

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

2017 World Social Marketing Conference Outstanding Contributions to Social Marketing
2011 Philip Kotler Social Marketing Distinguished Service Award
2009 R. Tait McKenzie Memorial Lecturer
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
2014- present Co-Director, USF's World Health Organization's Collaborating Center for Social
Marketing and Social Change
2013- present Director, Florida Prevention Research Center at the 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

Hastings, G., Angus, K., and **Bryant, C.A.** (2011). *Handbook of Social Marketing*. Thousand Oaks, CA: Sage Publications.

Bryant, C.A., DeWalt, K.M., & Courtney, A. Schwartz, J. (2003). *The Cultural Feast: Introduction to Food and Society*. 2nd 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

Young, B.-R., Gwede, C.K., Thomas, B., Vázquez-Otero, C., Ewing, A., Aguado-Loi, C., Martinez-Tyson, D., Schneider, T., Meade, C.D., Baldwin, J.A., & Bryant, C. (in review). A systematic review of ever-published colorectal cancer screening intervention systematic reviews: Lessons learned about magnitude of effects.

Biroscak, B.J., Bryant, C.A., Aguado Loi, C.X., Martinez Tyson, D., Schneider, T., Baum, L., Ewing, A., Hovmand, P.S. From concept to action: integration of systems thinking and social marketing for health disparities elimination. In *Social Marketing: From Tunes to Symphonies* (3rd Ed.), Eds. G. Hastings & C. Domegan, Routledge, New York, 2017.

Biroscak, B.J., Wright, A.P., Courtney, A., **Bryant, C.A.** Use of formative techniques by an academic-community social marketing partnership. Accepted for publication in *Health Communication: Strategies and Skills for a New Era*, Eds. C. Parvanta & S.A. Bass, Jones & Bartlett Learning, Sudbury, MA, 2017.

Biroscak, B.J., Wright, A.P., Courtney, A., **Bryant, C.A.** (in press). Use of formative techniques by an academic-community social marketing partnership. In *Health Communication: Strategies and Skills for a New Era*, Eds. C. Parvanta & S.A. Bass, Jones & Bartlett Learning, Sudbury, MA,

McDermott, R.J., **Bryant, C.A.**, Mayer, A.B., Martinasek, M.P., Baldwin, J.A., & Vamos, S.D. (2016). Community-Based Interventions. In: P.L. Remington, R.C. Brownson, & M. Wegner, (Eds.). *Chronic Disease Epidemiology and Control*, 4th edition. Washington, DC: American Public Health Association.

Mayer, A. B., Lefebvre, R.C., McDermott, R. J., **Bryant, C.A.**, Courtney, A. H., Lindenberger, J. H, Swanson, M.A., Panzera, A. D., Khaliq, M., Biroscak, B. J., and Wright, A. P.(2015) A Social Marketing Approach for Increasing Community Coalitions' Adoption of Evidence-Based Policy to Combat Obesity. In Brennan, L., Binney, W., Parker, L. & Watne, T. (Eds). Behavior change models: Theory and application for social marketing. Cheltenham, UK: Edward Elgar Publishers.

Brown, L.M., Haley, C., and **Bryant, C.A.** (2012). Disaster behavioral health services: implementation, training and sustainability. In Framingham, J. L., and Teasley, M. T. *Behavioral Health Responses to Disasters* (pp. 351-370). New York, New York: CRC Press Taylor & Francis Group.

Biroscak, B.J., Khaliq, M., Truong, S., McDermott, R.J., Lindenberger, J., Schneider, T., **Bryant, C.A.** (2015). Social marketing and policy making: tools for community-based policy advocacy. *Social Marketing Quarterly* 21(4): 249-259.

Bryant, C. A., McCormack Brown, K., McDermott, R.J., Debate, R. D., Alfonso, M.A., Baldwin, J. L., Monaghan, P., & Phillips. L. M., (2009). 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*. 2nd edition. San Francisco, CA: Jossey-Bass.

Bryant, C. A. (2010). Social marketing in public health. In Coreil, J. *Social and Behavioral*

Foundations of Public Health. 2nd edition. (pp. 291-310). Thousand Oaks, CA: Sage Publications.

Bryant, C. A. (2009). Community-based Health Promotion. In Coreil, J. *Social and Behavioral Foundations of Public Health*. 2nd edition. (273-290). Thousand Oaks, CA: Sage Publications.

Debate, R., **Bryant, C. A.**, Zwald, M. (2009). Childhood Obesity and Overweight. In Coreil, J. *Social and Behavioral Foundations of Public Health*. 2nd edition. (327-348). 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*, 3rd 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™ Summer Scorecard. In Kotler, P. and Lee, N. (2008). *Social Marketing: Influencing Behaviors for Good*. (pp. 28-31). 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™ 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*. 2nd 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

Biroscak, B.J., Scott, J.E., Lindenberger, J.H., **Bryant, C.A.** *Leximancer* software as a research tool for social marketers: application to a content analysis. *Social Marketing Quarterly*, accepted (USMQ-2016-0576.R1).

Domegan, C., McHugh, P., Biroscak, B.J., **Bryant, C.A.**, Calis, T. Non-linear causal modelling in social marketing for wicked problems. Under review in *Journal of Social Marketing*, (JSOCM-02-2017-0007).

Biroscak, B.J., Schneider, T., Martinez Tyson, D., Aguado Loi, C.X, **Bryant, C.A.** Social marketing and social innovation: tools for human centered design. *Social Marketing Quarterly*, submitted for publication (USMQ-2016-0565).

Mayer, A. B., McDermott, R.J., **Bryant, C.A.**, Baldwin, J., Kromrey, J. (in review). Sustaining Community-based Health Promotion Coalitions: A Systematic Review of the Literature. *Journal of Public Health Management and Practice*

Panzer, A.D, **Bryant, C.A.**, Hawkins, F., Goff, R., Napier, A., Kirby, R., Sappenfield, W., Coulter, M., Baldwin, J., O'Rourke, K. (in review) Applying audience segmentation to nonparticipants in the Kentucky WIC program. In press *Journal of Public Policy and Non-Profit Marketing*.

