
Curriculum Vitae

Daniela Beth Friedman, MSc, PhD

Department Office

University of South Carolina
Arnold School of Public Health
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Education

- 2006 **Ph.D.**, Health Studies and Gerontology, University of Waterloo, Waterloo, Canada
Dissertation: "Health literacy and the World Wide Web: Assessing the readability and comprehension of cancer information on the Internet"
- 2005 **Certificate in University Teaching**, University of Waterloo, Waterloo, Canada
- 2002 **M.Sc.**, Health Studies and Gerontology, University of Waterloo, Waterloo, Canada
Thesis: "Cancer coverage in North American seniors' publications"
- 2000 **B.Sc. (Honors)**, Biology and Psychology, McMaster University, Hamilton, Canada
Thesis: "Communication techniques of hearing-impaired older adults in health-related situations: Assertiveness – A positive approach"

Academic Positions

- 2017-present **Professor (tenured)**, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina
- 2011-present **Core Faculty Member**, Statewide Cancer Prevention and Control Program, University of South Carolina, Columbia, South Carolina
- 2009-present **Faculty Affiliate**, Prevention Research Center, University of South Carolina, Columbia, South Carolina
- 2007-present **Faculty Affiliate**, Women's and Gender Studies Program, University of South Carolina, Columbia, South Carolina
- 2012-2016 **Associate Professor (tenured)**, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina

2006-2012 **Assistant Professor**, Tenure Track, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina

Administrative Positions

2016 July – present **Chair**, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina

2016 July – present **Co-Director**, Office for the Study of Aging, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina

2016 Jan-June **Associate Chair**, Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, South Carolina

Other Relevant Experience

2005 **Sessional Instructor**, *Social Psychology of Health Behavior*, Department of Health Studies and Gerontology, Faculty of Applied Health Sciences, University of Waterloo, Waterloo, Canada

2003-2006 **Research Assistant**, Department of Health Studies and Gerontology, Faculty of Applied Health Sciences, University of Waterloo, Waterloo, Canada

2003 **Task Force Assistant Coordinator**, *Task Force on Multilingual/Multicultural Cancer Resources Group*, Canadian Health Network, Canadian Cancer Society National Office, Toronto, Canada

2001, 2003 **Teaching Assistant**, *Epidemiology; Social Psychology of Health Behavior* Department of Health Studies and Gerontology, Faculty of Applied Health Sciences, University of Waterloo, Waterloo, Canada

Research Areas

- Health and Risk Communication with Diverse Populations
- Healthy Aging and Gerontology: Focus on Cognitive Health, Alzheimer's Disease, & Dementia
- Role of Social Context in Health Communication Messaging and Interventions
- Health Literacy Measurement and Methodology

Publications

(Underlined co-author names: current or former students or mentees/trainees)

Refereed Journal Articles

In Press or Published

1. Davidson C.R., Turner-McGrievy G.M., Messias, D.K.H., **Friedman, D.B.**, & Robillard, A.G. (In press). A pilot study examining religious organization affiliation, sexual health information sources, and sexual behaviors among college students. *American Journal of Sexuality Education*.
2. Rose, I.D., & Friedman, D.B. (In press). Framing gender identity and sexual orientation: Media influence on young men who have sex with men. *Sex Education*.

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3. Arp Adams, S., Rohweder, C.L., Leeman, J., **Friedman, D.B.**, Gizlice, Z., Vanderpool, R.C., Askelson, N., Best, A., Flocke, S.A., Glanz, K., Ko, L.K., & Kegler, M. (2018). Use of evidence-based interventions and implementation strategies to increase colorectal cancer screening in federally qualified health centers. *Journal of Community Health*, 43(6), 1044-1052 (DOI 10.1007/s10900-018-0520-2).
 4. Bergeron, C.B., **Friedman, D.B.**, Spencer, S.M., Messias, D.K.H., Miller, S.C., & McKeever, R. (2018). An exploratory survey of older women's post-fall decisions. *Journal of Applied Gerontology*, 37(9):1107-1132.
 5. Bergeron, C.D., Messias, D.K.H., **Friedman, D.B.**, Spencer, S.M., & Miller, S.C. (2018). Involvement of family members and professionals in older women's post-fall decision making. *Health Communication*, 33(3), 246-253.
 6. Brandt, H.M., Turner-McGrievy, B., **Friedman, D.B.**, Gentile, D., Schrock, C., Thomas, T., & West, D. (2018 Aug 31 Epub). Examining the role of Twitter in response and recovery during and after historic flooding in South Carolina. *Journal of Public Health Management & Practice* (DOI: 10.1097/PHH.0000000000000841).
 7. Choi, S.K., Rose, I.D., & **Friedman, D.B.** (2018 Nov 25 Epub). How is literacy being defined and measured in dementia research?: A scoping review. *Gerontology and Geriatric Medicine* (DOI: 10.1177/2333721418812246).
 8. Choi, S.K., Seel, J.S., Steck, S.E. Payne, J., McCormick, D., Schrock, C.S., & **Friedman, D.B.** (2018). Talking about your prostate: Perspectives from providers and community members. *Journal of Cancer Education*, 33(5), 1052-1060.
 9. Choi, S.K., Seel, J.S., Yelton, B., Steck, S.E., McCormick, D., Payne, J., Minter, A., Deutchki, E.K., Hebert, J.R., & **Friedman, D.B.** (2018). Prostate cancer information available in healthcare provider offices: An analysis of content, readability, and cultural sensitivity. *American Journal of Men's Health*, 12(4), 1160-1167.
 10. Choi, S.K., Yelton, B., Ezeanya, V.K., Kannaley, K., & **Friedman, D.B.** (2018 July 26 Epub). Review of the content and quality of mobile applications about Alzheimer's disease and related dementias. *Journal of Applied Gerontology* (DOI: 10.1177/0733464818790187).
 11. Fernandez, M.E., Walker, T.J., Weiner, B.J., Calo, W.A., Liang, S., Risendal, B., **Friedman, D.B.**, Tu, S.P., Taplin, S., Williams, R.S., Jacobs, S., Herrmann, A.K., & Kegler, M.C. (2018). Developing measures to assess constructs from the Inner Setting domain of the Consolidated Framework for Implementation Research. *Implementation Science*, 13(1), 52 (DOI: 10.1186/s13012-018-0736-7).
 12. **Friedman, D.B.**, Arp Adams, S., Brandt, H.M., Heiney, S.P., Hebert, J.R., Ureda, J.R., Seel, J.S., Schrock, C.S., Mathias, W., Clark-Armstead, V., Dees, V., & Oliver, P. (2018 Feb 28 Epub). "Rise Up, Get Tested, and Live": An arts-based colorectal cancer educational program in a faith-based setting. *Journal of Cancer Education* (DOI: 10.1007/s13187-018-1340-x).
 13. Hebert, J.R., Arp Adams, S., Ureda, J.R., Young, V.M., Brandt, H.M., Heiney, S.P., Seel, J.S., & **Friedman, D.B.** (2018). Accelerating research collaborations between academia and federally qualified community health centers: Suggestions shaped by history. *Public Health Reports*, 133(1), 22-28.
 14. Kannaley, K., Mehta, S., Yelton, B., & **Friedman, D.B.** (2018 April 11 Epub). Thematic analysis of blog narratives written by people with Alzheimer's disease and other dementias and care partners. *Dementia* (DOI: 10.1177/1471301218768162).

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15. Kegler, M.C., Liang, S., Fernandez, M.E., Tu, S.P., **Friedman, D.B.**, Glenn, B., Herrmann, A., Risendal, B., & Weiner, B. (2018). Measuring constructs of the Consolidated Framework for Implementation Research in the context of increasing colorectal screening rates in federally qualified health centers. *Health Services Research*, 53(6), 4178-4203.
 16. Kulkarni, S., Lewis, K., Arp Adams, S., Brandt, H.M., Lead, J.R., Ureda, J.R. Fedrick, D., Mathews, C., & **Friedman, D.B.** (2018). A comprehensive analysis of how environmental risks of breast cancer are portrayed on the Internet. *American Journal of Health Education*, 49(4), 222-233.
 17. Lewis, K.R., Kulkarni, S., Adams, S.A., Brandt, H.M., Lead, J.R., Ureda, J.R., Fedrick, D., Mathews, C., & **Friedman, D.B.** (2018). "For lack of knowledge, our people will perish": Using focus group methodology to explore African American communities' perceptions of breast cancer and the environment. *Environment International*, 121(Pt 1):111-118.
 18. McDonnell, K.K., Owen, O.L., Messias, D.K.H., Heiney, S.P., **Friedman, D.B.**, Campbell, C., & Webb, L.A. (2018 Dec 7 Epub). Health behavior changes in African American family members facing lung cancer: Tensions and compromises. *European Journal of Oncology Nursing* (DOI 10.1016/j.ejon.2018.12.002).
 19. McDonnell, K.K., Strayer, S.M., **Friedman, D.B.**, Cartmell, K.B., Campbell, C., Sercy, E., & Eberth, J.M. (2018). Developing and testing a brief clinic-based lung cancer screening decision aid for primary care settings. *Health Expectations*, 21(4), 796-804.
 20. Owens, O.L., Felder, T., Tavakoli, A.S., Revels, A.A., **Friedman, D.B.**, Hughes-Halbert, C., & Hebert, J.R. (2018 Jan 1). Evaluation of a computer-based decision aid on prostate cancer knowledge and informed decision making self-efficacy among African-American men. *American Journal of Health Promotion* (DOI: 10.1177/0890117118786866).
 21. Parker, P.D., Heiney, S.P., **Friedman, D.B.**, Felder, T.M., Dawson Estrada R., Hebert Harris, E., & Arp Adams, S. (2018). How are health literacy principles incorporated into breast cancer chemotherapy education? A review of the literature. *Journal of Nursing Education and Practice*, 8(6), 77-84.
 22. Walker, T.J., Risendal, B., Kegler, M.C., **Friedman, D.B.**, Weiner, B.J., Williams, R.S., Tu, S.P., & Fernandez, M.E. (2018). Assessing levels and correlates of implementation of evidence-based approaches for colorectal cancer screening: A cross-sectional study with federally qualified health centers. *Health Education & Behavior*, 45(6), 1008-1015. (DOI: 10.1177/1090198118778333).
 23. Best, A.L., Vamos, C., Choi, S.K., Thompson E.L., Daley, E.L., & **Friedman, D.B.** (2017). Increasing routine cancer screening among underserved populations through effective communication strategies: Application of a health literacy framework. *Journal of Cancer Education*, 32(2), 213-217.
 24. Davidson C.R., Turner-McGrievy G.M., Messias, D.K.H., **Friedman, D.B.**, & Robillard, A.G. (2017). Conversations about sexuality on a public university campus: Perspectives from campus ministry students and leaders. *Sex Education*, 117 (1): 103-118.
 25. Haider, M.R., Qureshi, Z., Horner, R., **Friedman, D.B.**, & Bennett, C. (2017). What have patients been hearing from providers since the 2012 USPSTF recommendation against routine prostate cancer screening? *Clinical Genitourinary Cancer*, 15(6), e977-e985.
 26. Owens, O.L., **Friedman, D.B.**, & Hebert, J.R. (2017). Building an evidence base for promoting informed prostate cancer screening decisions: An overview of a cancer prevention and control program. *Ethnicity & Disease*, 27(1), 55-62.
 27. Owens, O.L., James, C., & **Friedman, D.B.** (2017). Overcoming the challenges of African-American recruitment in health sciences research: Strategies and recommendations. *Urologic Nursing*. 37(6),

28. Ribsl, K.M., Fernandez, M., **Friedman, D.B.**, Hannon, P., Leeman, J., Moore, A., Olson, L., Ory, M., Risendal, B., Sheble, L., Taylor, V., Williams, R., & Weiner, B. (2017). Impact of the Cancer Prevention and Control Research Network: Accelerating the translation of research into practice. *American Journal of Preventive Medicine*, 52(3S3), S233-S240.
29. Schoffman, D.E., Wilcox, S., Kaczynski, A.T., Turner-McGrievy, G, **Friedman, D.B.**, & West, D.S. (2017 July 17 Epub). E-media use and preferences for physical activity and public health information: Results of a web-based survey. *Journal of Public Health Management and Practice* (DOI: 10.1097/PHH.0000000000000638).
30. Soltani, S.N., Kannaley, K., Tang, W., Gibson, A., Olscamp, K., **Friedman, D.B.**, Khan, S., Houston, J., Wilcox, S., Levkoff, S.E., & Hunter, R.H. (2017). Evaluating community-academic partnerships of the South Carolina Healthy Brain Research Network. *Health Promotion Practice*, 18(4), 607-614.
31. Tang, W., **Friedman, D.B.**, Kannaley, K., Davis, R.E., Wilcox, S., Levkoff, S.E., Hunter, R.H., Gibson, A., Logsdon, R.G., Irmiter, C., & Belza, B. (2018 Oct 23). Experiences of caregivers by care recipient's health condition: A study of caregivers for Alzheimer's disease and related dementias versus other chronic conditions. *Geriatric Nursing* (DOI: 10.1016/j.gerinurse.2018.09.012).
32. Tang, W., Kannaley, K., **Friedman, D.B.**, Edwards, V.J., Wilcox, S., Levkoff, S.E., Hunter, R.H., Irmiter, C., & Belza, B. (2017). Concern about developing Alzheimer's disease or dementia and intention to be screened: An analysis of national survey data. *Archives of Gerontology and Geriatrics*, 71, 43-49.
33. Tang, W., Olscamp, K., Choi, S.K., & **Friedman, D.B.** (2017). Alzheimer's disease in social media: Content analysis of YouTube videos. *Interactive Journal of Medical Research*, 6(2), e19.
34. Bergeron, C.D., **Friedman, D.B.**, Messias, D.K.H., Spencer, S.M., & Miller, S.C. (2016). Older women's responses and decisions after a fall: The work of getting "back to normal". *Health Care for Women International*, 37(12), 1342-1356.
35. Bergeron, C.D., **Friedman, D.B.**, Sisson, D.C., Tanner, A., Kornegay, V., Owens, O.L., Weis, M.A., & Patterson, L.L. (2016). Awareness, perceptions, and communication needs about the Affordable Care Act across the lifespan. *American Journal of Health Education*, 47(2), 108-116.
36. Best, A.L., Spencer, S.M., **Friedman, D.B.**, Hall, I.J., & Billings, D. (2016). The influence of spiritual framing on African American women's mammography intentions: A randomized trial. *Journal of Health Communication*, 21(6), 620-628.
37. Brandt, H.M., Freedman, D.A., **Friedman, D.B.**, Choi, S.K., Seel, J., Guest, M.A., & Khang, L. (2016). Planting Healthy Roots: Using documentary film to evaluate and disseminate community-based participatory research. *Family & Community Health*, 39(4), 242-250.
38. Ersek, J., Eberth J.M., McDonnell, K.K., Strayer, S.M., Cartmell, K., & **Friedman, D.B.** (2016). Knowledge of, attitudes toward, and use of low-dose computed tomography for lung cancer screening among family physicians. *Cancer*, 122(15):2324-2331.
39. **Friedman, D.B.**, Gibson, A., Torres, W., Irizarry, J., Rodriguez, J., Tang, W., & Kannaley, K. (2016). Increasing community awareness about Alzheimer's disease in Puerto Rico through coffee shop education and social media. *Journal of Community Health*, 41(5), 1006-1012.
40. **Friedman, D.B.**, Kornegay, V., Tanner A., Bergeron, C.D., Sisson, D.C., Weis, M.A., & Patterson,

