention Marketing: Building Local Capacity for Disease Prevention and Control. October 1, 1998 - September 30, 1999 (\$350,000).

Albrecht, T. (P.I.) & **Bryant, C. A. (Co-PI).** The National Social Marketing Training Center. Centers for Disease Control, October 1998 – September 1999. (\$300,000).

**Bryant, C. A. (P. I.)** & Albrecht, T. (Co-P.I.). Development of the Social Marketing Quarterly. Centers for Disease Control, October 1998 – September 1999. (\$57,000).

**Bryant, C. A. (Co-PI),** Terrance Albrecht (Co-PI) and Ginger Phillips (Co-PI). Support for the Eighth Annual Social Marketing in Public Health Conference. Centers for Disease Control and Prevention, 1998. (\$35,000).

**Bryant, C. A. (P. I.)** & Albrecht, T. (Co-P.I.). Development of the Social Marketing Quarterly. Centers for Disease Control, October 1997 – September 1998. (\$39,000).

Albrecht, T. (P.I.) & **Bryant, C. A. (Co-PI).** The National Social Marketing Training Center. Centers for Disease Control, October 1997 – September 1996. (\$342,240).

McCormack Brown, K.R. (P.I.), **Bryant, C. (Co-P.I.),** Forthofer, M. (Co-P.I.), Perrin, K.M. (Co-P.I.), & Quinn, G. (Co-P.I.). Social Marketing Plan to Increase Breast and Cervical Cancer Screening: Strategy and Materials Development Phase, State of Florida Department of Health (campaign and materials development phase, and photo essay exhibit), June - November 1997 (\$123,000).

**Bryant, C. (P.I.),** Forthofer, M. (Co-P.I.), McCormack Brown, K.R. (Co-P.I.), Perrin, K.M. (Co-P.I.), & Quinn, G. (Co-P.I.). Social Marketing Breast and Cervical Cancer Screening Project, State of Florida Department of Health (planning formative research & strategy formation), February - June, 1997 (\$113,000).

McCormack Brown, K.R. (PI), Forthofer, M.S. (Co-PI), **Bryant, C.A.,** (Co-PI), Perrin, K.M. (Co-PI), & Quinn, G.P. (Co-PI). Social Marketing Plan to Increase Breast and Cervical Cancer Screening: Implementation and Evaluation Phase, Florida Department of Health, Tallahassee, Florida, July 1997 -- November 1997. (\$100,000)

**Bryant, C. A. (P.I.),** Terrance Albrecht (Co-PI) and Ginger Phillips (Co-PI) Support for the Seventh Annual

Social Marketing in Public Health Conference. Centers for Disease Control and Prevention, 1997. (\$35,000).

**Bryant, C.A. (P.I.),** and Lindenberger, J. H.(Co-P.I.). National WIC Breastfeeding Promotion Project. United States Department of Agriculture. 1996- 1999. (\$516,000).

**Bryant, C. A. (P.I.)** & Terrance Albrecht (Co-PI). Development of the Social Marketing Quarterly. Centers for Disease Control. 1996 - 1997. (\$39,000).

Albrecht, T. (P.I.) & **Bryant, C. A. (Co-PI)**. The National Social Marketing Training Center. Centers for Disease Control, October 1996 – September 1997. (\$230,000).

**Bryant, C. A. (P.I.),** Terrance Albrecht (Co-P.I.) and Ginger Phillips (Co-P.I.) Support for the Sixth Annual Social Marketing in Public Health Conference. 1996. Centers for Disease Control. (\$30,000).

**Bryant, C. A. (P.I.)** & Terrance Albrecht (Co-P.I.). Development of the Social Marketing Quarterly. Centers for Disease Control. 1995 - 1996. (\$40,400).

**Bryant, C.A. (P.I.).** North Carolina WIC Marketing Study. North Carolina Department of Environment, Health and Natural Resources. August, 1995 - 1996. (\$68,000.)

**Bryant, C.A. (P. I.)** & Lindenberger, J.H. (Co-P.I.). Georgia WIC Marketing Project. Georgia Department of Health. 1995-1996. (\$115,000).