Aguado-Loi, C., Adegoke, K., Gwede, C. K. Sappenfield, W., & Bryant, C.A (in review). Characteristics of Population at Greatest Risk for Low Up-to-Date Colorectal Cancer Screening Status in Florida: Classification Tree Analysis. *American Journal of Public Health*

Mayer, A.B., McDermott, R.J., **Bryant, C.A.**, Baldwin, J.A., Kromrey, J. (In review). Advancing the sustainability of community-based health promotion coalitions: Putting theory into practice. *Progress in Community Health Partnerships: Research, Education, and Action*.

Panzer, A.D., **Bryant, C.A.**, Hawkins, F., Goff, R., Napier, A., Schneider, T., Kirby, R., Coulter, M., Sappenfield, W., Baldwin, J., & O'Rourke, K. (2017) Perceived benefits of and encounters barriers to food instrument retrieval in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): Augmenting journey mapping with WIC mothers' insights. Submitted to *Social Marketing Quarterly*.

Panzer, A.D., **Bryant, C.A.**, Hawkins, F., Goff, R., Napier, A., Schneider, T., Kirby, R.S., Coulter, M.L., Sappenfield, W.M., Baldwin, J., O'Rourke, K. (2017). Mapping a WIC Mother's Journey: A Preliminary Analysis. *Social Marketing Quarterly* 23 (2): 137-154.

Potter Wright, A., Swanson, M.A., Riddell, M., Clayton, R., **Bryant, C.A.**, Biroscak, B.J. (in review). Better Bites: Incorporating healthy options into recreational facility concessions in Lexington, Kentucky. *Health Education Behavior*, submitted (HEB-16-0068)

McDermott, R.J., Bryant, C.A., Mayer, A.B., Martinasek, M.P., Baldwin, J.A., & Vamos, S.D. (2016). Community-Based Interventions. In: P.L. Remington, R.C. Brownson, & M. Wegner, (Eds.). *Chronic Disease Epidemiology and Control*, 4th edition. Washington, DC: American Public Health Association.

Mayer, A.B., McDermott, R.J., Khaliq, M., Courtney, A.H., **Bryant, C.A.** (2016). An instrument development process for assessing community coalition uptake of innovation. *Health Behavior and Policy Review*. 3 (4), 396-409.

Biroscak, B. J., Khaliq, M., Truong, S., McDermott, R.J., Lindenberger, J., Schneider, T., Mayer, A. B., Panzer, A. D., Courtney, A. H., Martinez Tyson, D., Aguado Loi, C. X. and **Bryant, C.A.**

(2015). Social Marketing and Policy Making: Tools for Community-Based Policy Advocacy. *Social Marketing Quarterly*. Available online at DOI: 10.1177/1524500415609880.

Schneider, T., Panzera, A.D., McDermott, R.J., Lindenberger, J.H., Couluris, M., **Bryant, C.A.** (in press) Engaging teens with asthma n designing a patient-centered mobile app to aid disease self-management. *Telemedicine Journal and e-Health*.; doi:10.1089/tmj.2015.0041 [doi]

Schneider, T., Panzera, A., Martinasek, M., McDermott, R., Couluris, M., Lindenberger, J. **Bryant, C.A.** (2014) Physicians' Perceptions of mobile technology for enhancing asthma care for youth. *Journal of Child Health Care*. Published online, November 26, 2014, doi: 10.1177/1367493514556555

Biroscak, B.J., Schneider, T., Panzera, A.D., **Bryant, C.**, McDermott, R.J., Mayer, A.B., Khaliq, M., Lindenberger, J., Courtney, A.H., Swanson, M.A., Wright, A.P., Hovmand, P.S. (2014). Applying systems science to evaluate a community-based social marketing innovation: a case study. *Social Marketing Quarterly* 20 (4): 247-267.

Bryant, C. A., Courtney, A., Biroscak, B. J., McDermott, R. J., Lindenberger, J. H., Swanson, M.A., Panzera, A. D., Khaliq, M., and Wright, A. P., Lefebvre, R., C., (2014) A Social Marketing Approach for Increasing Community Coalitions' Adoption of Evidence-Based Policy to Combat Obesity *Social Marketing Quarterly* 20 (4): 219-246.

Tovar-Aguilar, A., Monaghan, P., **Bryant, C. A.**, Esposito, R. Wade, Ruiz, McDermott, R. J. (2014). Improving Eye Safety in Citrus Harvest Crews through the Acceptance and Use of Personal Protective Equipment, Community-Based Participatory Research, Social Marketing, and Community Health Workers. *Journal of Agromedicine* 19:2, 107-116, DOI: 10.1080/1059924X.2014.884397

Huhman, M., Lee, N., **Bryant, C.A.** and McCormack Brown, K. Developing social marketing competencies. (2013). *Cases in Public Health Communication & Marketing*, Volume 7, Winter.

Biroscak, B. Lefebvre, R. C., Schneider, T., Marshall, R. J., McDermott, R. J., **Bryant, C. A.** Assessment of education, training, and application of social marketing in public health settings. *International Review of Public and Nonprofit Marketing*. DOI 10.1007/s12208-013-011-y *Journal of Social Marketing*

Panzera, A.D., Schneider, T.K., Martinasek, M.P., Lindenberger, J.H., Couluris, M., **Bryant, C.A.**, & McDermott, R.J. (2014). Adolescent asthma self-management: Patient and parent-caregiver perspectives on using social media to improve care. *Journal of School Health*. 83(12):921-30. doi: 10.1111/josh.12111.

Lindenberger, J. H., **Bryant, C.A.** (2014) Twenty Years. Editorial. *Social Marketing Quarterly* 20 (1): 7-10.