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- L.L. (2016). Partnering with the public library for healthcare education: An evaluation of Affordable Care Act messages. *Public Library Quarterly*, 35(1), 1-22.
41. **Friedman, D.B.**, Wilcox, S., & Hebert, J.R. (2016). Proposing an interdisciplinary, communication-focused agenda for cancer and aging researchers. *Journal of Cancer Education*, 31(2), 218-220.
 42. **Henderson, H.C.**, **Hong, J.**, **Friedman, D.B.**, Porter, D.E., Halfacre, A.C., Scott, G.I., & Lead, J.R. (2016). A content analysis of Internet resources about the risks of seafood consumption. *International Journal of Environmental Health Research*, 26(4), 433-447.
 43. **Huang, L.L.**, Thrasher, J.F., Lin, F.C., & **Friedman, D.B.** (2016 Dec 8 Epub). Which types of anti-smoking television advertisements work better in Taiwan? *Health Promotion International*, DOI: 10.1093/heapro/daw085.
 44. **Owens, O.L.**, **Friedman, D.B.**, Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. (2016). Digital solutions for informed decision making: An academic-community partnership for the development of a prostate cancer decision aid for African American men. *American Journal of Men's Health*, 10(3), 201-219.
 45. **Rose, I.D.**, & **Friedman, D.B.** (2016 Nov 14 Epub). Schools: A missed opportunity to inform African American sexual and gender minority youth about sexual health education and services. *Journal of School Nursing* (DOI: 10.1177/1059840516678910).
 46. **Rose, I.D.**, & **Friedman, D.B.** (2016). HIV information needs of parents of young men who have sex with men. *Health Information and Libraries Journal*, 33(4):308-322 (DOI: 10.1111/hir.12152).
 47. **Rose, I.D.**, **Friedman D.B.**, Spencer, S.M., Annang, L., & Lindley, L.L. (2016). Health information-seeking practices of African American young men who have sex with men: A qualitative study. *Youth & Society*, 48(3), 344-365 (2013 Jun 20 Epub; DOI: 10.1177/0044118X13491769).
 48. Tanner, A., **Owens, O.L.**, **Sisson, D.**, Kornegay, V., **Bergeron, C.D.**, **Friedman, D.B.**, Weis, M., & Patterson, L. (2016). Dodging the debate and dealing with the facts: Using research and the public library to promote understanding of the Affordable Care Act. *The Library Quarterly*, 86(2), 172-192.
 49. **Thomas, T.L.**, **Friedman, D.B.**, Brandt, H.M., Spencer, S.M., & Tanner, A. (2016). Uncharted waters: Communicating health risks during the 2014 West Virginia water crisis. *Journal of Health Communication*, 21(9):1062-70.
 50. **Thomas, T.L.**, **Kannaley, K.**, **Friedman, D.B.**, Tanner, A., Brandt, H.M., & Spencer, S.M. (2016 Aug 5 Epub). Media coverage of the 2014 West Virginia Elk River chemical spill: A mixed-methods study examining news coverage of a public health disaster. *Science Communication* (DOI: 10.1177/1075547016662656).
 51. **Thomas, T.L.**, **Schrock, C.S.**, & **Friedman, D.B.** (2016). Providing health consumers with emergency information: A systematic review of research examining social media use during public crises. *Journal of Consumer Health on the Internet*, 20(1&2), 19-40.
 52. **Wigfall, L.T.**, Bynum, S.A., **Friedman, D.B.**, Brandt, H.M., Richter, D.L., Glover, S.H., & Hebert, J.R. (2016). Patient-provider communication with HIV-positive women about their abnormal Pap test results. *Women & Health*, 57(1), 19-39 (DOI: 10.1080/03630242.2016.1150386).
 53. **Wigfall, L.T.**, & **Friedman, D.B.** (2016). Cancer information seeking and cancer-related health outcomes: a scoping review of the Health Information National Trends Survey literature. *Journal of Health Communication*, 21(9), 989-1005 (DOI: 10.1080/10810730.2016.1184358).

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54. Alia, K.A., Freedman, D.A., Brandt, H.M., Gibson-Haigler, P., & **Friedman, D.B.** (2015). A participatory model for evaluating a multilevel farmers' market intervention. *Progress in Community Health Partnerships: Research, Education, and Action*, 9(4), 537-548.
 55. Arp Adams, S., Choi, S.K., Eberth, J.M., **Friedman, D.B.**, Yip, M.P., Tucker-Seeley, R., Wigfall, L.T., & Hebert, J.R. (2015 July 24 Epub). Is availability of mammography services at federally qualified health centers associated with breast cancer mortality-to-incidence ratios? An ecological analysis. *Journal of Women's Health* (DOI: 10.1089/jwh.2014.5114).
 56. Arp Adams, S., Choi, S.K., Khang, L., Campbell, D., **Friedman, D.B.**, Eberth, J.M., Glasgow, R., Tucker-Seeley, R., Xirasagar, S., Yip, M.P., Young, V.M., & Hebert, J.R. (2015). Decreased cancer mortality-to-incidence ratios with increased accessibility of federally qualified health centers. *Journal of Community Health*, 40(4), 633-641.
 57. Bergeron, C.D., & **Friedman, D.B.** (2015). Developing an evaluation tool for disaster risk messages. *Disaster Prevention and Management*, 24(5), 570-582.
 58. Best, A.L., Spencer, S.M., Hall, I.J., **Friedman, D.B.**, & Billings, D.L. (2015). Developing spiritually-framed breast cancer screening messages in consultation with African American women. *Health Communication*, 30(3), 290-300.
 59. Brandt, H.M., Young, V.M., Campbell, D.A., Choi, S.K., Seel, J.S., & **Friedman, D.B.** (2015). Federally qualified health centers' capacity and readiness for research collaborations: Implications for clinical-academic-community partnerships. *Clinical and Translational Science*, 8(4), 391-393.
 60. Choi, S.K., Arp Adams, S., Eberth, J.M., Brandt, H.M., **Friedman, D.B.**, Yip, M.P., Tucker, Seeley, R., & Hebert, J.R. (2015 Oct 8 Epub). Medicaid coverage expansion and implications for cancer disparities. *American Journal of Public Health* (DOI: 10.2105/AJPH.2015.302876).
 61. Dominick, G.M., Saunders, R.P., **Friedman, D.B.**, Hussey, J.R., & Watkins, K.K. (2015). Factors associated with provision of instrumental social support for physical activity in a foster parent population. *Children and Youth Services Review*, 52, 1-7.
 62. Farr, D.E., Brandt, H.M., Comer, K.D., Jackson, D.D., Pandya, K.D., **Friedman, D.B.**, Ureda, J.R., Williams, D.G., Scott, D.B., Green, W., & Hebert, J.R. (2015). Cancer research participation beliefs and behaviors of a southern Black population: A quantitative analysis of the role of structural factors in cancer research participation. *Journal of Cancer Education*, 30(3), 522-529.
 63. Felder, T.M., Braun, K.L., Brandt, H.M., Khan, S., Tanjasiri, S., **Friedman, D.B.**, Armstead, C.A., Okuyemi, K., Hebert, J.R. (2015). Mentoring and training of cancer-related health disparities researchers committed to community-based participatory research. *Progress in Community Health Partnerships: Research, Education, and Action*, 9(Special Issue), 97-108.
 64. **Friedman, D.B.**, Becofsky, K., Anderson, L.A., Bryant, L.L., Hunter, R.H., Ivey, S.L., Belza, B., Logsdon, R.G., Brannon, S., Vandenberg, A.E., & Lin, S.Y. (2015). Public perceptions about risk and protective factors for cognitive health and impairment: A review of the literature. *International Psychogeriatrics*, 27(8), 1263-1275.
 65. **Friedman, D.B.**, Foster, C., Bergeron, C.D., Tanner, A., & Kim, S-H. (2015). A qualitative study of recruitment barriers, motivators, and community-based strategies for increasing clinical trials participation among rural and urban populations. *American Journal of Health Promotion*, 29(5), 332-338.

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66. **Friedman, D.B.**, Toumey, C., Porter, D.E., Hong, J., Scott, G.I., & Lead, J.R. (2015). Communicating with the public about environmental health risks: A community-engaged approach to dialogue about metal speciation and toxicity. *Environment International*, 74, 9-12.
67. Guest, M.A., Freedman, D.A., Alia, K.A., Brandt, H.M., & **Friedman, D.B.** (2015). Dissemination of an electronic manual to build capacity for implementing farmers' markets with community health centers. *Clinical and Translational Science*, 8(5), 484-489.
68. Huang, L.L., Thrasher, J.F., Jiang, Y., Li, Q., Font, G.T., Chang, Y., Walsemann, K.M., & **Friedman, D.B.** (2015). Impact of the 'Giving Cigarettes is Giving Harm' campaign on knowledge and attitudes of Chinese smokers. *Tobacco Control*, 24(Supp 4), iv28-iv34.
69. Jackson, D.D., Owens, O.L., **Friedman, D.B.**, & Dubose-Morris, R. (2015). Innovative and community-guided evaluation and dissemination of a prostate cancer education program for African-American men and women. *Journal of Cancer Education*, 30(4), 779-785.
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71. Kegler, M., Carvalho, M., Ory, M., Kellstedt, D., **Friedman, D.B.**, McCracken, J.L., Dawson, G., & Fernandez, M. (2015). Use of mini-grant to disseminate evidence-based interventions for cancer prevention and control. *Journal of Public Health Management & Practice*, 21(5), 487-495.
72. Kim, S-H., Tanner, A., Friedman, D.B., Foster, C., & Bergeron, C.D. (2015 June 4 Epub). Barriers to clinical trial participation: Comparing perceptions and knowledge of African American and white South Carolinians. *Journal of Health Communication* (DOI: 10.1080/10810730.2015.1018599).
73. Owens, O.L., **Friedman, D.B.**, Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. (2015). An iterative process for developing and evaluating a computer-based prostate cancer decision aid for African-American men. *Health Promotion Practice*, 16(5), 642-655.
74. Owens, O.L., Jackson, D.D., Thomas, T.L., **Friedman, D.B.**, & Hebert, J.R. (2015). Prostate cancer knowledge and decision making among African-American men and women in the Southeastern United States. *International Journal of Men's Health*, 14(1), 55-70.
75. Tanner, A., Bergeron, C.D., Zheng, Y., **Friedman, D.B.**, Kim, S-H., & Foster, C.B. (2015 Dec 28 Epub). Communicating effectively about clinical trials with African American communities: A comparison of African American and White information sources and needs. *Health Promotion Practice* (DOI: 10.1177/1524839915621545).
76. Tanner, A.H., **Friedman, D.B.**, & Zheng, Y. (2015). Influences on the construction of health news: The reporting practices of local television news health journalists. *Journal of Broadcasting & Electronic Media*, 59(2), 359-376.
77. Tanner, A., Kim, S-H., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. (2015). Barriers to medical research participation as perceived by clinical trial investigators: Communicating with rural and African American communities. *Journal of Health Communication*, 20(1), 88-96.
78. Tanner, A., Kim, S-H., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. (2015). Promoting clinical trial research to medically underserved communities: Current practices and perceptions about clinical trial recruiting strategies. *Contemporary Clinical Trials*, 41, 39-44.
79. Tu, S-P., Young, V., Coombs, L., Williams, R., Kegler, M., Kimura, A., Risendal, B., **Friedman, D.B.**,

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In Review

1. Bergeron, C. D., Tanner, A., **Friedman, D. B.**, Zheng, Y., Schrock, C., Bornstein, D., Segar, M., & Swift, N. How are we communicating about physical activity? A scoping review of the literature. In review. Revise and Resubmit.
2. Brandt, H.M., Rawlinson, K.C., Natterstad, A.H., Farr, D.E., Gibson, A., Ureda, J.R., Williams, D.G., Green, W., **Friedman, D.B.**, & Hebert, J.R. Evaluating community partnerships to address cancer health disparities in faith-based settings. In review. Revise and Resubmit.
3. Davidson C.R., Turner-McGrievy G.M., Messias, D.K.H., Robillard, A.G., **Friedman, D.B.**, Schwiesow, J., & Warren, P. Campus ministry leaders promoting student mental health at a large public university in the Southeast United States. In review.
4. Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C., Adams, S.A., Fulton, J., & Bull, D. Contributions of mammography facility, provider, and patient characteristics to mammography satisfaction among Black women by false positive mammography status. In review.
5. Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Adams, S.A., Fulton, J.K., & Bull, D.M. False-positive mammography and mammography screening intentions among Black women: The influence of emotions and coping strategies. In review. Minor revisions.
6. Kegler, M.C., Liang, S., Tu, S.P., **Friedman, D.B.**, Risendal, B., Herrmann, A.K., & Fernandez, M.E. Assessing practice adaptive reserve for implementing evidence-based practices to increase cancer screening in federally qualified health centers. In review. Revise and Resubmit.
7. McDonnell, K.K., Messias, D.K.H., **Friedman, D.B.**, Owens, O.L., Webb, L.A., Campbell, C., & Newsome, B.R. Families facing lung cancer: Tensions and compromises. In review.

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8. Leeman, J., Askelson, N., Ko, L.K., Rohweder, C.L., Avelis, J., Best, A., **Friedman, D.B.**, Glanz, K., Seegmiller, L., Stradtman, L., & Vanderpool, R.C. Understanding the processes that Federally Qualified Health Centers use to select and implement colorectal cancer screening interventions: A qualitative study. In review. Minor Revisions.
 9. Olscamp, K., Tang, W., Choi, S.K., Kannaley, K., Wilcox, S., & Friedman, D.B. The connection between physical activity and brain health: Organizational messages and caregiver perceptions. In review.
 10. Parker, P.D., Heiney, S.P., Adams, S.A., **Friedman, D.B.**, & Estrada, R.D. The relationship between health literacy and demographic factors with chemotherapy knowledge in women with breast cancer. In review.
 11. Quinn, K., Miyawaki, C., Belza, B. Vogel, M., Croff, R., Liu, M., Edwards, V., **Friedman, D. B.**, & Souza, A. Terms and measures of cognitive aging and cognitive health: A scoping review. In review.
 12. Tang, W., **Friedman, D.B.**, Olscamp, K., & Owens, O.L. "I want to stay in my own home": Older adults' perceptions of an organization dedicated to supporting aging in place. In review. Revise and Resubmit.
 13. Wigfall, L.T., Goodson, P., Cunningham, G.B., Harvey, I.S., Gilireath, T.D., Adair, M., Gaddist, B., Hampton Julious, C., & **Friedman, D.B.** Community-based non-clinical HIV service providers as trusted sources of information about HPV and cancer for at-risk people living with HIV and men who have sex with men. In review.