**Bryant, C.A. (P.I.),** & Phillips, G. (Co- P.I.). Social Marketing in Public Health Fifth Annual Conference. Centers for Disease Control, 1995. (\$35,000).

**Bryant, C.A. (P.I.).** Pasco County Health Department Services Utilization Study. Pasco County Health Department. April 1994 - April 1995 (\$1000 plus direct employment of two graduate students.)

**Bryant, C. A. (P. I.).** Indiana WIC Marketing Study. Indiana Department of Health. February 1995 to August 1995 (\$30,000)

**Bryant, C.A. (P.I.),** . Texas Early Childhood Intervention Marketing Study. Texas Interagency Council on Early Childhood Intervention. October, 1993- August, 1994. (\$125,00).

**Bryant, C. A. (P.I.),** McIllwain, H (Co-P.I.) Osteopenia in Abused and Neglected Children. SmithKline Beecham, July 1993 - June 1994. (\$7,000)

**Bryant, C. A. (P.I.)** Social Marketing Plan for Breast and Cervical Cancer Screening. Kentucky Department of Human Resources. October 1994 to February 1995. (\$60,000)

**Bryant, C. A. (P. I.),** Jeffers, Dee (Co-P.I.) Florida Plan for Prevention and Early Intervention, Developmental Disabilities Council. July 1- June 30, 1994. Florida Developmental Disabilities Council. (\$17,000.)

**Bryant, C. A. (P. I.).** MCHB Technical Assistance. October - June, 1994. Maternal Child Health Bureau, HRSA, DHHS. (\$13,000)

**Bryant, C.A. (P.I.)** & Phillips, G. Social Marketing in Public Health Fourth Annual Conference. Centers for Disease Control, 1994. \$30,000.

**Bryant, C.A. (P. I.)** & James Lindenberger (Co-P.I.). "Texas WIC Marketing Project". Texas Department of Health. March, 1993 - September, 1995. (\$398,000)

**Bryant, C.A. (P. I.)**. MCHB Technical Assistance. Evaluation research as well as management of Best Start Breastfeeding Promotion Clearinghouse, and editing Connections newsletter. Maternal and Child Health Bureau, HRSA, DHHS. October - June, 1993 (\$60,000)

**Bryant, C.A. (P.I.)**, & Phillips, G. (Co-P.I.). Social Marketing in Public Health Third Annual Conference. Centers for Disease Control, 1993. (\$30,000).

**Bryant, C. A. (P. I.)** MCHB Technical Assistance. Maternal and Child Health Bureau, HRSA, DHHS. October - June, 1992 (\$60,000).

**Bryant, C.A. (P.I.)**, and Phillips, G. (Co-P.I.). Social Marketing in Public Health Second Annual Conference. Centers for Disease Control, 1992. (\$30,000).

**Bryant, C.A., (P.I.)** Gulitz, E. (Co-P.I.), Marty, P.,(Co-P.I.) McDermott, R. J., Jeffers, D., Lopez, G. Coulter, M.. Formative Research for the Florida Prevention of Developmental Disabilities Project. Florida Developmental Disabilities Planning Council, 1992. (\$79,184).

**Bryant, C.A. (P. I.)** & Lindenberger, J.H. (Co-P.I.). Texas WIC Marketing Project. Texas Department of Health. March 1994 – September 1995. (\$398,000)

**Bryant, C. A. (P.I.)**. MCHB Technical Assistance. Maternal and Child Health Bureau, HRSA, DHHS. October - June, 1991. (\$60,000)

**Bryant, C. A. (P.I.)**. Best Start Evaluation. Lexington Fayette County Health Department, 1989-1990. (\$15,600).

**Bryant, C. A. (P.I.)**. Best Start Public Service Announcements. Georgia Office of Nutrition, Georgia Department of Health, 1990. (\$40,000).

**Bryant, C. A. (P.I.)**. Best Start Educational Videotape. Tennessee SPRANS Project, Tennessee Department of Health, 1989- 1990. (\$10,000).