Martinasek, M.P., McDermott, R.J., & **Bryant, C.A.** (2013). Antecedents of intention to smoke hookah. *American Journal of Health Behavior* 37(5):599-609. doi: 10.5993/AJHB.37.5.3.

Alfonso, M.L., Thompson, Z., McDermott, R.J., **Bryant, C.A.**, Courtney, A.H., Jones, J.A., Davis, J., & Zhu, Y. (2013). Effects of VERB™ Summer Scorecard on tween girls' participation in vigorous

physical activity. *Journal of School Health*, 83(3), 164-170.

Euna M. August; Ellen Daley; Jeffrey Kromrey; Julie Baldwin; Nancy Romero-Daza; Jorge Salmeron; Eduardo Lazcano-Ponce; Luisa L. Villa; Carol A. Bryant; Anna R. Giuliano. (in press) Age-related variation in sexual behaviors among heterosexual men residing in Brazil, Mexico, and the United States. *Journal of Family Planning and Reproductive Health Care* doi:10.1136/jfprhc-2012-100564 Published Online First: 7 October 2013.
<http://jfprhc.bmj.com/content/early/2013/10/07/jfprhc-2012-100564.full>

Bell, C., Bryant, C.A., (2013) Determinants of Nutrition Appointment Attendance among Male Veterans Attending Veterans Health Administration Clinics. *Journal of Nutrition Education and Behavior*. *Journal of Nutrition Education* 45 (6) 739-744.

Olsen RM, **Bryant CA**, McDermott RJ, Ortinau D. (2012) The better model to predict and improve pediatric health care quality: Performance or importance-performance? Accepted for publication in *Health Care Management Review*.

Monaghan, P.F., Forst, L.S., Tovar-Aguilar, J.A., **Bryant, C.A.**, Israel, G.D., Galindo-Gonzalez, S., Thompson, Z., Zhu, Y., & McDermott, R.J. (2012). Preventing eye injuries among citrus harvesters: The community health worker model. *American Journal of Public Health*. 101(12), 2269-2274. [E-pub ahead of print – DOI: 10.2105/AJPH.2011.300316.]

Pitt Barnes, S., Brown, K.M., McDermott, R.J., **Bryant, C.A.**, Kromrey, J., & Carey, L. (2012). Perceived parenting style and the eating practices of college freshmen. *American Journal of Health Education*, 43(1), 8 – 17.

McDermott, R.J., & **Bryant, C.A.**, (2012). Co-creating health behavior change with communities: Lessons learned over 12 years. *Umwelt und Gesundheit Online*. <http://hee-journal.com/documents/U&G%20McDermott%20et%20al.%202012.pdf>

Bryant, C. A., Lindenberger, J.H., McDermott, R.J. and Courtney, A.H. (2012) Adapting a community-based program planning framework for policy making and marketing – CBPM. *Umwelt und Gesundheit online*. <http://hee-journal.com/documents/U&G%20McDermott%20et%20al.%202012.pdf>

Nickelson, J.E., **Bryant, C.A.**, McDermott, R.J., Buhi, E.R., Debate, R.D. (2012) A Modified Obesity Proneness Model Predicts Adolescent Weight Concerns and Inability to Self-Regulate Eating" *Journal of School Health*: 82 (12): 560 – 571

Nickelson, J., Alfonso, M., McDermott, R., Bumpus, E., **Bryant, C.**, & Baldwin, J. (2011). Characteristics of ‘Tween’ participants and Non-Participants in the VERBTM Summer Scorecard Physical Activity Promotion Program. *Health Education Research*, 24, pg 225-238.

Bryant, C.A., Mayer, A.B., McDermott, R.J., Panzera, A.D., & Trainor, J.K. (2011). Social marketing: An underutilized tool for promoting adolescent health. *Adolescent Medicine State of the Art Reviews (AM:STARS)*, 22(3), 387-401.

Martinasek, M.P., Panzera, A.D., Schneider, T., Lindenberger, J.H., **Bryant, C.A.**, McDermott, R.J., & Couluris, M. (2011). Attitudes, beliefs, and perceptions of pediatric healthcare providers toward using social media in asthma care. *American Journal of Health Education*, 42(4), 213-221.

Alfonso, M.L., McDermott, R.J., Thompson, Z., **Bryant, C.A.**, Courtney, A.H., Jones, J.A., Phillips, L.M., & Davis, J. (2011). Vigorous physical activity among tweens, VERB Summer Scorecard Program, Lexington, Kentucky, 2004-2007. *Preventing Chronic Disease: Public Health Research, Practice, and Policy* 8 (5): 1-6.

Monaghan, P.F., Forst, L.S., McDermott, R.J., **Bryant, C.A.**, Luque, J.S., & Contreras, R.B. (2011). Adoption of safety eyewear among citrus harvesters in rural Florida. *Journal of Immigrant and Minority Health*. [E-pub ahead of print - DOI: 10.1007/s10903-011-9484-3]

DeBate RD, Koby EJ, Looney TE, Trainor JK, Zwald ML, **Bryant CA**, McDermott, RJ. (2010). Utility of the physical activity resource assessment for child-centric physical activity intervention planning in two urban neighborhoods. *Journal of Community Health* 36(1):132-40. E-pub ahead of print: DOI 10.1007/s10900-010-9290-1]. Available at: <http://www.springerlink.com/content/151q43h663507v34/fulltext.pdf>.

Nickelson, J.E., Alfonso, M.L., McDermott, R.J., **Bryant, C.A.**, & Baldwin, J.A., (2011). Characteristics of “tween” participants and non-participants in VERB™ Summer Scorecard. *Health Education Research* 26(2), 225-238 and online at 2011; doi: 10.1093/her/cyq089

McDermott RJ, Davis JL, **Bryant CA**, Courtney AH, Alfonso ML. (2010). Increasing physical activity in children 8 to 12 years old: experiences with VERB Summer Scorecard. *Perception and Motor Skills*. August 111(1):240-8.