In Progress

Invited Editorials

1. Arp Adams, S., Choi, S.K., Eberth, J.M., Brandt, H.M., **Friedman, D.B.**, & Hébert, J.R. Adams et al. respond to Medicaid expansion and implications for cancer disparities. *American Journal of Public Health*, 106(6), e8-e9.
2. **Friedman, D.B.**, Tanner, A., Kim, S-H., Bergeron, C.D., & Foster, C.B. (2014). Improving our messages about research participation: A community-engaged approach to increasing clinical trial literacy. *Clinical Investigation* (London), 4(10), 869-872.
3. Thrasher, J.F., Andrews, J.O., **Friedman, D.B.**, Carpenter, M.J., Gray, K.M., Cummings, K.M., Alberg, A.J., & Navarro, A. (2013). Authors' response to: de Bruin, M., & Peters, G.J.Y. Let's not further obscure the debate about fear appeal messages for smokers. *American Journal of Preventive Medicine*, 44(5), e51– e53.
4. **Friedman, D.B.** Editorial comment on: Giri, V.N., Coups, E.J., Ruth, K., Goperud, J., Raysor, S., Kim, T.Y., et al. (2009). Prostate cancer early detection program recruitment methods and show rates in men at high risk. *Journal of Urology*, 182, 2217-2218.

Unrefereed Publications

Hunter, R.H., Hooker, S.P., & **Friedman, D.B.** (2016). Chapter 15: The Journey Forward. In R.H. Hunter, L.A. Anderson, and Basia L. Belza (editors), *Community Wayfinding: Pathways to Understanding*. Switzerland, Springer International Publishing, DOI 10.1007/978-3-319-31072-5.

Hunter, R.H., Potts, S., Beyerle, R., Stollof, E., Lee, C., Duncan, R., Vandenberg, A., Belza, B., Marquez, D.X., **Friedman, D.B.**, & Bryant, L.L. (2013 December). *Pathways to Better Community Wayfinding* [Internet].

Funded Research

Current Research Grants

“Centers for Oceans and Human Health 3: Impacts of Climate Change on Oceans and Great Lakes (COHH3)”

Source: National Institutes of Health and National Science Foundation (P01 ES028942-01)

PI: G. Scott, PhD

Dates: September 30, 2018 – June 30, 2023

Amount: \$5,749,349

Position: Co-Investigator on Community Engagement Core

“Healthy Brain Research Network (HBRN) Scholar Program: University of South Carolina HBRN Collaborating Center”

Source: Alzheimer’s Foundation of America

PI: D.B. Friedman

Dates: September 1, 2018 – August 31, 2019

Amount: \$20,000

Position: PI

“Carolina Center on Alzheimer’s Disease and Minority Research (CCADMR)”

Source: National Institute on Aging, P30 Alzheimer’s disease-related Resource Center on Minority Aging Research (P30 AG059294-01)

PIs: S.E. Levkoff, ScD and D.B. Friedman, PhD

Dates: September 1, 2018 – June 30, 2023

Amount: \$3,196,121

Position: PI (20% effort)

“Identifying Predictors of Racial Disparity in Treatment and Mortality among Patients Diagnosed with Breast Cancer in South Carolina and Geospatial Investigation of Breast Cancer Patient Navigation”

Source: National Institutes of Health, National Cancer Institute (F99/K00)

PI: O. Babatunde, PhD candidate

Dates: September 1, 2017 – August 31, 2023

Amount: \$465,318

Position: Collaborator

“Sex and Aging in the Media: An Online International Learning Experience”

Source: Coventry University, United Kingdom

PI: Hayley Wright, PhD

Dates: Awarded August 7, 2017

Amount: £4,964 (\$5,795)

Position: Co-Investigator

“Interdisciplinary Graduate Training Program in Cancer Disparities”

Source: Susan G. Komen Foundation (Grant #: GTDR17500160)

PI: S.E. Steck, PhD and A. Murphy, PhD

Dates: June 28, 2017 – June 27, 2020

Amount: \$405,000

Position: Mentor

“Strategies for Communicating the Environmental Risks of Cancer (SCERC)”

Source: National Institute of Environmental Health Sciences & National Cancer Institute (R03ES027406; Breast Cancer and the Environment Communication Research Initiative)

PI: D.B. Friedman, PhD

Dates: March 1, 2017 – February 28, 2019

Amount: \$145,106

Position: PI

“An Implementation Project to Address Prostate Cancer and Quality of Life in South Carolina”

Source: South Carolina Cancer Alliance (SCCA)

PI: SCCA Prostate Cancer Workgroup (D.B. Friedman – project co-lead)

Dates: February 1 – December 31, 2017

Amount: \$34,520

Position: Project Co-Lead (In kind)

“For the Purchase and Provision of Alzheimer’s Disease Registry Management and Training and Development Related to ALZHEIMER’S DISEASE REGISTRY”

Source: SC DHHS

PI: D.B. Friedman, PhD; Co-PI: J.L. Pearson, DrPH

Dates: July 1, 2016 – June 30, 2019

Amount: \$967,350 (+ \$967,350 USC cost share)

Position: PI (11% effort)

“Social and Physical Environment Impacts on Intervention Sustainability - DIDACTIC Diversity Supplement”

Source: National Heart, Lung, and Blood Institute Graduate and Health Professional Students Research Supplement (PA-15-322; R01HL085631)

PI: J.R. Hebert, ScD; Student Applicant: V. Haynes, MSPH

Dates: June 1, 2016 – March 31, 2018

Amount: \$89,580

Position: Mentor (In kind)

“Improving Adherence to Adjuvant Hormonal Therapy among Disadvantaged Breast Cancer Survivors”

Source: National Cancer Institute K01 Mentored Research Scientist Development Award to Promote Diversity (K01CA193667)

PI: T.M. Felder, PhD, MSW

Dates: September 11, 2015 – August 31, 2020

Amount: \$512,147

Position: Co-Mentor (In kind)

“Multi-Level, Community-Clinical Cancer Prevention and Control Interventions” (3 U48 DP005000-01S2)

Source: Centers for Disease Control and Prevention (Special Interest Project 14-011; Cancer Prevention and Control Research Network Collaborating Center)

PI: D.B. Friedman, PhD

Dates: September 30, 2014 – September 29, 2019

Amount: \$1,374,996.38

Position: PI (20% effort)

“Implementing Road Map Actions through a New Healthy Brain Research Network” (3 U48 DP005000-01S7)

Source: Centers for Disease Control and Prevention (Special Interest Project 14-002; Healthy Brain Research Network Collaborating Center)

PI: D.B. Friedman, PhD

Dates: September 30, 2014 – September 29, 2019

Amount: \$474,998

Position: PI (13-15% effort)

“HPV and Cancer mHealth Prevention Education for HIV Positive Women Pilot Study” (K01CA175239-01A1)

Source: National Cancer Institute K01 Mentored Research Scientist Development Award to Promote Diversity

PI: L.T. Wigfall, PhD
Dates: September 13, 2013 – August 31, 2018
Amount: \$711,544
Position: Co-Mentor/Co-Investigator (In kind)

Completed Research Grants

“For the Purchase and Provision of Alzheimer’s Disease Registry Management and Training and Development Related to PRIME”
Source: SC DHHS
PI: D.B. Friedman, PhD; Co-PI: J.L. Pearson, DrPH
Dates: July 1, 2016 – June 30, 2017
Amount: \$99,992
Position: PI (2.5% effort; in kind)

“Blogging about Dementia: A Way for Caregivers and Patients to be Heard”
Source: South Carolina Honors College, Undergraduate Research Fellowship Program
PI: S. Mehta (public health bachelor’s student)
Dates: October 1, 2016 – June 30, 2017
Amount: \$3,000
Position: Mentor (In kind)

“Evaluation of an Avatar-Led Decision Aid to Promote Informed Decision Making for Prostate Cancer Screening Among African-American Males in Faith-Based Communities”
Source: USC Office of the Vice President for Research (Advanced Support for Innovative Research Excellence-I)
PI: O.L. Owens, PhD
Dates: May 18, 2015 – May 17, 2017
Amount: \$15,000
Position: Co-Investigator (In kind)

“An Implementation Project to Support Prostate Health in South Carolina”
Source: South Carolina Cancer Alliance (SCCA)
PI: SCCA Prostate Cancer Workgroup (D.B. Friedman – project co-lead)
Dates: May 1 – December 31, 2016
Amount: \$33,900
Position: Project Co-Lead (In kind)

“Examining Use of Social Media as a Response and Recovery Strategy during the #SCFlood of October 2015”
Source: USC Office of the Vice President for Research
PI: H.M. Brandt, PhD; Co-PI: G. Turner-McGrievy, PhD
Dates: November 1, 2015 – November 1, 2016
Amount: \$15,570
Position: Co-Investigator (In kind)

“The Evaluation of a Computer-based Education Program to Promote Informed Decision Making for Prostate Cancer Screening among African-American Men in Faith-based Communities”
Source: American Cancer Society Institutional Research Grant (SOAR)
PI: O.L. Owens, PhD
Dates: April 1, 2015 – March 31, 2016
Amount: \$30,000
Position: Co-Investigator (In kind)

“Post-Fall Decision Making among Older Women Living in Continuing Care Retirement Communities: A Mixed Methods Study”

Source: Canadian Institutes of Health Research Doctoral Research Award for Patient-Oriented Research
PI: Caroline D. Bergeron, MSc
Dates: May 1, 2013 - December 15, 2015
Amount: \$93,333
Position: Primary Mentor/Co-Investigator (In-kind)

“Opportunity Grant to Advance Implementation of Selected Action Items from The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018” (RFA #HA2015A)
Source: National Association of Chronic Disease Directors
PI: Departamento de Salud de Puerto Rico
Dates: April 1, 2015 – September 30, 2015
Amount: \$50,000 (\$3,000 for consultancy fee)
Position: Consultant for Puerto Rico Department of Health

“From Health Coverage to Care: Developing an Evidence-based Affordable Care Act Education and Health Literacy Program Tailored to Richland County Residents”
Source: Central Carolina Community Foundation / Knight Foundation
PI: A. Tanner, PhD, Co-PI: D.B. Friedman, PhD
Dates: September 1, 2014 – August 31, 2015
Amount: \$75,000
Position: Co-Principal Investigator (10% effort)

“South Carolina Cancer Disparities Community Network-II Administrative Supplement to Expand NCI-Supported Community Outreach Capacity through Community Health Educators (CHEs) of the National Outreach Network (NON)”
Source: National Cancer Institute/Center to Reduce Cancer Health Disparities
PI: J.R. Hebert, ScD; Director of Community Core: H.M. Brandt, PhD
Dates: September 1, 2014 – August 31, 2015
Amount: \$64,960
Position: Co-Investigator (In kind)

“A Dissemination Project to Advance Lung Cancer Screening in South Carolina”
Source: South Carolina Cancer Alliance
PIs: J.M. Eberth, PhD and K.K. McDonnell, PhD
Dates: July 1, 2014 – June 30, 2015
Amount: \$43,537
Position: Co-Investigator (In kind)

“Living with Lung Cancer: Receptivity and Preferences for Risk Reducing Behavior Change among African American Families”
Source: American Cancer Society Institutional Research Grant (SOAR)
PI: K.K. McDonnell, PhD
Dates: February 19, 2014 – December 31, 2014 (cost extension until June 30, 2015)
Amount: \$30,000
Position: Co-Investigator/Collaborator (In kind)

“South Carolina Cancer Disparities Community Network-II Research to Promote Diversity in Health-related Research”
Source: National Cancer Institute (PA-12-149)
PI: J.R. Hebert, ScD; Student Applicant: D. Farr, MPH
Dates: September 16, 2013 – August 31, 2015
Amount: \$100,169
Position: Mentor/Co-Investigator (In kind)

“South Carolina Cancer Disparities Community Network II” (Community Networks Program Centers – Centers for Reducing Cancer Disparities through Outreach, Research and Training, U54/CA153461)

Source: National Institutes of Health, National Cancer Institute

PI: J.R. Hebert, ScD

Dates: September 1, 2010 – August 31, 2015

Amount: \$4,778,222

Position: Co-Investigator & Pilot Project Leader (20% effort while project active)

“South Carolina Cancer Prevention and Control Research Network (SC-CPCRN)”

Source: Centers for Disease Control and Prevention and the National Cancer Institute (SIP 09-002; U48/DP001936-01W1)

PI: J.R. Hebert, ScD

Dates: September 30, 2009 – September 29, 2014

Amount: \$1,496,341

Position: PI (from 5/2013 onward; 20% effort); Co-Principal Investigator (12/2010-5/2013); Co-Investigator (9/2009-11/2010)

“Healthy Aging Research Network Collaborating Center”

Source: Centers for Disease Control and Prevention (SIP 09-027; U48/DP001936-01REV)

PI: S. Wilcox, PhD; K.H. Leith, PhD

Dates: September 30, 2009 – September 29, 2014

Amount: \$368,885

Position: Co-Investigator; Co-Leader of Healthy Brain Research Work Group (10-12% effort)

“South Carolina Cancer Disparities Community Network-II Administrative Supplement to Expand NCI-Supported Community Outreach Capacity through Community Health Educators (CHEs) of the National Outreach Network (NON)”

Source: National Cancer Institute/Center to Reduce Cancer Health Disparities

PI: J.R. Hebert, ScD; Director of Community Core: H.M. Brandt, PhD

Dates: September 1, 2013 – August 31, 2014

Amount: \$64,996

Position: Co-Investigator (In kind)

“Improving Knowledge and Communication of the Affordable Care Act: A Focus on South Carolina Adults in Richland County”

Source: Central Carolina Community Foundation / Knight Foundation

PI: A. Tanner, PhD, Co-PI: D.B. Friedman, PhD

Dates: September 1, 2013 – August 31, 2014

Amount: \$97,674

Position: Co-Principal Investigator (12% effort)

“Evaluation, Implementation, and Dissemination of an Established Community-based Prostate Cancer Education Program for African-American Men and Women in South Carolina”

Source: South Carolina Cancer Alliance

PI: D.B. Friedman, PhD (Co-PIs: J. Payne and K. Johnson)

Dates: December 1, 2013 – June 30, 2014

Amount: \$15,402

Position: PI (as SCCA Prostate Cancer Work Group Co-Chair; In kind)