**Bryant, C. A. (P.I.)**. Best Start print materials. Kentucky WIC Program, 1989-1990.(\$10,000).

**Bryant, C.A. (P.I.)** & Coreil, J. (Co-P.I.). Best Start Training materials development. Florida Department of Health and Rehabilitative Services, 1990. (\$52,500).

**Bryant, C.A. (P.I.)**, Southeast Regional Breastfeeding Promotion Program. Lexington-Fayette County Health Department, 1989-1990. (\$32,640).

**Bryant, C.A. (P.I.)**, Cardiovascular Risk Reduction Project. Kentucky Department of Health and Human Resources, 1987-1988. (\$24,944).

**Bryant, C.A. (P.I.)**, Teenage Pregnancy Prevention Demonstration Project. Kentucky Department of Human Resources, 1986-1987. (\$55,000).

**Bryant, C.A. (P.I.)**, Teen Education Leadership Program. Kentucky Department of Human Resources, 1986-1987. (\$30,000)

**Bryant, C.A. (P.I.)**, . Arthritis Control Project. Kentucky Department for Human Resources, 1985- 1987. (\$85,000 per year)

**Bryant, C.A. (P.I.)**, Health Action Project. Kentucky Department for Human Resources, 1984 - 1985. (\$20,000).

**Bryant, C.A. (P.I.)**, Family Life Education Prevention Health Initiative Grants. Kentucky Department for Human Resources, 1983 - 1985. (\$120,00).

**Bryant, C.A. (P.I.)**, Family Life Education for Adolescents Program . Office for Adolescent Pregnancy Programs, Department of Health and Human Services, 1983. (\$150,000).

**Bryant, C.A. (P.I.)**, Community Youth Health Education Program. Kentucky Department for Human Resources, 1983. (\$50,000).

#### **UNIVERSITY SERVICE CONTRIBUTIONS**

Member, Faculty Affairs Committee, College of Public Health (2006- present)

Chair, Appointments, Promotion and Tenure, Community and Family Health (2004-present)

Member, Curriculum Committee, Community and Family Health (2006- present)

Member, Healthy Together Initiative, International Programs (2007)

Member, Search Committee for Chair of Health Policy and Management (2007)

Chair, Accountability Committee, College of Public Health (2006)

Member, Search Committee for Associate Dean of Research, College of Public Health (2005)

Member, Prevention Work Group, HSC Strategic Planning Initiative (2004)

Member, College of Public Health Research Office Advisory Group (2004)

Chair, Library Subcommittee, Phi Beta Kappa Faculty Group, 2001 - present

Member, Phi Beta Kappa Faculty Group, 2000- present

Reviewer for Undergraduate Research Competition, 2000-2001

Reviewer for Master's Thesis Award, 2000-2001

Member, Teaching Effectiveness Committee, 1997-1999

Reviewer for the 1997 TIPS Health Sciences Award.

Co-Chair, Faculty Affairs (2001)

Member, Faculty Assembly Steering Committee (2001)

Member, Research (1999- 2000)

Member, Appointments, Tenure and Promotion (1998- present)

Member, Search Committee for Community and Family Health Department Chair (2003)

Member, Search Committee for Health Policy and Management, Assistant Professor (1998)

Member, Search Committee for Health Policy and Management, Professor (1996-7)

Member, MPH Practice Program (1996-1998)

Member, Cultural Diversity Committee (1996-1997)

Chairperson, Social Marketing and Public Health Conference and Field School Planning Committee (1990 – present)

Member, Long Range Planning Committee (2000-2001)

Member, Appointment, Promotion and Tenure Committee (1997 to present)

Member, Research Committee (1996-1997, 1999-2001).

Member, Market Equity Study Committee (1999)

Member, Curriculum Committee (1996-1997, 1998-1999)

Chairperson, Curriculum Committee (1996-1997)

Member, Student Affairs (1997-1998)

Member, Search Committee for Health Education Faculty (1996)

Member, Search Committee for Maternal and Child Health Faculty (1996)