Alfonso, M.L., Thompson, Z., McDermott, R.J., **Bryant, C.A.**, Courtney, A.H., Jones, J.A., Phillips, L.M., Davis, J., & Zhu, Y. (2011). VERB™ Summer Scorecard: Change across time in physical activity. *Preventing Chronic Disease*. Available at https://www.cdc.gov/pcd/issues/2011/sep/pdf/10_0173.pdf

Sharpe, P.A., Burroughs, E.L., Peck, L.E., Granner, M. L. Wilcox, S., Hutto, B.E., **Bryant, C.A.**, Peck, L., Peckuri, L. (2010). Impact of a community-based prevention marketing intervention to promote physical activity among middle-aged women. *Health Education and Behavior* 37 (3): 403-23.

Morris CT, Courtney A, **Bryant CA**, McDermott RJ. (2010). Grab 'n' go breakfast at school: observations from a pilot program. *Journal of Nutrition Education and Behavior* 2010 May-Jun; 42 (3):208-9. PMID: 20434076

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. (). Factors associated with tweens' intentions to sustain participation in an innovative physical activity program. *American Journal of Health Education*.

Monaghan, P.F., Forst, L.S., **Bryant, C.A.**, Contreras, R.B., Luque, J.S., August, E.M., & McDermott, R.J. (under review). Adoption of safety eyewear among citrus harvesters: Program implementation and evaluation. *Family and Community Health* (Article)

Bryant, C. A., Courtney, A. H., McDermott, R. J., Alfonso, M. L., Baldwin, J. A., Nickelson, J., Brown, K. R. M., DeBate, R. D., Phillips, L. M., Thompson, Z., & Zhu, Y. (2010). Promoting physical activity among youth through community-based prevention marketing. *Journal of School Health* 80 (5), 214-224.

McDermott, R.J., **Bryant, C.A.**, Coreil, J., Eden, A.R., & Buhi, L.K. (2010.) Factors associated with institutionalization for treatment of active tuberculosis: A synopsis from in-depth patient interviews. *Florida Public Health Review*, 7, 39-49.

Bell-Ellison, B.A., Forthofer, M.S., Zapata, L.B., Nearn, J.L., Curran, K.T., Calkins, S.A., McDermott, R.J., **Bryant, C.A.**, & McCormack Brown, K.R. (2009). Theater-as-education: A demonstration project to discourage alcohol and tobacco use by middle school youth. *Middle School Journal*, 41 (1): 11-19.

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McDermott, R. J., Nickelson, J., Baldwin, J. A., Bryant, C. A., Alfonso, M., Phillips, L. M., DeBate, R. D. (2009). A community--school district--university partnership for assessing physical activity of tweens. *Preventing Chronic Disease*, 6,1. http://www.cdc.gov/pcd/issues/2009/jan/07_0243.htm.

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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. (2008). Using Community-based Prevention Marketing to Improve Farm Worker Safety. *Social Marketing Quarterly* SSIV (4): 71-88.

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*. 34 (6S): S210- S221.

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Lopez, I., **Bryant, C. A.**, McDermott, R. J. (2008) Influences on Physical Activity Participation among Latinas in Southwest Florida: An Ecological Perspective. *American Journal of Health Behavior* 32(6), 627-639.

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.

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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

- 2014- 2016 Communication Technical Advisory Committee for the Caribbean Public Health Agency
- 2013- 2014 Pioneering Healthy Families Coalition of Florida
- 2005 – present Editorial 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

- 2013 – present Editorial Board, *Health Behavior and Policy Review*
- 2007 – present Editorial Board, *Social Marketing Quarterly*
- 2005- 2007 Co-Editor, *Social Marketing Quarterly*
- 1995- 2005 Senior Editor, *Social Marketing Quarterly*
- 1985-1989 General Editor, *Health Action Papers*.

WORKSHOPS AND PRESENTATIONS

- Adegoke, K.K, Aguado Loi C; Sappenfield W; Gwede C and Bryant C. Advantages of decision tree analysis in identifying segments of the population at risk for low colorectal cancer screening: A comparison of Chi-Square Automatic Interaction Detection (CHAID) analysis versus regression analysis. Annual USF Health Research Day; 2017 February 20; Tampa FL.
- Aguado Loi, C., Schneider, T., Biroscak, B.J., Martinez-Tyson, D., Bryant, C. Community Based Prevention Marketing for Systems Change – Tools From the Field. The 24th USF Social Marketing Conference; 2016 June 15-18, Clearwater, FL
- Biroscak, B. J., Scott, J. E., Lindenberger, J. H., & Bryant, C. A. (2016, June). Leximancer software as a research tool for social marketers: Application to a content analysis of themes and concepts in *Social Marketing Quarterly*. The 24th USF Social Marketing Conference; 2016 June 15-18, Clearwater, FL.

Zoellner, N. L., Biroscak, B. J., Bryant, C. A., & Hovmand, P. S. (2016, October). Group model building for designing Community-Based Prevention Marketing strategies for colorectal cancer prevention. 144th Annual Meeting and Exposition of the American Public Health Association, Denver, CO.

Vázquez-Otero, C., Schell, M. J., Young, B.-R, Ewing, A., Thomas, B., Schneider, T., Best, A. L., Aguado Loi, C., Martinez Tyson, D., Schaible, B., Meade, C.D., Bryant, C., Gwede, C.K. *Multi-level Evidence-based Colorectal Cancer Screening Interventions: A Meta-Analysis of the Literature* (abstract, submitted) 145th American Public Health Association Annual Meeting; Atlanta, G.A.

Adegoke, K., Aguado Loi, C., Schneider, T., Sappenfield, W.M., Gwede, C.K., Bryant, C. Factors associated with late stage colorectal cancer incidence rate in Florida: An analysis of the 2012 Florida Cancer Data System. [Cancer Forum]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29-Nov 2; Denver,

Ewing, A.P., Schell, M.J., Vázquez-Otero, C., Young, B.R., Thomas, B., Schneider, T., Best, A. L., Aguado-Loi, C., Martinez-Tyson, D, Bryant, C.A., Meade, C.D., Schaible, B., Gwede, C. K. Effects of client-directed behavioral interventions to increase colorectal cancer screening: A meta-analysis of randomized controlled trials (abstract, submitted) 145th American Public Health Association Annual Meeting; Atlanta, G.A.