“A Creative Approach to Promoting and Facilitating Informed Decision Making for Prostate Cancer Screening Among African American Males in Faith Based Communities”

Source: Office of the Vice President for Research Support to Promote Advancement of Research and Creativity (SPARC) Program

PI: Otis L. (Shaun) Owens, MPH

Dates: April 30, 2013-August 15, 2014

Amount: \$5,000

Position: Mentor (In kind)

“Gibbs Cancer Center Collaboration”

Source: Spartanburg Regional Gibbs Cancer Center & Research Institute

PI: J.R. Hebert, ScD; Co-PI: D.B. Friedman, PhD

Dates: August 16, 2013 – May 15, 2014

Position: Co-PI (In kind)

“A Comprehensive Assessment of the Knowledge, Perceptions, and Communication Needs about Clinical Trials among Adults in Rural South Carolina”

Source: Health Sciences South Carolina

PI: S-H. Kim, PhD, Co-PIs: D.B. Friedman, PhD and A. Tanner, PhD

Dates: January 15, 2011 – December 15, 2013

Amount: \$257,447

Position: Co-Principal Investigator (8.5% effort)

“South Carolina Cancer Disparities Community Network-II Administrative Supplement to Expand NCI-Supported Community Outreach Capacity through Community Health Educators (CHEs) of the National Outreach Network”

Source: National Cancer Institute/Center to Reduce Cancer Health Disparities

PI: J.R. Hebert, ScD; Director of Community Core: H.M. Brandt, PhD

Dates: September 28, 2012 – September 27, 2013

Amount: \$50,000

Position: Co-Investigator/Collaborator (In kind)

“A Community-based Participatory Approach to the Development of a Computer-based Aid to Facilitate Informed Decision Making for Prostate Cancer Screening among African-American Men in Faith-based Communities”

Source: University of South Carolina Institute for African American Research

PI: Otis L. (Shaun) Owens, MPH

Dates: August 16, 2012-August 15, 2013

Amount: \$1,500

Position: Mentor (In-kind)

“Community Wayfinding Assessment Project”

Source: National Association of Chronic Disease Directors

PI: D. Marquez, PhD (University of Illinois at Chicago)

Dates: March 15, 2012 - September 29, 2012

Amount: \$34,752

Position: Consultant and Leadership Team Member (\$500)

“Community Wayfinding Concept Development Project”

Source: 5U48DP001911-03 [U Washington Prevention Research Center cooperative agreement]

PI: B. Belza, PhD (U Washington CDC Healthy Aging Research Network Coordinating Center)

Dates: September 29, 2011 – September 28, 2012

Amount: \$30,335

Position: Leadership Team Member and Consultant (\$3,000)

“South Carolina Cancer Disparities Community Network-II Administrative Supplement to Expand NCI-Supported Community Outreach”

Source: National Cancer Institute/Center to Reduce Cancer Health Disparities

PI: J.R. Hebert, ScD; Director of Community Core: H.M. Brandt, PhD

Dates: September 29, 2011 – September 28, 2012

Amount: \$45,000

Position: Co-Investigator/Collaborator (In kind)

“An In-Depth Look at Informed Decision Making for Prostate Cancer Screening and Treatment in South Carolina”

Source: South Carolina Cancer Alliance (SCCA)

PI: D.B. Friedman, PhD

Dates: July 21, 2011 – June 29, 2012

Amount: \$8,000

Position: PI (as SCCA Prostate Cancer Work Group Co-Chair; In kind)

“The Use of Technology and Photography for Health Communications in the African-American Faith-Based Community”

Source: University of South Carolina Science and Health Communication Research Group

Co-PIs: S. Owens, MPH and T. Thomas, MA, MS, Faculty Co-Is/Mentors: D.B. Friedman, PhD, J.R. Hebert, M. Torres, PhD, and T.B. Crews, EdD

Dates: April 29, 2011 – December 31, 2011

Amount: \$2,880

Position: Primary Faculty Mentor/Co-Investigator (In kind)

“Are we getting the health information we need from the mass media? Consumers’ Perceptions about Online Health and Medical News”

Source: University of South Carolina Office of Undergraduate Research Magellan Scholar Program

Student PI: Eleasa Van Slooten (public health major)

Dates: January 1 – December 1, 2011

Amount: \$2,800

Position: Primary Mentor (In kind)

“Assessing the Impact of Pictorial Health Warning Labels on Cigarette Packages: Implications for FDA Policy Development and Smoking-related Health Disparities”

Source: South Carolina Clinical & Translational Research Institute (SCTR) Pilot Project Program

PI: J.F. Thrasher, PhD

Dates: October 15, 2010 – September 30, 2011

Amount: \$49,999

Position: Co-Investigator (In kind)

“National Diabetes Education Program (NDEP) Media Campaign Evaluation”

Source: 2009-2010 State Diabetes Allocation, South Carolina

PI: L.U. Smith, DrPH, and Bureau of Community Health & Chronic Disease Prevention

Dates: January 6, 2010 – May 31, 2010

Amount: \$9,726

Position: Media Campaign Evaluator (~10% effort)

“Health Literacy and Cancer Prevention among ESL Immigrants to Canada”

Source: Social Sciences and Humanities Research Council of Canada

PI: L. Hoffman-Goetz, PhD, MPH; Co-PI: J.F. Arocha, PhD

Dates: April 1, 2007 – March 31, 2010

Amount: \$178,612

Position: Collaborator (In kind)

“Prevention Research to Promote and Protect Brain Health”

Source: Centers for Disease Control and Prevention (SIP 8-06; Grant #U48/DP000051)

Year 3 PI: D.B. Friedman, PhD (Years 1-2 PI: J.N. Laditka, PhD)

Dates: May 15, 2008 – September 29, 2009

Amount: \$250,000

Position: PI (~30% effort)

Performance Sites: University of South Carolina (lead center), Texas A&M University, University of California Berkeley, University of Colorado Denver, University of Illinois at Chicago, University of North Carolina at Chapel Hill, University of North Carolina at Charlotte, University of North Carolina at Greensboro, University of Pittsburgh, University of Washington

“Factors Influencing Receipt of Gynecological Exams/Pap Tests Among Sexual Minority (Non-heterosexual) Women”

Source: University of South Carolina Arnold School of Public Health Office of Research

PI: L.L. Lindley, DrPH

Dates: June 1, 2008 – May 31, 2009

Amount: \$14,336

Position: Health Communication Consultant (In kind)

“Get Smart: Know When Antibiotics Work on the Farm – Phase 2 Communications Campaign for South Carolina Dairy Farmers”

Source: Centers for Disease Control and Prevention Epidemiology and Laboratory Capacity Grant

Dates: January 2, 2008 – December 31, 2008

Amount: \$13,000 (Subcontract from SC Department of Health and Environmental Control; Partners: SC DHEC, University of South Carolina, Clemson University)

Position: University PI (~10% effort)

“Get Ready, Get Set, Communicate! Implications of Public Health Preparedness for Low Literate Populations” (*research and education grant*)

Source: Centers for Disease Control and Prevention - Grant #U90-424245-02 (Association of Schools of Public Health, through University of South Carolina Center for Public Health Preparedness)

Dates: February 6, 2007 – June 1, 2008

Amount: \$10,000

Position: PI (In Kind)

“Moving Beyond the 3 Rs: Implications of a Broader Conceptualization of Literacy for Prostate Cancer Prevention Education among African-American Men”

Source: University of South Carolina Arnold School of Public Health Office of Research

PI: D.B. Friedman, PhD; Co-PI: S.J. Corwin, PhD

Dates: June 1, 2007 – May 31, 2008

Amount: \$12,375

Position: PI (In kind)

“The Role of Public Health in Promoting a Healthy Environment”

Source: Association of Schools of Public Health (graduate student communications campaign)

PIs: N. Chase, BS, G. Dominick, MA, E.A. Fleming, MSW, D. Marquez, BA, S. Smallwood, MPH, L. Bailey, BSN, RN, M. Tanwar, MEd, A. Trepal, MS, H. Vilme, MS

Dates: February 25 – May 30, 2008

Amount: \$2,000

Position: Faculty Mentor (In kind)

**Students received USC School of the Environment's 2009 Environmental Stewardship Award for this work*

“Prevention Research to Promote and Protect Brain Health”

Source: Centers for Disease Control and Prevention (SIP 8-06; Grant #U48/DP000051)

PI: J.N. Laditka, PhD

Dates: September 30, 2006 – May 14, 2008 (Project Years 1-2)

Amount: ~\$500,000

Position: Co-Investigator (~10% effort)

“Get Smart: Know When Antibiotics Work on the Farm – Phase 1”

Source: Centers for Disease Control and Prevention Epidemiology and Laboratory Capacity Grant

Dates: October 1, 2006 – March 31, 2007
Amount: \$51,771 (Subcontract from SC DHEC: \$8,335)
Position: PI (~9-10% effort)

“Formative Evaluation of a Cultural Sensitivity Checklist for Breast Cancer Information with First Nations Women”

Source: Indigenous Health Research Development Program (funded by Canadian Institutes of Health Research-Institute of Aboriginal People's Health)

PI: D.B. Friedman, PhD

Dates: June 10, 2005 – August 31, 2006

Amount: \$21,750

Position: PI (100% effort)

Pending Research Grants

“Promoting Alzheimer’s Research Trials through Networking, Engagement, and Relationships: The PARTNER Study”

Source: NIH/National Institute on Aging (PA 18-749)

PIs: D.B. Friedman, PhD & J. Mintzer, MD, MBA

Dates: July 1, 2019 – June 30, 2022

Amount Requested: \$1,878,500

Position: PI (23% effort)

“A Statewide Cohort of Cancer Risk among Elderly People Living with HIV”

Source: NIH/National Institute on Aging (PAR 18-189)

PIs: J. Zhang, PhD

Dates: April 4, 2019 – March 31, 2024

Amount Requested: \$3,495,809

Position: Co-Investigator (10% effort)

“Dietary Inflammatory Potential, Aging, and Adenoma Risk”

Source: National Institutes of Health

PIs: S. Steck, PhD and A. Murphy, PhD

Dates: April 1, 2019 – March 31, 2024

Amount Requested: \$3,643,396

Position: Co-Investigator (4% effort)

Completed Teaching Grants

“Teaching Excellence Technology Grant: Tablet PCs in Teaching”

Source: University of South Carolina Center for Teaching Excellence

Dates: April 15, 2009 – Spring 2010

Position: Faculty Grantee

“Teaching Excellence Grant on Fundamentals of Inquiry”

Source: University of South Carolina Center for Teaching Excellence

Dates: May 2, 2007 – September 30, 2007

Position: Faculty Grantee

Amount: \$3,500

Completed Training Grant

“Mobilizing Against Threats to Community Health”

Source: W.K. Kellogg Foundation (Project PO# 122468)

PI: D.L. Richter, EdD, FAAHB; Co-PI: S.H. Glover, PhD

Dates: May 1, 2006 – November 30, 2008
Amount: \$1,191,865
Position: Health/Risk Communication Faculty Expert

Submitted / Unfunded Grants

“Informing Dietary Patterns in Future U.S. Dietary Guidelines: Increasing Dietary Quality and Reducing Cardiovascular Disease”

Source: NIH/NHLBI (PAR 18-046)
PI: G. Turner-McGrievy, PhD
Dates: April 1, 2019 – March 31, 2024
Amount Requested: \$3,333,586
Position: Co-Investigator (10% effort)
Status: Not scored (resubmitting to NIH).

“A Health Literacy Initiative to Improve Patient-Provider Communication and Health Outcomes in South Carolina”

Source: Josiah Macy Jr. Foundation
Dates: August 1, 2018 – July 31, 2019
Amount Requested: \$55,000
Position: PI
Status: Unfunded (resubmitting to NIH).

“Prostate-Related Informed Decision-Making Experience (PRIDE)”

Source: NIH/NCI (K07)
PI: Z. Qureshi, PhD
Dates: July 1, 2017 – June 30, 2020
Amount Requested: \$698,030
Position: Co-Mentor (In kind)
Status: Unfunded.

“A Home-Based Physical Activity Intervention to Increase Physical Activity and Reduce Inflammation among Endometrial Cancer Survivors”

Source: National Institutes of Health, National Cancer Institute (PA-12-228)
PI: S. Arp Adams, PhD
Dates: April 1, 2017 – March 31, 2022
Amount Requested: \$3,445,972
Position: Co-Investigator
Status: Unfunded.

“Synthetic Lectin Sensor Arrays to Assess Prostate Cancer Virulence Based on Aberrant Glycosylation Patterns: Towards Screening, Staging and Prognosis”

Source: Dept. of the Army – USAMRAA (PC160581P2)
PI: S.E. Steck, PhD
Dates: June 1, 2017 – May 31, 2020
Amount Requested: \$519,936
Position: Co-I (5% effort)
Status: Unfunded.

“Faith, Activity, and Nutrition: Dissemination in Underserved Communities - Assessing Lifetime Burden in Women with Metastatic Breast Cancer” (SIP 17-004)

Source: Centers for Disease Control and Prevention
PI: E. Crouch, PhD
Dates: September 30, 2017 – September 29, 2019
Amount Requested: \$497,989

Position: Co-Investigator
Status: Unfunded (resubmitting to another funding agency).

“A Comprehensive Assessment of the Knowledge, Perceptions, and Communication Needs about Clinical Trials among South Koreans”

Source: Research Foundation of Korea

PI: S. Lee, PhD

Dates: October 15, 2017 – October 14, 2020

Amount Requested: \$200,683

Position: Co-Investigator

Status: Unfunded.

“MENTOR: Modeling and Engaging Networks Through Outreach and Relationships”

Source: National Institutes of Health, National Institute of Nursing Research (PA-14-142)

PI: D.B. Friedman, PhD

Dates: July 1, 2017 – June 30, 2020

Amount Requested: \$1,686,012

Position: PI

Status: Not discussed. Considering resubmission.

“Prostate-Related Informed Decision-Making Experience (PRIDE)”

Source: American Cancer Society Mentored Research Scholar Grant

PI: Z. Qureshi, PhD

Dates: September 1, 2017 – August 31, 2020

Amount Requested: \$728,786

Position: Co-Mentor (In kind)

Status: Scored “Excellent”. Plans for resubmission.

“Remediation and Environmental Geochemistry In Our Neighborhoods (REGION)”

Source: National Institute of Environmental Health Sciences (RFA-ES-15-019)

PI: J.R. Lead, PhD

Dates: April 1, 2017 – March 31, 2022

Amount Requested: \$12,633,160

Position: Co-Investigator and Research Translation Core Leader

Status: Not discussed. Considering resubmission.