Adegoke, K., Aguado Loi, C., Sappenfield, W.M., Gwede, C.K., Bryant, C. Trends in late-stage colorectal cancer incidence rates in Florida, 2000-2012. [Epidemiology Section]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29-Nov 2; Denver, CO

Aguado Loi, C., Schneider, T., Bryant, C., Martinez Tyson, D., Adegoke, K., Ewing, A.P., Gwede, C. K. Optimizing the selection of priority populations using a multi-prong approach for promoting colorectal cancer screening. [Cancer Forum]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29-Nov 2; Denver, CO

Ewing, A.P., Roker, R., Young, B.R., Meade, C., Gwede, C. K, Martinez-Tyson, D, Aguado-Loi, C., Bryant, C.A., The Impact of the Affordable Care Act upon Colorectal Cancer Screening Uptake [Community Health Planning and Policy Development Section]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29- Nov 2; Denver, CO

Ewing, A.P., Vázquez-Otero, C., Young, B.R., Aguado-Loi, C., Thomas, B., Bryant, C.A., Meade, C., Gwede, C. K. Characteristics of effective client-centered interventions in randomized controlled trials (RCTs) to improve colorectal cancer screening among underserved and underinsured populations: A Systematic Review [Cancer Forum]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29- Nov 2; Denver, CO

Khaliq, M., Truong, S., Lindenberger, J.H., Mayer, A., Rella, N., Schneider, T., Panzera, A. D., **Bryant, C.A.** Development of a user-centered website: Lessons learned from the Community-Based Prevention Marketing for Policy Development. [Public Health Education and Health Promotion Section]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29-Nov 2; Denver, CO.

Ewing, A.P., Vázquez-Otero, C, Young, B.R., Aguado-Loi, C., Thomas, B., Bryant, C.A., Meade, C.,

Gwede, C. K. Characteristics of effective client-centered interventions in randomized controlled trials (RCTs) to improve colorectal cancer screening among underserved and underinsured populations: A Systematic Review [Abstract Submitted]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29- Nov 2; Denver, CO

Young, B.R., Vázquez-Otero, C., Ewing, A.P., Aguado-Loi, C., Martinez-Tyson, D., Bryant, C.A., Meade, C., Gwede, C. K. A review of published colorectal cancer screening systematic reviews: Lessons learned about magnitude of effects [Abstract Submitted]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29- Nov 2; Denver, CO.

Vázquez-Otero, C., Young, B.-R, Ewing, A., Aguado Loi, C., Martinez Tyson, D., Meade, C.D., Bryant, C., Gwede, C.K. *Multi-level evidence-based colorectal cancer screening interventions: A systematic review of the literature* [Abstract Submitted]. The 144th American Public Health Association Annual Meeting; 2016 Oct 29-Nov 2; Denver, CO.

Martinez Tyson, D., Ewing, A., Aguado Loi., C., Schneider, T., Bryant, C. A., . Mind the Gap: Colorectal Cancer Screening within the Context of the Affordable Care Act. The 76th Annual Society for Applied Anthropology; 2016, March 29-April 2; Vancouver Canada.

Ewing, A.P., Adegoke, K., Vázquez-Otero, C, Young, B.R., Aguado Loi, C., Gwede, C. K. and **Bryant, C.A.**(2015). Racial and Ethnic Disparities in Colorectal Screening among an Insured Population in Florida. Oral presentation accepted for 2015 SAAPHI Annual Scientific Symposium. 143rd American Public Health Association Annual Meeting. Chicago, IL.

Ewing, A.P., Adegoke, K., Vázquez-Otero, C, Young, B.R., Aguado Loi, C., Gwede, C. K. and **Bryant, C.A.**(2015). Racial and Ethnic Disparities in Colorectal Screening among an Insured Population in Florida. Abstracts of the 143rd American Public Health Association Annual Meeting. Chicago, IL.

Bryant, C.A.(2015). Social Marketing: A Tool for Excellence. Two day workshop for University of New Mexico Prevention Research Center and community partners. Albuquerque, New Mexico, February 2-3, 2015.

Bryant, C.A., Courtney, A.H., Khaliq, M., Lindenberger, J.H., Mayer, A.B., McDermott, R.J., Panzera, A.D., Schneider, T., Swanson, M.A., Rella, N., Wright, A.P., & Biroscak, B.J. (2014) Implementation of two policy initiatives in conjunction with creating a policy guiding framework: Community based prevention marketing for policy development. Poster presentation at APHA, Boston, MA, November 2013

Bryant, C.A.& Lindenberger, J. H. (2014). Community based Prevention Marketing for Policy Development. Rocky Mountain Prevention Research Center. Aurora, CA. July, 2014

Merritt, R., Bryant, C.A., & Anderson, K. (2014). Social Marketing Training Academy. Clearwater Beach, Florida, June, 2014.

Panzera, A.D., Schneider, T., Lindenberger, J., Couluris, M., Bryant, C.A., Martinasek, M.P. State of professional education and training in social marketing. APHA 141st Annual Meeting, Boston, MA., November, 2013

Schneider, T., Lefebvre, C., **Bryant, C.A.** State of professional education and training in social marketing. APHA 141st Annual Meeting, Boston, MA., November, 2013

Schneider, T., Rella, N., Lindenberger, J., **Bryant, C.A.** (2012) Tweets, Likes, and SIMS: A systematic review of best practices in communication strategies for teen pregnancy prevention. Oral Presentation at the 140th American Public Health Association Annual Meeting. October 27-October 31, 2012. San Francisco, CA.