“Avoiding the Gobbledygook: A Health Literacy Focused Curriculum for Journalists”

Source: National Institute for Health Care Management Foundation’s Journalism Grant Program

PI: D.B. Friedman, PhD

Dates: November 1, 2016 – October 31, 2017

Amount Requested: \$90,000

Position: PI

Status: LOI submitted. Full application not requested.

“A Home-Based Physical Activity Intervention to Increase Physical Activity and Reduce Inflammation among Colon Cancer Survivors”

Source: National Institutes of Health, National Cancer Institute (PA-15-311)

PI: S. Arp Adams, PhD

Dates: July 1, 2016 – June 30, 2021

Amount Requested: \$3,611,620

Position: Co-Investigator

Status: Received score of 53 (48th percentile); plans to resubmit.

“A Home-Based Physical Activity Intervention to Increase Physical Activity and Reduce Inflammation among African American Endometrial Cancer Survivors”

Source: National Institutes of Health, National Cancer Institute (PA-12-228)

PI: S. Arp Adams, PhD

Dates: April 1, 2016 – March 31, 2021

Amount Requested: \$3,355,739

Position: Co-Investigator

Status: Received score of 41 (33rd percentile); resubmitted July 2016.

“Providing Health Education and Outreach through Cocky’s Reading Express”

PI: R. McKeever, PhD

Dates: January 1, 2016 – August 31, 2017

Amount Requested: \$187,500

Position: Co-PI

Status: Letter of intent submitted; full proposal not requested.

“Advancement and Innovation in Informal STEM Learning: Developing a Case Study for Environmental Nanoscience (NANOsense)”

Source: National Science Foundation, Advancing Informal STEM Learning (NSF 15-593)

PI: J. Lead, PhD

Dates: August 1, 2016 – July 31, 2021

Amount Requested: \$2,352,764

Position: Co-Investigator

Status: Unfunded. Considering resubmission.

“The Healthy Brain Initiative: Implementing Public Health Actions related to Cognitive Health, Cognitive Impairment, and Caregiving at the State and Local Levels” (CDC-RFA-DP15-1505)

Source: Centers for Disease Control and Prevention

PI: National Association of Chronic Disease Directors

Dates: September 30, 2015 – September 29, 2020

Amount Requested for USC Subcontract: \$160,000

Position: Subcontract PI

Status: Unfunded.

“The Impact of False Positive Mammography Results on Breast Cancer Screening Intention in Black Women”

Source: National Institutes of Health Ruth L. Kirschstein National Research Service Award/F31 Dissertation Grant (PA 14-148)

PI: D. Farr, PhD Candidate

Dates: September 1, 2015 – August 31, 2017

Amount Requested: \$69,374

Position: Co-Mentor/Co-Sponsor (In kind)

Status: Received score of 41. Unfunded.

“Adherence to Hormonal Therapy among Disadvantaged Breast Cancer Survivors”

Source: American Cancer Society Research Scholar Grant

PI: T.M. Felder, PhD, MSW

Dates: July 1, 2015 – June 30, 2020

Amount Requested: \$719,000

Position: Co-Mentor/Co-Investigator (In kind)

Status: Unfunded.

“Progesterone-only Oral Contraceptives, Cardiovascular Disease, and Breast Cancer”

Source: National Institutes of Health Ruth L. Kirschstein National Research Service Award/F31 Dissertation Grant (PA 14-148)

PI: M.E. Samson, MSPH/MHSA, PhD Candidate

Dates: July 1, 2015 – May 1, 2017

Amount Requested: \$70,845

Position: Co-Mentor/Co-Sponsor (In kind)
Status: Unfunded.

“From Health Coverage to High Value Care: Improving Health Communication and Health Outcomes among South Carolina African American and Rural Residents”
Source: Robert Wood Johnson Foundation - Optimizing Value in Health Care: Consumer-Focused Trends from the Field
PI: A. Tanner, PhD; Co-PI: D.B. Friedman, PhD
Dates: August 1, 2015 – July 31, 2017
Amount Requested: \$250,000
Position: Co-Principal Investigator
Status: Pre-proposal submitted in March 2015; full proposal not requested.

“Inflammation, Biobehavioral Risk Factors, and Racial Disparities in Colon Cancer” (GRANT11564231)
Source: National Institutes of Health, National Cancer Institute (PAR-13-321)
PI: J.R. Hebert, ScD
Dates: December 1, 2014 – November 30, 2019
Amount Requested: \$10,520,906
Position: Co-Investigator & Recruitment Core Co-Leader
Status: Received score of 39. Unfunded.

“Improving Health Literacy among the Medically Underserved in South Carolina: Providing Health Education and Outreach through Cocky’s Reading Express”
Source: BlueCross BlueShield of South Carolina
PI: A. Tanner, PhD
Dates: September 1, 2014 – August 31, 2015
Amount Requested: \$158,921
Position: Co-PI
Status: Unfunded.

“Establishing the First Interdisciplinary Consortium of Aging and Cancer Researchers at the University of South Carolina”
Source: USC Office of the Vice President for Research (Advanced Support for Innovative Research Excellence-II)
PI: D.B. Friedman, PhD
Dates: May 16, 2014 – August 15, 2015
Amount Requested: \$100,000
Position: PI
Status: Unfunded.

“Planning Project for Y-USA’s Healthy Aging Initiative: Advice from the Healthy Aging Research Network”
Source: YMCA-USA
PI: M. Ory, PhD (Texas A&M University)
Dates: April 15, 2014 – October 14, 2014
Amount Requested: \$136,652
Position: Consultant (\$2,500)
Status: Unfunded.

“Social, Cultural, and Contextual Influences on Prostate Cancer Disparities”
Source: National Institutes of Health, National Cancer Institute (R21- CA187993)
PI: D.B. Friedman, PhD
Dates: July 1, 2014 – June 30, 2016
Amount Requested: \$387,230
Position: PI
Status: Received score of 51. Unfunded.

“Colorectal Cancer Prevention: A Screening Colonoscopy Model Which Reduces Cost While Improving Quality and Patient Outcomes”

Source: Centers for Medicare and Medicaid Services Health Care Innovation Award

PI: S. Xirasagar, PhD

Dates: April 1, 2014 – March 31, 2017

Amount Requested: \$4,854,960

Position: Co-Investigator (7%, 5%, 5%)

Status: Unfunded.

“Living with Lung Cancer: Receptivity and Preferences for Risk-reducing Behavior Change among African American Families”

Source: USC Office of the Vice President for Research (Advanced Support for Innovative Research Excellence-I)

PI: K.K. McDonnell, PhD, RN, OCN

Dates: May 16, 2014 – September 15, 2015

Amount Requested: \$15,000

Position: Co-Investigator

Status: Withdrew application since ACS grant was funded.

“Cancer Disparities Training Program in a High-Risk, African-American Population”

Source: National Cancer Institute (PAR 10-165)

PI: J.R. Hebert, ScD

Dates: April 1, 2014 – March 31, 2019

Amount Requested: \$2,062,884

Position: Co-Investigator and Steering Committee Member

Status: Received score of 34. Unfunded.

“Cognition and Caregiver Attitude Measures for Public Health Practice and Policy”

Source: Centers for Disease Control and Prevention (SIP 13-071)

Dates: September 30, 2013-September 29, 2014

PI: D.B. Friedman, PhD

Amount Requested: \$100,000

Position: PI

Status: Received score of 47. Unfunded.

“Community Advocacy and Leadership Program”

Source: W.K. Kellogg Foundation (Civic Engagement Category)

Dates: September 1, 2013-August 31, 2016

PI: P.A. Sharpe, PhD, MPH

Amount Requested: \$793,837

Position: Co-Investigator

Status: Unfunded.

“Cancer Disparities Training Program in a High-Risk, African-American Population”

Source: National Cancer Institute (PAR 10-165)

PI: J.R. Hebert, ScD

Dates: July 1, 2013 – June 30, 2018

Amount Requested: \$2,040,055

Position: Co-Investigator and Steering Committee Member

Status: Received score of 44. Resubmitted in May 2013.

“A Comprehensive Assessment of the Need for Science and Health Communication Research in South Carolina: Formative Research to Develop an Interdisciplinary Research and Education Collaboration”

Source: USC Office of the Vice President for Research (Advanced Support for Innovative Research Excellence-II)

Dates: May 16, 2013 – August 15, 2014

Co-PIs: D.B. Friedman, PhD; A. Tanner, PhD (project lead)

Amount Requested: \$38,992.70

Position: Co-PI

Status: Unfunded.

“A Novel Approach to Examining Prostate Cancer Disparities in South Carolina”

Source: USC Office of the Vice President for Research (Advanced Support for Innovative Research Excellence-I)

Dates: April 16, 2013 – August 15, 2014

PI: D.B. Friedman, PhD; Co-PI: H.M. Brandt, PhD

Amount Requested: \$15,000

Position: PI

Status: Unfunded.

“A Community-based Participatory Approach to the Development of a Computer-based Aid to Facilitate Informed Decision Making for Prostate Cancer Screening among African-American Men”

Source: National Institutes of Health Ruth L. Kirschstein National Research Service Award/F31 Dissertation Grant (PA-11-112)

Dates: July 1, 2013 – June 30, 2014

PI: O.L. Owens, MPH

Amount Requested: \$33,226

Position: Co-Sponsor (In-kind)

Status: Received score of 34. Unfunded.

“A Novel Approach to Examining Prostate Cancer Disparities in South Carolina”

Source: South Carolina Clinical and Translational Research Institute Discovery Pilot Grant

Dates: March 1, 2013 – February 28, 2014

PI: D.B. Friedman, PhD

Amount Requested: \$30,000

Position: PI

Status: Pre-proposal submitted in November 2012; full proposal not requested.

“Improving Communication about Clinical Trials: A Focus on the Health of South Carolina's Rural Population”

Source: The Duke Endowment

Dates: February 1, 2013 – January 31, 2016

PI: D.B. Friedman, PhD

Amount Requested: \$426,272

Position: PI

Status: Pre-proposal submitted in November 2012; full proposal not requested.

“HPV and Cancer mHealth Prevention Education for HIV Positive Women Pilot Study”

Source: National Cancer Institute K01 Mentored Research Scientist Development Award to Promote Diversity

PI: L.T. Wigfall, PhD

Dates: April 1, 2013 – March 31, 2018

Amount Requested: \$694,125

Position: Co-Mentor/Co-Investigator (In kind)

Status: Unfunded. Resubmitted proposal in March 2013.

“A Community-based Participatory Approach to the Development of a Computer-based Aid to Facilitate Informed Decision Making for Prostate Cancer Screening among African-American Men”

Source: National Institutes of Health Ruth L. Kirschstein National Research Service Award/F31 Dissertation Grant (NOT-OD-12-033)

Dates: September 1, 2012 - August 31, 2014

PI: O.L. Owens, MPH

Amount Requested: \$ 66,756

Position: Co-Sponsor (In-kind)

Status: Received score of 38. Resubmitted proposal in December 2012.

“A Population Left Behind: Addressing Reproductive Health Disparities among Young Adult African Americans in South Carolina”

Source: Ford Foundation

Dates: September 1, 2012 – August 31, 2015

PI: L. Annang, PhD

Amount Requested; \$500,000 (letter of intent submitted)

Position: Co-Investigator

Status: Full proposal not requested.

“Wellness Environments and Transformation through Health Research, Innovation, and Virtual Engagement (WE THRIVE)”

Source: National Institutes of Health (NIH Director's Transformative Research Award, RFA-RM-11-006, R01 mechanism)

Dates: September 1, 2012 - August 31, 2017

PI: S.H. Glover, PhD

Amount Requested: \$2,517,251

Position: Co-Investigator

Status: Unscored.

“Social, Cultural, and Contextual Factors for Prostate Cancer Decision Making”

Source: National Institutes of Health, National Cancer Institute (PA 10-067, R01 mechanism)

Dates: September 1, 2012 – August 31, 2015

PIs: D.B. Friedman, PhD and H.M. Brandt, PhD (Multiple PIs)

Amount Requested: \$1,564,359

Position: PI

Status: Unscored. Plans to resubmit.

“University of South Carolina's Science and Health Communication Initiative: Building a Sustainable Interdisciplinary Research and Education Collaboration”

Source: South Carolina Research Foundation, Office of the Vice President for Research

PI: A. Tanner, PhD

Dates: May 16, 2012-August 15, 2013

Amount Requested: \$93,064

Position: Co-Investigator

Status: Unfunded. Plans to resubmit.

“A Secret Shopper Approach to Improving Patient Safety Communication”

Source: National Institutes of Health (PAR-10-135; R21 mechanism)

Dates: July 1, 2012-June 30, 2014

Amount Requested: \$394,963

Position: PI

Status: Unscored.

“South Carolina Cancer Disparities Community Network-II Research to Promote Diversity in Health-related Research”

Source: National Cancer Institute

PI: J.R. Hebert, ScD; Student Applicant: Otis (Shaun) Owens, MPH

Dates: July 1, 2012 – June 30, 2014
Amount Requested: \$100,738
Position: Mentor/Co-Investigator (In kind)
Status: Unfunded.

“South Carolina Hematology-Oncology Center for Education and Research on Therapeutics (CERTS)”
Source: Agency for Healthcare Research and Quality (U19)
PI: C.L. Bennett, MD, PhD
Dates: November 1, 2011 – October 31, 2016
Amount Requested: \$ 4,333,195
Position: Co-PI, Education Core Leader, Project 1 PI, Project 5 Co-Investigator
Status: Received score of 39, not funded.

“The Start of a Statewide Research Dialogue on Decision Making for Prostate Cancer Screening”
Source: South Carolina Clinical and Translational Research Institute
Co-PIs: D.B. Friedman; PhD and C.L. Bennett, MD, PhD
Dates: September 1, 2011 – August 31, 2012
Amount Requested: \$20,000
Position: Co-PI
Status: Unfunded.

“Health Literacy Approach to Decision Making for Prostate Cancer Screening”
Source: Foundation for Informed Medical Decision Making
PI: D.B. Friedman
Dates: October 1, 2011 – September 30, 2012
Amount Requested: \$100,000 (*letter of intent reviewed*)
Position: PI
Status: Full proposal not requested.

“AccessHealth SC: Engaging Working-Age Uninsured Adults in Newly Created Community Networks”
Source: Robert Wood Johnson Foundation (consumer engagement: a key to quality health care)
PI: A. Martin, DrPH; Co-PI: J. Bellinger, PhD
Dates: July 1, 2011 – June 30, 2014
Amount Requested: \$597,705 (*letter of intent/pre-proposal reviewed*)
Position: Co-Investigator
Status: Full proposal not requested.

“Physical Activity in African-American Stroke Survivors and Their Caregivers”
Source: National Institutes of Health, Ruth L. Kirschstein National Research Service Awards for Individual Predoctoral Fellowships (F31) to Promote Diversity in Health-Related Research (PA-10-109)
PI: J.V. Greene, MS
Dates: April 30, 2011 – August 10, 2013
Amount Requested: \$92, 678
Position: Co-Sponsor (In kind)
Status: Unfunded.