Schneider, T., Lefebvre, C., **Bryant, C.A.** State of professional education and training in social marketing APHA 141st Annual Meeting, Boston, MA., November, 2013

Bryant, C.A., Courtney, A., McDermott, R.J., Lindenberger, J., Swanson, M.A., Mayer, A.B., Panzera, A.D., Trainor, J., & Wright, A. (2012) University-community partnership for co-creating a framework to increase adoption of evidence-based public health policies. Oral Presentation at the 140th American Public Health Association Annual Meeting. October 27-October 31, 2012. San Francisco, CA

Panzera, A.D., Schneider, T., Martinasek, M.P., Lindenberger, J., **Bryant, C.A.**, Couluris, M. Sharing the Experience: Values Perceptions about Social Networking Sites (SNS) in Asthma Care. Poster Session at the 140th Annual Meeting & Expo of the American Public Health Association

Schneider, T., Martinasek, M.P., Lindenberger, J., **Bryant, C.A.**, Couluris, M (2012). Sharing the Experience: Values Perceptions about Social Networking Sites (SNS) in Asthma Care. Oral presentation at 140th Annual Meeting & Expo of the American Public Health Association

Khaliq, M., Schneider, T., Rella, N., Lindenberger, J., **Bryant, C.A.** (2012). Tweets, Likes and SIMS: A Systematic Review of Best Practices in Communication Strategies for Teen Pregnancy Prevention. Oral presentation at 140th Annual Meeting & Expo of the American Public Health Association.

Tovar, J.A., Economos, E., Trevino, A.L., Higgins, M., Mac, V., Flocks, J., McCauley, L.A. (2012). Characterization of Hazardous Working Conditions for Female Farmworkers of Childbearing Age 140th Annual Meeting & Expo of the American Public Health Association. Oral Presentation at 140th Annual Meeting & Expo of the American Public Health Association

Potter-Wright, A., Courtney, A., Swanson, M.A., Bryant, C.A., McDermott, R.J. (2013). Better Bites for Lexington Kids: Making the Healthy Choice the Easy Choice 140th Annual Meeting & Expo of the American Public Health Association

Bryant, C.A., Courtney, A.H., Lindenberger, J.H., Swanson, M.A., McDermott, R.J., Mayer, A.B., Panzera, A.D., Pasha, M.K., Trainor, J.K., & Wright, A.P. (2012) A social marketing approach for increasing community coalitions' adoption of evidence-based policy to combat obesity. Oral. Social Marketing and Research Training (SMART) Conference. April 26-28, 2012. Vancouver, BC, Canada.

Alfonso, M., Thompson, Z., Davis, J., Bryant, C.A., Courtney, A., Jones, J.A., & **McDermott, R.J.** (2011). VERB summer scorecard: Increasing physical activity among female adolescents. American Public Health Association 139th Annual Meeting and Exposition, Washington, DC.

Nickelson, J., **Bryant, C.A.**, Buhi, E.R., DeBate, R., McDermott, R.J. (2011). A modified obesity proneness (MOP₂) model explains adolescent weight concerns and lack of self-control with food.

American Public Health Association 139th Annual Meeting and Exposition, Washington, DC.

Nickelson, J., Alfonso, M., McDermott, R.J., Bryant, C.A., & Baldwin, J.A. (2011). Characteristics of youth who participated in the VERB™ Summer Scorecard physical activity promotion program. American Public Health Association 139th Annual Meeting and Exposition, Washington, DC.

Bryant, C.A., McDermott, R.J., Lindenberger, J. H., & Lefebvre, R. C. (2011). Community-Based Prevention Marketing. University of Stirling School of Management. Stirling, Scotland. April 20, 2011.

Bryant, C.A., McDermott, R.J., Lindenberger, J. H., & Lefebvre, R. C. (2011). Community-Based Approaches to Social Marketing. Teaching communities to harness marketing to solve local problems 2nd World Non-Profit and Social Marketing Congress. Dublin, Ireland. April 10-11, 2010

Bryant, C.A., McDermott, R.J., Lindenberger, J.H., & Lefebvre, R.C. (2011). Community-based prevention marketing. University of Stirling School of Management. Stirling, Scotland.

Bryant, C.A., McDermott, R.J., Lindenberger, J.H., Courtney, A.H., Swanson, M.A., Trainor, J.K., Mayer, A.B., & Panzera, A. (2011). Community-based policy making and marketing (CBPM²): Translating evidence-based policy into community action. Annual Prevention Research Centers Conference, Atlanta, GA.

Tovar, J.A., **Bryant, C.A.,** & McDermott, R.J. (2011). The partnership for citrus worker health (PCWH): Eye injury prevention in Florida's citrus industry. Annual Prevention Research Centers Conference, Atlanta, GA. April 14-15, 2010.

Alfonso, M.L., McCormack Brown, K., Reynolds, S., McDermott, R., & **Bryant, C.** Believe in All Your Possibilities: Outcome evaluation results. Poster presentation at the 23rd Annual Children's Mental Health Research & Policy Conference, Tampa, FL (March 2010).

McDermott, R.J., Tovar-Aguilar, J.A., & **Bryant, C.A.** (2011). The art and science of community-based participatory research (CBPR): Expanding our definitions and measures of intervention success. American Academy of Health Behavior 11th Annual Scientific Meeting, Hilton Head, SC. March 20-23, 2010.

McDermott, R.J., & **Bryant, C.A.** (2010). Co-creating health behavior change with communities: Lessons learned over 12 years. The International Consortium for Interdisciplinary Education about Health and the Environment – 4th Annual Winter Meeting, Cologne, Germany.

Bryant, C.A. (2010). Social marketing introductory course for public health leaders in Guatemala. Antigua, Guatemala, December 7-10, 2010.

Bryant, C. A. (2010). Community-based Prevention Marketing. Galileo University, Guatemala City, Guatemala. December 6, 2010.

Trainor, J.K., Koby, E.J., Mayer, A., DeBate, R.D., **Bryant, C.A.,** & McDermott, R.J., (2010). Adapting the physical activity enjoyment scale (PACES) for elementary school children. 138th Annual Meeting of the American Public Health Association, Denver, CO: November 5, 2010

Koby, E.J., Trainor, J.K., Mayer, A., DeBate, R.D., **Bryant, C.A.**, & McDermott, R.J., (2010). Physical activity among 3rd-5th graders in low-income urban schools before and after intervention. 138th Annual Meeting of the American Public Health Association, Denver, CO: November 5, 2010.

Mayer, A., Trainor, J.K., Koby, E.J., Carrigan, S., Salazar, B.P., Thomas, T., **Bryant, C.A.**, & McDermott, R.J. (2010). University-community partnership efforts to sustain a community-based physical activity program for 3rd-5th grade youth. 138th Annual Meeting of the American Public Health Association, Denver, CO: November, 2010

Bryant, C.A. (2010). Social Marketing Overview and Case Study. AHEC Intern Program. Tampa, FL. June 3, 2010.

Bryant, C.A. (2010). Social Marketing and Diabetes Management. Diabetes Conference. USF. September, 2010.

Bryant, C.A. (2010). Social Marketing Basic Training. Kentucky Department of Public Health. Somerset, Kentucky. August 10-11, 2010.

Bryant, C.A. (2010). Social Marketing and Obesity Prevention. Missouri Foundation for Health. St. Louis, MO. April 1, 2010.

Koby, E., DeBate, R., Trainor, J. K., Zwald, M., **Bryant, C. A.**, & McDermott, R. J. (2009). Application of the physical activity resource assessment (PARA) around urban schools. Paper presented at the Florida Public Health Association Annual Meeting, Palm Beach Gardens, FL.

Looney, T., E. Koby, R.D. Debate, J.K. Trainor, **C.A. Bryant**, & R. McDermott. (2010, March). Exploring the Built Environment of Physical Activity Venues through Qualitative & Observation Data. Paper presented at the 70th Annual Meeting of the Society for Applied Anthropology, Merida, Mexico.

Alfonso, M., Thompson, Z., Phillips, L.M., **Bryant, C.A.**, Courtney, A., Jones, J.A., & McDermott, R.J. (2009). VERB summer scorecard: Change across time in physical activity. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA. November 7-11.

DeBate, R., Trainor, T., Koby, E., Zwald, M., **Bryant, C.A.** & McDermott, R.J. (2009). Application of the physical activity resource assessment (PARA) around urban schools. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA. November 7 – 11.

DeBate, R., McDermott, R.J., Trainor, J., Zwald, M., Koby, E., & **Bryant, C.A.**, Adapting the physical activity enjoyment scale (PACES) for 3rd-5th grade youth. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA. November 7 – 11.

McDermott, R.J., DeBate, R., Zwald, M., Trainor, T., Koby, E., & **Bryant, C.A.** (2009). Patterns of physical activity among 3rd - 5th graders in a low-income urban community. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA. November 7 – 11.

McDermott, R.J., DeBate, R.D., Zwald, M., Trainor, J., Koby, E.J., & Bryant, C.A. (2009). Strategies for assessing physical activity of 3rd-5th graders in a low-income urban community. 83rd Annual American School Health Association Conference, Denver, CO.

Trainor, J.K., Looney, T.E., Koby, E.J., Debate, R.D., Bryant, C.A., & McDermott, R.J. (2010). University-community collaboration in interdisciplinary research. Paper presented at the 70th Annual Meeting of the Society for Applied Anthropology, Mérida, Mexico.

Trainor, J. K., McDermott, R. J., DeBate, R., Zwald, M., Koby, E., & Bryant, C. A. (2009). Patterns of physical activity among 3rd - 5th graders in a low-income urban community. Paper presented at the Florida Public Health Association Annual Meetings, Philadelphia, PA.

Brown, K., **Bryant, C.A.**, and McDermott, R.J. (2009). Social Marketing Workshop for Pandemic Flu Prevention and Management. Gorgas Institute, Panama City, Panama. November, 18 – 20, 2009.

Bryant, C.A. (2009). Social Marketing. Cultivating Healthy Kansans. Topeka, KS. December 2, 2009.

Bryant, C.A. (2009). Social Marketing Workshop. Anchorage, Alaska. September 1-3, 2009.

Bryant, C. A and McDermott, R. J. (2009). Community-based Prevention Marketing: A Brief History of the Florida Prevention Research Center. Centers for Disease Control and Prevention, July 8, 2009.

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 17-18. 2009.

Bryant, C. A. (2009). Social Marketing. Tait McKenzie Lecturer Award. AAHPERD National Convention, Tampa, FL, March 31, 2009.

Bryant, C.A., Buhi, L., Ortinau, D., Eden, A., Alfonso, M.L., Lind, J., & McDermott, R.J. (2009). Prevention Research Centers Importance-Performance Analysis. 20th National Conference on Chronic Disease Prevention & Control / Prevention Research Centers' Directors Meeting, National Harbor, MD. February, 2009

McDermott and **Bryant, C. A.** (2009). Social Marketing and Behavior Change. Webinar for the National Association of Chronic Disease Director's General Member Call, January 22, 2009.

Bryant, C. A. (2009). Social Marketing and Behavior Change. Webinar for the Diabetes Council General Member Call. January 14, 2009.

Bryant, C.A., Alfonso, M., Martinasek, M. (2009). Social Marketing: An Introductory Course. West Coast Inland Navigation District. Ft. Myers, Fl. December 3 – 4, 2009.