“Family Centered Approach to Decision Making for Prostate Cancer Screening Among African Americans”
Source: University of South Carolina Institute for Families and Society Andrew Billingsley African American Families Pilot Research Program
PI: D.B. Friedman, PhD
Dates: January 1 – December 15, 2011
Amount Requested: \$9,915
Position: PI
Status: Unfunded.

“Health Literacy Approach to Decision Making for Prostate Cancer Screening”

Source: National Institutes of Health, National Cancer Institute (PA-09-130)

PI: D.B. Friedman, PhD

Dates: December 1, 2010 – November 30, 2012

Amount Requested: \$351,700

Position: PI

Status: Received score of 26, not funded.

“University of South Carolina Preparedness and Emergency Response Learning Center (USC PERL Center)”

Source: Centers for Disease Control and Prevention, Cooperative Agreement (CDC-RFA-TP10-1001)

PI: J.V.E. Richter, DrPH

Dates: September 30, 2010 – September 29, 2015

Amount Requested: \$4,529,935

Position: Co-Investigator

Status: Unscored.

“Health Literacy Trends and Mediators of Physical Activity and Diet in Adolescence”

Source: National Institutes of Health, National Cancer Institute (PA-07-020)

PI: P. Ward, PhD

Dates: November 1, 2010 – October 31, 2014

Amount: \$2,404,073

Position: Co-Investigator

Status: Unscored, plans to resubmit.

“Primary Care Physicians' Role in Reducing African American Colorectal Cancer”

Source: National Institutes of Health, National Center on Minority Health and Health Disparities (R01)

PI: S. Xirasagar, PhD

Dates: September 1, 2010-August 31, 2013

Amount: \$785,811

Position: Co-Investigator

Status: Unscored.

“Does Mass Media Set the Public Health Agenda ... Or Is It Just the Opposite? Health journalists' and audiences' perceptions about online health and medical news”

Source: University of South Carolina Office of the Vice President for Academic Affairs and Provost Social Sciences Grant Program

PI: D.B. Friedman, PhD

Dates: May 1, 2010-December 1, 2011

Amount: \$20,000

Position: PI

Status: No plans to resubmit.

“Health Literacy Approach to Shared Decision Making for Prostate Cancer Screening”

Source: National Institutes of Health (PAR-07-018)

PI: D.B. Friedman, PhD

Dates: February 1, 2010 – January 31, 2012

Amount Requested: \$351,700

Position: PI

Status: Resubmitted and scored in 2010.

“Project INFORM (Identifying Needs For Optimal Resources and Messaging)”

Source: Centers for Disease Control and Prevention (SIP 09-024)

PIs: D.B. Friedman, PhD; D.L. Richter, EdD, FAAHB

Dates: September 30, 2009 – September 29, 2010

Amount Requested: \$250,000

Position: PI

Status: Proposal scored (239) but not funded.

“The Role of Social Bookmarking in Cancer Prevention Communication”

Source: National Institutes of Health (PA-06-224)

PI: D.B. Friedman, PhD

Dates: December 1, 2009 – November 30, 2011

Amount Requested: \$354,720

Position: PI

Status: Proposal scored (58) but not funded. Considering final submission.

“Comparing Costs and Facilitators of Colonoscopy Done by Primary Care Doctors vs. Specialists”

Source: National Institutes of Health (RC1 Challenge Grant 05-CA-102* Comparative Effectiveness Research on Cancer Screening)

PI: S. Xirasagar, PhD

Dates: September 30, 2009 – September 29, 2011

Amount Requested: \$584,006.00

Position: Co-Investigator

Status: Resubmitted as R01 in 2010.

“The Systematic Kiosk Intervention to Raise Health Associated Word Knowledge”

Source: National Institutes of Health (RC1 Challenge Grant 05-MD-105* Health Literacy)

PI: Rihana S. Williams, PhD (Georgia State University)

Dates: October 1, 2009 – December 31, 2011

Subcontract Amount Requested: \$66,648.96

Position: Subcontract PI

Status: Unfunded. No plans to resubmit.

“The Role of Social Bookmarking in Cancer Prevention Communication”

Source: National Institutes of Health (PA-06-224)

PI: D.B. Friedman, PhD

Dates: April 1, 2009 – March 31, 2011

Amount Requested: \$354,720

Position: PI

Status: Proposal scored (228); Resubmitted in 2009.

“An Environmental Approach to Strengthening Capacity to Prevent and Reduce Underage Drinking in Lexington County School District One, South Carolina”

Source: Substance Abuse and Mental Health Services Administration (STOP Act SP-08-004)

PI: K. Ackerman, MPH

Dates: October 1, 2008 – September 30, 2009

Amount Requested: \$49,460 (Subcontract from LRADAC, The Behavioral Health Center of the Midlands: \$18,265)

Position: University PI

Status: Unfunded. No plans to resubmit.

“Telehealth Communication to Reduce Cancer Disparities in a Faith-based Setting”

Source: National Institutes of Health, National Center on Minority Health and Health Disparities (NOT-MD-08-005)

PI: J.R. Hebert, ScD

Dates: September 30, 2008 – September 29, 2010

Amount Requested: \$591,861

Position: Project Leader/Co-PI

Status: Unfunded. No plans to resubmit.

“Promoting Brain Health for People with Limited Literacy”

Source: Alzheimer’s Association

PI: J.N. Laditka, PhD

Dates: July 1, 2008 – June 30, 2011

Amount Requested: \$240,000

Position: Co-Investigator

Status: Unfunded. No plans to resubmit.

“Assessing Preparedness in Personal Care Agencies”

Source: National Institutes of Health (R01; PAR-07-141)

PI: S.B. Laditka, PhD

Dates: July 1, 2008 – June 30, 2011

Amount Requested: \$1,435,600

Position: Co-Investigator

Status: Unfunded. No plans to resubmit.

“Language for Healthcare Access: A Community-Based Intervention in South Carolina”

Source: National Institutes of Health (R01; PA-07-070)

PI: D.K.H. Messias, PhD; Co-PIs: D. Parra-Medina, PhD, A. Lawson, PhD

Dates: July 1, 2008 – June 30, 2012

Amount Requested: \$2,583,135

Position: Co-Investigator

Status: Unfunded. No plans to resubmit.

“Innovative Culturally-Appropriate Intervention Package to Reduce Low Birth Weight”

Source: National Institutes of Health – Indo-U.S. Program on Maternal and Child Health and Human Development Research (R03; PAR-07-216)

PI: S. Xirasagar, PhD

Dates: December 1, 2007 – November 30, 2009

Amount Requested: \$141,360

Position: Co-Investigator

Status: Scored (197) but not funded. No plans to resubmit.

“Project S.E.A.R.C.H.: An Interactive Web-based Training Program to Improve Health Literacy and Internet Search Skills of Adult Learners in Need of Disaster Preparedness Information”

Source: Verizon Foundation

PI: D.B. Friedman, PhD

Dates: October 15, 2007-October 14, 2008

Amount Requested: \$10,000

Position: PI

Status: Unfunded. No plans to resubmit.

“Developing a Family-Oriented Media Campaign and Education Program in an Effort to Advance Knowledge and Communication about the Risk of Underage Drinking in South Carolina”

Source: Robert Wood Johnson Foundation - Advancing Public Health Practice and Policy Solutions Program

PI: D.B. Friedman, PhD

Dates: December 1, 2007 – November 30, 2009

Amount Requested: \$198,608

Position: PI

Status: Unfunded. No plans to resubmit.

“Silence is Not Always Golden: Assessing Parent Communication with their Adolescent Children about the Risks of Underage Drinking”

Source: University of South Carolina Office of Research and Health Sciences Research Opportunity

Program

PI: D.B. Friedman, PhD; Co-PI: R.F. Valois, PhD

Dates: April 1, 2007 – June 1, 2008

Amount Requested: \$14,957.30

Position: PI

Status: Unfunded. Resubmitted to Substance Abuse and Mental Health Services Administration in 2008.

“Health on the Web: A Content Analysis of Mobilizing Information on Local TV and Newspaper Websites”

Source: University of South Carolina Office of Research and Health Sciences Research Opportunity Program

PI: A. Tanner, PhD

Dates: April 1, 2007 – June 1, 2008

Amount Requested: \$5473.85

Position: Co-Investigator

Status: Unfunded. No plans to resubmit.

“Promoting Brain Health for People with Low Literacy and Limited Resources”

Source: Alzheimer’s Association

PI: J.N. Laditka, PhD

Dates: July 1, 2007 – June 30, 2010

Amount Requested: \$240,000

Position: Co-Investigator

Status: Unfunded. Resubmitted January 2008.

“Brain Power!”

Source: South Carolina Department of Health and Human Services.

PI: C. Davis, MHA; Co-PIs: J.N. Laditka, PhD, C. Cornman, RN, PA, D. Wilson, PhD

Dates: December 1, 2006 - November 30, 2007

Amount Requested: \$198,813

Position: Co-Investigator

Status: Unfunded. No plans to resubmit.

“From Knowledge to Empowerment: Teaching Older African American Men about Prostate Cancer Prevention through a Community Mentorship Program”

Source: The Brookdale Foundation Leadership in Aging Fellowship

Dates: July 1, 2007 – June 30, 2009

Amount Requested: \$127,704

Position: PI

Status: Unfunded. Phase I resubmitted for intramural funding (funded in 2007 by USC).

“Health Numeracy and Cancer Risk Comprehension on the Internet”

Source: Canadian Institutes of Health Research

PI: J.F. Arocha, PhD; Co-PI: L. Hoffman-Goetz, PhD, MPH

Dates: July 1, 2007 – June 30, 2010

Amount: \$186,240

Position: Collaborator

Status: Unfunded. Not involved with resubmission.

“Working with Older African American Women on the Development of a Culturally Sensitive Breast Cancer Prevention Information” (project idea submitted only – October 26, 2006)

Source: National Cancer Institute (through South Carolina Cancer Disparities Community Network)

PI: D.B. Friedman, PhD

Status: Unfunded. Not asked to submit follow-up application.

“Language for Healthcare Access: A Community-Based Intervention in the Southeast”

Source: National Institutes of Health (R01)
PI: D.K.H. Messias, PhD; Co-PI: D. Parra-Medina, PhD
Dates: July 1, 2007 – June 30, 2011
Amount Requested: \$2,512,114
Position: Co-Investigator
Status: Unfunded. Resubmitted November 2007.

“Women’s Health Disparities: From Genes to Population Research”
Source: National Institute of Child Health and Human Development [1K12HD055891-01]
PI: P. Nagarkatti, PhD
Dates: September 1, 2007 – August 31, 2012 (submitted September 2006)
Position: Trainee (up to 75% effort)
Status: Unfunded.

Refereed Conference Presentations

2018

Marquez, D.X., Basia, B., Croff, R., **Friedman, D.B.**, Karlawish, J., & Mohler, J. The Healthy Brain Research Network: Collective Impact in Action. 70th Annual Scientific Meeting of the Gerontological Society of America, Boston, MA, November 14-18, 2018 (Symposium Presentation).

Friedman, D.B., Pearson, J.L., & Spencer, S.M. The Arnold School of Public Health Office for the Study of Aging. 70th Annual Scientific Meeting of the Gerontological Society of America, Boston, MA, November 14-18, 2018 (Symposium Presentation: Building a National Alliance of Academic Centers for Research on Healthy Aging).

Belza, B., Croff, R., **Friedman, D.B.**, Karlawish, J., Marquez, D.X., McGuire, L., & Mohler, J. Healthy Brain Research Network: Leveraging expertise for public health wins. 146th Annual Meeting of the American Public Health Association, San Diego, CA, November 10-14, 2018 (Roundtable Presentation).

Davidson, C., Turner-McGrievy, G., Messias, D.K.H., **Friedman, D.B.**, & Robillard, A. Perspectives on pastoral care for LGBT students: A qualitative study with campus ministry leaders. 146th Annual Meeting of the American Public Health Association, San Diego, CA, November 10-14, 2018 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Adams, S.A., Coleman, K.A., Fulton, J., & Bull, D. Awareness of and conversations about revised mammography screening guidelines among Black women: An exploratory study. 146th Annual Meeting of the American Public Health Association, San Diego, CA, November 10-14, 2018 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Adams, S.A., Williams, C.B., Fulton, J., & Bull, D. Black women's and mammography providers' perceptions of breast density communication. 146th Annual Meeting of the American Public Health Association, San Diego, CA, November 10-14, 2018 (Poster Presentation).

Felder, T., Heiney, S.P., Rubin, L., **Friedman, D.B.**, Franco, R., Hebert, J.R., & Ford, M.E. “She was like, ‘I’m done. I’m not taking this anymore’”: Health care provider perspectives about breast cancer survivors non adherence to adjuvant endocrine therapy. 11th AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, New Orleans, LA, November 5-8, 2018.

Davidson, C., Turner-McGrievy, G., Messias, D., Robillard, A., **Friedman, D.B.**, & Schwiesow, J. Undergraduate campus ministry students’ sexual health concerns: A situational analysis. 14th International Congress of Qualitative Inquiry. Urbana, IL, May 16-19, 2018 (Oral Presentation).

Choi, S.K., & **Friedman, D.B.** Health information seeking behaviors among caregivers of individuals with Alzheimer's disease and related dementias. University of South Carolina Discover Day, Columbia SC, April 20, 2018 (Poster Presentation).

Haynes, V., Brandt, H.M., & **Friedman, D.B.** Exploring opportunities for cervical cancer health communication campaigns in Cusco, Peru: A case study. University of South Carolina Discover Day, Columbia SC, April 20, 2018 (Poster Presentation).

Friedman, D.B., Arp Adams, S., Brandt, H.M., Heiney, S.P., Hebert, J.R., Ureda, J.R., Seel, J.S., Schrock, C.S., Mathias, W., Clark-Armstead, V., Dees, V., Oliver, P., & Yelton, B. Using an arts-based intervention to increase colorectal cancer knowledge. The 11th Annual James E. Clyburn Health Disparities Lecture. Columbia, SC, April 7, 2018 (Poster Presentation).

2017

Askelson, N.M., Best, A., Flocke, S.A., **Friedman, D.B.**, Glanz, K., Heiney, S.P., Ko, L.K., Leeman, J., Parker, E.A., Rohweder, C.L., Seegmiller, L., Stradtman, L., & Vanderpool, R.C. How federally qualified health centers select and implement multi-level evidence-based interventions to improve colorectal cancer screening: A qualitative study. 10th Annual Conference on the Science of Dissemination and Implementation in Health. Arlington, VA, December 4-6, 2017 (Poster Presentation).

Kulkarni, S., Lewis, K., Arp Adams, S., Brandt, H.M., Lead, J.R., Ureda, J.R. Fedrick, D., Mathews, C., & **Friedman, D.B.** What does the Internet tell us about environmental risks of breast cancer? A comprehensive analysis of the content, readability, and cultural appropriateness of online resources. 12th Annual Breast Cancer and Environment Research Group Meeting, Monrovia, CA, November 16, 2017 (Poster Presentation).

Lewis, K., Kulkarni, S., Arp Adams, S., Brandt, H.M., Lead, J.R., Ureda, J.R. Fedrick, D., Mathews, C., & **Friedman, D.B.** "They only talk about it when it happens:" Using focus group methodology to explore African-American communities' perceptions of breast cancer and the environment. 12th Annual Breast Cancer and Environment Research Group Meeting, Monrovia, CA, November 16, 2017 (Poster Presentation).

Belza, B., Choi, S.K., Croff, R., **Friedman, D.B.**, & Wilcox, S. Disseminating and translating research to faith-based communities to improve cognitive health. 4th Annual Healthy Churches 2020 National Conference, Hilton Head, SC, November 14-17, 2017 (Poster Presentation).

Belza, B., Boise, L., **Friedman, D.B.**, Jordan, A., Karlawish, J., Mohler, J., Marquez, D.X., & Snowden, M. The Healthy Brain Research Network: Getting on the (Road) Map. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Oral Symposium Presentation).

Choi, S.K., Kannaley, K., Olscamp, K., Tang, W., & **Friedman, D.B.** Research on Alzheimer's disease messaging in social media by South Carolina Healthy Brain Research Scholars. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Oral Symposium Presentation).

Choi, S.K., Rose, I.D., Chiarelli, M., & **Friedman, D.B.** Understanding types of literacy in the context of Alzheimer's disease research: A scoping review. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Poster Presentation).

Davidson, C., Turner-McGrievy, G., Messias, D.K.H., Robillard, A., Schwiesow, J., & **Friedman, D.B.** Exploration of undergraduate campus ministry student attitudes towards sexuality and sexual health. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Oral Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C., Adams, S.A., Fulton, J., & Bull, D. Multilevel influences on Black women's satisfaction with mammography. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C., Adams, S.A., Fulton, J., & Bull, D. Negative emotions and breast cancer screening beliefs and attitudes in Black women: The case of false positive mammography results. 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Poster Presentation).

Friedman, D.B., Croff, R., Miyawaki, C.E., & Logsdon, R. Who are the scholars of the Healthy Brain Research Network? 145th Annual Meeting of the American Public Health Association, Atlanta GA, November 4-8, 2017 (Oral Symposium Presentation).

Ezeanya, V., Choi, S.K., Kannaley, K., & **Friedman, D.B.** A review of Alzheimer's disease focused mobile applications. Connected Health Conference, Boston MA, October 25-27, 2017 (Poster Presentation).

Farr D.E., Brandt, H.M., Friedman, D.B., Armstead, C.A., Adams, S.A., Fulton, J., & Bull, D. Patient satisfaction and mammography intention among Black women: Contributions of patient-provider interactions. 10th Annual American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved. Atlanta GA, September 27, 2017 (Poster Presentation).

Choi, S.K., Seel, J.S., Steck, S.E., Payne, J., McCormick, D.P., Schrock, C.S., & **Friedman, D.B.** Prostate cancer communication: What do providers and men really think about the current dialogue. 2017 CDC National Cancer Conference, Atlanta GA, August 14-16, 2017 (Poster Presentation).

Rohweder, C.L., **Friedman, D.B.**, Leeman, J., Ko, L., & Glanz, K. Partnering for prevention: The Cancer Prevention and Control Research Network's collaborations with Federally Qualified Health Centers. 2017 CDC National Cancer Conference, Atlanta GA, August 14-16, 2017 (Oral Thematic Panel Presentation).

Li, J.-Y., Kim, S.-H., **Friedman, D.B.**, Tanner, A., Foster, C., & Bergeron, C. Talking about clinical trials: News framing of clinical trial stories in the United States. 100th Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago IL, August 9-12, 2017 (Oral Presentation).

Kannaley, K., Mehta, S., & **Friedman, D.B.** A thematic analysis of dementia blog narratives: Perspectives from caregivers and care recipients. 21st IAGG World Congress of Gerontology & Geriatrics, San Francisco CA, July 23-27, 2017 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Adams, S.A., Fulton, J., & Bull, D. The impact of false positive mammography results on breast cancer screening intention in Black women. Discover USC, University of South Carolina, Columbia SC, April 21, 2017 (Poster Presentation).

Jeter, M., Farr, D.E., Armstead, C.A., **Friedman, D.B.**, Adams, S.A., Fulton, J., Bull, D., & Brandt, H.M. Black women's reactions to breast density information. Discover USC, University of South Carolina, Columbia SC, April 21, 2017 (Poster Presentation).

Olscamp, K., Tang, W., **Friedman, D.B.**, Choi, S.K., Kannaley, K., & Wilcox, S. Connecting brain health and physical activity: Organizational messages and community perceptions. Discover USC, Columbia SC, April 21, 2017 (Poster Presentation).

Rawlinson, K.C., Brandt, H.M., Natterstad, A.H., Farr, D.E., Gibson, A., Ureda, J., Williams, D.G., Green, W., **Friedman, D.B.**, & Hebert, J.R. Evaluating community partnerships to address cancer health disparities in faith-based settings. Discover USC, Columbia SC, April 21, 2017 (Poster Presentation).

Choi, S.K., Rahimi, G., Spencer, S.M., Miller, M., Smith, M., Teixeira, A., Tang, W., Olscamp, K., Kannaley, K., Sofge, J., Pearson, L., & **Friedman, D.B.** The relaunch of the Office for the Study of Aging: Advancing research and education in South Carolina. 13th Annual South Carolina Aging Research Day, Columbia SC, April 7, 2017 (Poster Presentation).

Tang, W., Olscamp, K., Choi, S.K., & Friedman, D.B. Alzheimer's disease messages on YouTube. 38th Annual Meeting of the Southern Gerontological Society, Asheville, NC, April 6-9, 2017 (Poster Presentation).

2016

Rohweder, C., **Friedman, D.B.**, Askelson, N., Flocke, S., Glanz, K., Ko, L., Leeman, J., Parker, E., Vanderpool, R., Choi, S.K., Hebert, J., Taplin, S., & White, A. What are the best intervention and implementation strategies for colorectal cancer screening at federally qualified health centers: A review of reviews. 9th Annual Conference on the Science of Dissemination and Implementation in Health. Washington, DC, December 14-15, 2016 (Poster Presentation).

Tang, W., Gibson, A., Friedman, D.B., Torres, W., Irizarry, J., Rodriguez, J., & Kannaley, K. An evaluation of the Puerto Rico Un Café por el Alzheimer program. 69th Annual Scientific Meeting of the Gerontological Society of America, New Orleans, LA, November 16-20, 2016 (Poster Presentation).

Bergeron, C.D., Messias, D.K.H., **Friedman, D.B.**, Spencer, S.M., & Miller, S.C. Lessons for health professionals: Strategies for enhancing post-fall recovery among older women. 21st International Council on Women's Health Issues Congress, Baltimore, MD, November 6-9, 2016 (Poster Presentation).

Bergeron, C. D., Tanner, A., **Friedman, D.B.**, Zheng, Y., Schrock, C.D., Bornstein, D.B., Segar, M., & Swift, N. A scoping review of research on physical activity communication. 144th Annual Meeting of the American Public Health Association, Denver CO, October 29-November 2, 2016 (Poster Presentation).

Davidson, C.R., Turner-McGrievy, G.M., Messias, D.K.H, **Friedman, D.B.**, & Robillard, A.G. Exploring the role of campus ministry leaders in student mental health at a large public university in the Southeast United States. 144th Annual Meeting of the American Public Health Association, Denver CO, October 29-November 2, 2016 (Oral Presentation).

Owens, O.L., **Friedman, D.B.**, & Hebert, J.R. Recruitment of African-American men for the evaluation of a computerized, community-based prostate cancer education program: Barriers and opportunities. 144th Annual Meeting of the American Public Health Association, Denver CO, October 29-November 2, 2016 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Heiney, S.P., Adams, S.A., Green, W., & Hébert J.R. Influence of culture and religion on cancer fatalism. 9th American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved. Fort Lauderdale FL, September 25-28, 2016 (Poster Presentation).

Tang, W., **Friedman, D.B.**, Kannaley, K., & Edwards, V.J. Comparing intention to be screened and disclose Alzheimer's disease diagnosis: Alzheimer's caregivers versus other caregivers. Annual Convention of the American Psychological Association, Denver CO, August 4-7, 2016 (Oral Symposium Presentation).

Mehta, S., & **Friedman, D.B.** Blogging about Alzheimer's disease: A way for caregivers to be heard. University of South Carolina Discovery Day, Columbia SC, April 22, 2016 (Oral Presentation).

Tang, W., Gibson, A., & **Friedman, D.B.** Aging in place in Columbia, South Carolina: Preliminary analysis of The FriendShip 501(c)(3) Village. University of South Carolina Graduate Student Day, Columbia, SC, April 8, 2016 (Poster Presentation).

Friedman, D.B., Brandt, H.M., Adams, S.A, Wandersman, A.H., Young, V.M., Ureda, J.R., Heiney, S.P., Melvin, C.L., Hurley, T.G., Choi, S.K., Seel, J.S., Campbell, D.A., Smith, K.L., & Hébert, J.R. The South Carolina Cancer Prevention and Control Research Network: Reducing cancer disparities through dissemination and implementation science. The 9th Annual James E. Clyburn Health Disparities Lecture. Columbia, SC, April 1, 2016 (Abstract Booklet).

Friedman, D.B., Wilcox, S., Levkoff, S.E., Hunter, R.H., Gibson, A., Tang, W., & Kannaley, K. The South Carolina Healthy Brain Research Network: Eliminating disparities and promoting cognitive health through education and empowerment. The 9th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 1, 2016 (Poster Presentation).

Friedman, D.B., Brandt, H.M., Arp Adams, S., Wandersman, A.H., Young, V.M., Ureda, J.R., Heiney, S.P., Melvin, C.L., Hurley, T.G., Choi, S.K., Seel, J.S., Campbell, D.A., McCracken, J.L., & Hebert, J.R. South Carolina Cancer Prevention and Control Research Network Arnold School of Public Health 40th Anniversary, Columbia, SC, March 18, 2016 (Poster Presentation).

Friedman, D.B., Wilcox, S., Levkoff, S.E., Hunter, R.H., Gibson, A., Tang, W., Kannaley, K., & Mehta, S. South Carolina Healthy Brain Research Network. Arnold School of Public Health 40th Anniversary, Columbia, SC, March 18, 2016 (Poster Presentation).

Hebert, J.R. Adams, S.A., Armstead, C.A., Brandt, H.M., & **Friedman, D.B.** Reducing cancer health disparities through community engagement, research and training: The South Carolina Cancer Disparities Community Network-II. Arnold School of Public Health 40th Anniversary, Columbia, SC, March 18, 2016 (Poster Presentation).

Gibson, A., **Friedman, D.B.**, Torres, W., Irizarry, J., Rodriguez, J., Tang, W., & Kannaley, K. Increasing Alzheimer's disease awareness through social media: A Puerto Rico case study. 12th Annual South Carolina Aging Research Day, Charleston, SC, February 26, 2016 (Poster Presentation).

Tang, W., Kannaley, K., **Friedman, D.B.**, Edwards, V.J., Wilcox, S., Levkoff, S.E., Hunter, R.H., Irmiter, C., & Belza, B. How worried are you about getting dementia or Alzheimer's disease? An analysis of national survey data. 12th Annual South Carolina Aging Research Day, Charleston, SC, February 26, 2016 (Poster Presentation).

McDonnell, K.K., Eberth, J.M., Strayer, S.M., **Friedman, D.B.**, Cartmell, K.B., & Sercy, E. Testing a brief, clinically-based lung cancer screening decision aid. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, Washington DC, March 30-April 2, 2016 (Poster Presentation).

Davidson, C.R., Turner-McGrievy, G.M., Messias, D.K.H, **Friedman, D.B.**, & Robillard, A.G. Campus ministry leaders: Underutilized partners in promoting undergraduate health and wellbeing. 2016 South Carolina Public Health Association Annual Meeting, Charleston SC, February 17-19, 2016 (Poster Presentation).

Brandt, H.M., Turner-McGrievy B, **Friedman, D.B.**, West, D., Thomas, T., Gentile, D., & Schrock, C. Examining the role of social media during the #SCFlood of October 2015. 2016 South Carolina Public Health Association Annual Meeting, North Charleston SC, February 17-19, 2016 (Oral Presentation).

2015

Liang, S., Kegler, M.C., Fernandez, M.E., **Friedman, D.B.**, Risendal, B., Herrmann, A.K., Tu, S.P., Carvalho, M., & Weiner, B.J. Assessing practice adaptive reserve for implementing evidence-based practices to increase cancer screening in primary care. 8th Annual Conference on the Science of Dissemination and Implementation in Health. Washington, DC, December 14-15, 2015 (Poster Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Armstead, C.A., Heiney, S.P., Adams, S.A., Green, W., Khan, S., & Hébert JR. Untangling the influence of healthcare mistrust on Black Americans' intention to participate in cancer prevention research. Eighth American Association for Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, Atlanta, GA, November 13-16, 2015 (Poster Presentation).

Bergeron, C.B., **Friedman, D.B.**, Spencer, S.M., Messias, D.K.H., & Miller, S.C. Making decisions after

experiencing a fall: Preliminary survey results with older women in South Carolina. 143rd Annual Meeting of the American Public Health Association, Chicago, IL, October 31-November 4, 2015 (Oral Presentation).

Owens, O.L., **Friedman, D.B.**, Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. An academic-community partnership to developing a computer-based aid for promoting informed prostate cancer screening decisions among African American men. 143rd Annual Meeting of the American Public Health Association, Chicago, IL, October 31-November 4, 2015 (Oral Presentation).

Eberth, J.M., McDonnell, K.K., Cartmell, K., Sercy, E., Strayer, S., & **Friedman, D.B.** Family physicians' perceptions of low-dose CT screening for lung cancer. 43rd Annual Meeting of the North American Primary Care Research Group. Cancun, Mexico, October 24-28, 2015 (Poster Presentation).

Eberth, J.M., Odom, J., McDonnell, K.K., Cartmell, K., **Friedman, D.B.**, Sercy, E., & Strayer, S. Perceptions of lung cancer screening and Medicare coverage. 43rd Annual Meeting of the North American Primary Care Research Group. Cancun, Mexico, October 24-28, 2015 (Poster Presentation).

Bergeron, C.D., **Friedman, D.B.**, Messias, D.K.H., Spencer, S.M., & Miller, S.C. "Getting back to normal": Older women's decisions and actions after a fall. 44th Annual Scientific and Educational Meeting of the Canadian Association on Gerontology, Calgary, Alberta, Canada, October 23-25, 2015 (Poster Presentation).