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

Nickelson, J., **Bryant, C.**, Buhi, E., DeBate, R., Eichler, D., McDermott, R., & O'Rourke, K. (2008). A modified obesity proneness model describes how mothers may influence the development of disordered eating behaviors and obesity. Food and Nutrition Conference and Expo 2008, Chicago, IL

Bryant, C. A. (2008). Social Marketing 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, Orlando, FL., August 20, 2008

DeBate, R., McDermott, R.J., Baldwin, J., **Bryant, C.A.**, Courtney, A., Hogeboom, D., Nickelson, J., Phillips, L.M., & Alfonso, M. (2008). Factors associated with tweens' intentions for sustaining participation in an innovative physical activity program. 136th Annual Meeting of the American Public Health Association, San Diego, CA., October, 2008.

Nickelson, J., Alfonso, M., Baldwin, J., **Bryant, C.A.**, DeBate, R., Hogeboom, D., McDermott, R.J., Phillips, L.M., Thompson, Z., & Zhu, Y. (2008). Influences of a community-based intervention to promote physical activity among youth ages 9-13. 136th Annual Meeting of the American Public Health Association, San Diego, CA. October, 2008.

Nickelson, J., Bryant, C., Buhi, E., DeBate, R., Eichler, D., McDermott, R., & O'Rourke, K. (2008). A modified obesity proneness model describes how mothers may influence the development of disordered eating behaviors and obesity. Food and Nutrition Conference and Expo 2008, Chicago, IL. February, 29, 2008.

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). 16th 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). 15th 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 14th.

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. 132nd 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. 132nd 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. 14th 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. 13th 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 17th 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 6th-10th 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 50th

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. 15th 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. 15th 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. 15th 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. 128th 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. 128th 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. J. (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.,J. & 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. 18th 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., et.al. (Director and Principle Investigator). *Community-based prevention marketing for Systems Change to Reduce Health Disparities*. Centers for Disease Control and Prevention, September 30, 2014 – September 29, 2017. (\$2 million)

Baldwin, J., **Bryant, C.A.**, et al. *Community-based prevention marketing for Systems Change to Reduce Health Disparities*. Centers for Disease Control and Prevention, September 30, 2014 – September 29, 2015. (\$750,000)

Calvo, A. Building Research Capacity on Participatory Processes Research and Health Education to Transform Women's Health Issues. UK Science and Innovation fund for Panama. (\$127,000).

Bryant, C.A., (Director and Principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co-

Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing: Bridging the Gap From Research to Practice*. Centers for Disease Control and Prevention, September 30, 2013 – September 29, 2014. (\$995,757)

Baldwin, J., **Bryant, C.A.**, (Director and Principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co-Investigator *Community-based prevention marketing for Systems Change to Reduce Health Disparities*. Centers for Disease Control and Prevention, September 30, 2012 – September 29, 2013. (\$750,0000)

Bryant, C.A., (Director and Principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co-Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing: Bridging the Gap From Research to Practice*. Centers for Disease Control and Prevention, September 30, 2012 – September 29, 2013. (\$615,0000)

Bryant, C.A., (Co-Director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2011 – September 29, 2012. (\$700,000).

Bryant, C.A., (Co-Director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing: Bridging the Gap From Research to Practice*. Centers for Disease Control and Prevention, September 30, 2010 – September 29, 2011. (\$613,000).

Bryant, C.A., (Co-Director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2010 – September 29, 2011. (\$790,000)

The Social Marketing Group and **Florida Prevention Research Center**. Social Marketing Training and Technical Assistance to Prevent Unwanted Pregnancies among Georgia Teens. October 2011 - September, 2012 (\$138,741)

Bryant, C.A., (Co-Director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co-Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2010 – September 29, 2011.

Center for Social Marketing, **Florida Prevention Research Center**, and Department of Pediatrics. *Social media's role in asthma patient care and provider communication networks*. USF Health. May 2010 – December 2010. (\$41,000)

Center for Social Marketing, **Florida Prevention Research Center**, and Lee County Natural Resources Division. *Social marketing and boating safety: Boater education program to promote use of personal flotation devices*. Florida Fish and Wildlife Commission and Florida Boating Improvement Program. December, 2008 – December 2010. (\$88,000)

Center for Social Marketing. *Gulf of Mexico Alliance Environmental Awareness Campaign*. Gulf of Mexico

Alliance Environmental Awareness. (\$243,000). October, 2007 - January, 2010.

Center for Social Marketing and **Florida Prevention Research Center**. *Social marketing program to reduce residential irrigation water use*. Southwest Florida Water Management District. January, 2008 – January, 2010.

Bryant, C.A., (Co-Director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Lindenberger, J. (Co- Investigator) Lefebvre, C. (Co- Investigator), Swanson, M. (Co- Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2009 – September 29, 2010. (\$830,000)

McDermott, R.J., (Principal Investigator), DeBate, R.D. (Co-principal Investigator), **Bryant, C.A.**, (Co-principal Investigator), Sanders, S. (Co-investigator). *The Florida Childhood Obesity Prevention (FCOP) Project*. Centers for Disease Control and Prevention, August 25, 2008 – June 30, 2010. (\$526,636)

Bryant, C.A., (Co-director and Principal Investigator), McDermott, R.J. (Co-director and Co-principal Investigator), Baldwin, J.A. (Co-principal Investigator), DeBate, R.D. (Co-principal Investigator): *Community-based prevention marketing (CBPM)*. Centers for Disease Control and Prevention, September 30, 2008 – September 29, 2009. (\$870,000)

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, 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.) 17th 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.), McIlwain, 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.). "3-1995 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. (\$120,000).

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, Appointments, Promotion and Tenure, Community and Family Health (2014-present)

Lead, Social Marketing Concentration, Community and Family Health (2010-2016)

Member, Curriculum Committee, Community and Family Health (2006- 2017)

Member, Socio-health Concentration, Community and Family Health (2010-2016)

Member, Search Committee for Community and Family Health Faculty (2013)

Member, Community Engagement Committee, College of Public Health (2012-present)

Member, Search Committee for Chair of Community and Family Health (2011)

Member, Faculty Affairs Committee, College of Public Health (2006- 2011)

Chair, Appointments, Promotion and Tenure, Community and Family Health (2004-2011)

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)