Sisson, D.C., Tanner, A., Bergeron, C.D., **Friedman, D.B.**, Owens, O.L., Kornegay, V., Weis, M.A., & Patterson, L.L. Communicating effectively about the Affordable Care Act: A qualitative study of communication sources and needs among African Americans, Whites, and Latinos. National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 11-13, 2015 (Poster Presentation).

McDonnell, K.K., Messias, D.K.H., **Friedman, D.B.**, Heiney, S., & Owens, O. Living with lung cancer: Receptivity and preferences for risk-reducing behavior among African American families. Sigma Theta Tau International's 26th International Nursing Research Congress, San Juan, Puerto Rico, July 23-27, 2015 (Oral Presentation).

Alia, K.A., Freedman, D.A., Mattison-Faye, A., Cutler, M., & **Friedman, D.B.** (2015). The Dot Game: A participatory approach for farmers' market continuous quality improvement. 15th Biennial Conference for the Society for Community Research and Action, Lowell, MA, June 25-28, 2015 (Poster Presentation).

Swift, N., Schrock, C., Tanner, A., & Friedman, D.B. Let's get physical! An evaluation of physical activity communication research, 1995-2014. University of South Carolina Discovery Day, Columbia SC, April 24, 2015 (Poster Session).

Davidson, C.R., Turner-McGrievy, B., Messias, D.K.H., **Friedman, D.B.**, & Robillard, A. Sex, dating and faith at the University of South Carolina: Campus ministry sexual health communication. University of South Carolina Women's and Gender Studies Program Conference, Bodies of Knowledge in the Academy: Embodied Knowledge and Academic Freedom. Columbia SC, April 23-24, 2015 (Oral Presentation).

Thomas, T.L., Schrock, C., & **Friedman, D.B.** The use of social media in times of crisis: A systematic review. Media & Health Symposium, Center for Media & Health, Virginia Commonwealth University (online Google Hangout conference), February 13, 2015 (Oral Presentation).

2014

Fernandez, M.E., Calo, W.A., Kegler, M., Carvalho, M., Liang, L., Weiner, B, Jacobs, S., Williams, R., Risendal, B., Coombs, L., **Friedman, D.B.**, Herrmann, A., Tu, S.P., & Taplin, S. Developing measures to assess constructs from the inner setting of the Consolidated Framework for Implementation Research. 7th

Annual Conference on the Science of Dissemination and Implementation: Transforming Health Systems to Optimize Individual and Population Health, Bethesda, MD, December 8-9, 2014 (Panel Presentation).

Best, A., Spencer, M., **Friedman, D.B.**, Hall, I., & Billings, D.L. Does spiritual-framing increase the effectiveness of breast cancer screening messages for African American women? 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Oral Presentation).

Bergeron, C.D., **Friedman, D.B.**, Hilfinger Messias, D.K., Spencer, S.M., & Miller, S.C. Decision making after a fall: Preliminary findings examining the experiences of older women and their sources of information. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Poster Session).

Bergeron, C.D., Sisson, D.C., Owens, O.L., **Friedman, D.B.**, Tanner, A., Kornegay, V, Weis, M.A., Windham, T., & Patterson, L. Knowledge, benefits, and concerns about the Affordable Care Act for individuals across the lifespan. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Poster Session).

Campbell, D., Young, V.M., Brandt, H.M., Felder, T., **Friedman, D.B.**, & Hebert, J.R. Identifying the need for developing new frameworks for partnerships in community based research: An assessment of federally qualified health centers in South Carolina. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Oral Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Jackson, D., Ureda, J., Williams, D., Scott, D., & Hébert, J.R. A quantitative analysis of beliefs and behaviors associated with black adults' participation in cancer clinical trials. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Exposition Council of Affiliates Graduate Poster Session).

Ory, M., Kellstedt, D., Carvalho, M., **Friedman, D.B.**, McCracken, J.L., Fernandez, M.E., Dawson, G., & Kegler, M. Use of mini-grants to disseminate evidence-based interventions for cancer prevention and control. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Oral Presentation).

Owens, O.L., **Friedman, D.B.**, Bergeron, C.D., Tanner, A., Kornegay, V., Sisson, D.C., Weis, M.A., Patterson, L., & Windham, T. Assessing community members' knowledge and sources of information about the Affordable Care Act: A telephone survey. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Roundtable Session).

Sisson, D.C., Owens, O.L., Bergeron, C.D., **Friedman, D.B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. Establishing innovative partnerships for effective communication about the Affordable Care Act: The use of community forums. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Roundtable Session).

Wigfall, L.T., Bynum, S., Brandt, H.M., **Friedman, D.B.**, Bond, S., Glover, S.H., Hebert, J.R., Lazenby, G.B., & Richter, D.L. Cervical cancer prevention knowledge and abnormal Pap test experiences among HIV positive women. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Poster Session).

Wigfall, L.T., **Friedman, D.B.**, Brandt, H.M., Treiber, F.A., Glover, S.H., & Hebert, J.R. Cervical cancer prevention beliefs and screening behaviors among low-income women in the United States. 142nd Annual Meeting of the American Public Health Association, New Orleans, LA, November 15-19, 2014 (Poster Session).

Satariano, W.A., Maus, M., Hunter, R., Belza, B., **Friedman, D.B.**, Mullen, S., & Vandenberg, A.E. Wayfinding technologies: Older adults. 67th Annual Meeting of the Gerontological Society of America, Washington, DC, November 5-9, 2014 (Oral Presentation – Symposium).

Wigfall, L.T., Bynum, S.A, Brandt, H.M., **Friedman, D.B.**, Lazenby, G.B., Glover, S.H., & Hebert, J.R. Cervical cancer risk and screening behaviors among women living with HIV/AIDS. 2014 International Cancer Education Conference. Clearwater Beach, FL, October 22-25, 2014 (Oral Presentation).

Freedman, D.A., Mattison-Faye, A., Alia, K., Draper, C.L., & **Friedman, D.B.** Moving from pilot project to policy to support food assistance incentive programs at farmers' markets. 2014 National eXtension Food Security Conference - Building Extension Capacity to Address Community Food Security through Food Systems. Cleveland, Ohio, September 29-October 1, 2014 (Poster Session).

Kim, S-H., Tanner, A., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. Barriers to clinical trial participation: Comparing perceptions and knowledge of African American and white South Carolinians. 97th Annual Conference of the Association for Education in Journalism and Mass Communication. Montreal, Canada, August 6-9, 2014 (Poster Session).

Tanner, A., Owens, O.L., Sisson, D., Kornegay, V., Bergeron, C.D., **Friedman, D.B.**, Weis, M., Patterson, L., & Windham, T. Dodging the debate and dealing the facts: Using research and community partnerships to promote understanding of the Affordable Care Act. 97th Annual Conference of the Association for Education in Journalism and Mass Communication. Montreal, Canada, August 6-9, 2014 (Oral Presentation in Top Paper Panel – *Winner of First Place Faculty Paper in ComSHER Division*).

Wigfall, L.T., **Friedman, D.B.**, Brandt, H.M., Treiber, F.A., Glover, S.H., & Hebert, J.R. Pap test beliefs and cervical cancer screening adherence among US women 21-65 years old: Analysis of the Health Information National Trends Survey (HINTS 4, Cycle 2) data. National Cancer Institute Center to Reduce Cancer Health Disparities Professional Development and Mock Review Workshop, Bethesda, MA, June 23-24, 2014 (Poster Session – *Meritorious Poster Presentation Recognition*).

Risendal, B., Dwyer, A., Callihan, E., Patterson, A.K., Lipscomb, J., Birken, S.A., Arp Adams, S., Heiney, S., **Friedman, D.B.**, & Ory, M.G. Activities to promote and support survivorship care planning at the state level: A report from the CDC/NCI Cancer Prevention and Control Research Network. American Cancer Society, 7th Biennial Cancer Survivorship Conference, Atlanta, GA, June 18-20, 2014 (Poster Session).

Alia, K.A., Freedman, D.A., Brandt, H.M., Gibson-Haiger, P., & **Friedman, D.B.** Engaging stakeholders in the evaluation of the Right Choice, Fresh Start Farmers' Market. University of South Carolina Graduate Student Day, Columbia, SC, April 11, 2014 (Oral Presentation).

Farr, D.E., Brandt, H.M., **Friedman, D.B.**, Jackson, D., Ureda, J., Williams, D., Scott, D., & Hébert, J.R. Opportunities & attitudes: Influences on research participation in Black Americans. South Carolina Public Health Association Annual Meeting, Columbia, SC, May 21, 2014 (Oral Presentation).

Bergeron, C.D., Sisson, D.C., Owens, O.L., **Friedman, D.B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. Knowledge, benefits, and concerns about the Affordable Care Act among individuals of all ages. University of South Carolina Graduate Student Day, Columbia, SC, April 11, 2014 (Oral Presentation).

Bergeron, C.D., Sisson, D.C., Owens, O.L., **Friedman, D. B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. Exploring what adults of all ages know and think about the Affordable Care Act. 7th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 11, 2014 (Abstract Booklet).

Farr, D.E., Brandt, H.M., Friedman, D.B., Jackson, D., Ureda, J.R., Williams, D., Scott, D., & Hébert J.R. Is it more Than mistrust? Examining the influence of structural factors on cancer research participation in a southern Black population. 7th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 11, 2014 (Poster Session).

Friedman, D.B., McCracken, J.L., Brandt, H.M., Freedman, D.A., Arp Adams, S., Young, Y.M., Campbell, D.A., Xirasagar, S., Ureda, J.R., & Hebert, J.R. Promoting the dissemination and implementation of evidence-based strategies to address health disparities: Innovative initiatives of the South Carolina Cancer Prevention and Control Research Network. 7th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 11, 2014 (Abstract Booklet).

Owens, O.L., **Friedman, D.B.**, Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. Developing and evaluating an avatar-led decision aid for facilitating informed prostate cancer screening decisions among African-American men. University of South Carolina Graduate Student Day, Columbia, SC, April 11, 2014 (Oral Presentation – 3 minute presentation competition - 3rd place award winner).

Owens, O.L., Sisson, D.C., Bergeron, C.D., **Friedman, D.B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. South Carolinians' knowledge and sources of information about the Affordable Care Act. 7th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 11, 2014 (Abstract Booklet).

Sisson, D.C., Owens, O.L., Bergeron, C.D., **Friedman, D.B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. Effective communication about the Affordable Care Act: The use of innovative partnerships & community forums. University of South Carolina Graduate Student Day, Columbia, SC, April 11, 2014 (Poster Session).

Sisson, D.C., Owens, O.L., Bergeron, C.D., **Friedman, D.B.**, Tanner, A., Kornegay, V., Weis, M.A., Windham, T., & Patterson, L. Effective communication about the Affordable Care Act: The use of innovative partnerships & community forums. 7th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 11, 2014 (Abstract Booklet).

Freedman, D.A., Mattison-Faye, A., Alia, K.A., & **Friedman, D.B.** From market to mouth: Fruit and vegetable purchasing and preparation patterns among farmers' market customers. 14th Annual Meeting of the American Academy of Health Behavior, Charleston, SC, March 16-19, 2014 (Poster Session).

Bergeron, C.B., **Friedman, D.B.**, Spencer, S.M., Messias, D.K.H., & Miller, S. Perceptions of assistive technology in independent older women's post-fall decisions. South Carolina Aging Research Day, Columbia, SC, January 24, 2014 (Poster Session).

2013

Friedman, D.B. Symposium Moderator. Aging and Public Health, Community Wayfinding and Public Health: Relevance, Research and Promise. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Belza, B., Satariano, W., Hunter, R.H., **Friedman, D.B.**, & Toyaji, M. Tools and technologies in facilitating community wayfinding: Opportunities and challenges. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Friedman, D.B., Kegler, M., Tu, S.P., Liang, S., Risendal, B., Young, V.M., Glenn, B.A., Carmack, C., Pfeiffer, D., Coombs, L., Williams, R., Fernandez, M.E. Identifying factors influencing implementation of evidence-based practices for cancer prevention and control in community health centers (CHCs): Development of a multi-state CHC survey. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Foster, C., Tanner, A., Kim, S-H., McKeever, B., & **Friedman, D.B.** Mental health on Web 2.0: A comprehensive assessment of YouTube as a community marketplace for mental health information and social support. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Poster Session).

Jackson, D.D., Owens, O.L., Thomas, T.L., Friedman, D.B., & Hebert, J.R. A comprehensive, mixed methods assessment of African-American men's and women's health and cancer decision making. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Owens, O.L., Friedman, D.B., Brandt, H.M., Bernhardt, J.M., & Hebert, J.R. Informed decision making in a new age: Technology use in informing older southern African-American men about prostate cancer screening. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Owens, O.L., Thomas, T.L., James, C., Jackson, D.D., Williams, A., Friedman, D.B., Ureda, J.R., Johnson, K.M., Dickey, J., Miller, R., Lovett, S., Gansauer, L., Bearden, J., & Hebert, J.R. African American men and informed prostate cancer-related decision making: Developing valid measures. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Wigfall, L.T., Brandt, H.M., Bynum, S., **Friedman, D.B.**, Richter, D.L., Glover, S.H., & Hebert, J.R. Cervical cancer prevention knowledge and screening behaviors among medically underserved women living with HIV. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Poster Session).

Wigfall, L.T., Bynum, S., **Friedman, D.B.**, Brandt, H.M., Richter, D.L., Glover, S.H., & Hebert, J.R. Healthcare provider sharing/explaining and HIV-positive women's understanding of cancer health information about abnormal pap test results. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Oral Presentation).

Wigfall, L.T., **Friedman, D.B.**, Brandt, H.M., Bynum, S., Richter, D.L., Glover, S.H., & Hebert, J.R. Potential challenges with using mhealth interventions among medically underserved middle-aged women living with HIV. 141st Annual Meeting of the American Public Health Association, Boston, MA, November 2-6, 2013 (Poster Session).

Kim, S-H., Tanner, A., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. Barriers to clinical trial participation: A comparison of rural and urban communities in South Carolina. 96th Annual Conference of the Association for Education in Journalism and Mass Communication. Washington, DC, August 8-11, 2013 (Poster Session).

Tanner, A., Kim, S-H., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. Clinical trial recruitment at academic medical centers: Current practices and perceptions about recruiting strategies. 96th Annual Conference of the Association for Education in Journalism and Mass Communication. Washington, DC, August 8-11, 2013 (Poster Session).

Owens, O.L., Friedman, D.B., Brandt, H.M., & Hebert, J.R. Study of African-American men's health information technology use and prostate cancer screening behavior: Moving toward A digital approach to informed decision making. University of South Carolina Graduate Student Day, Columbia, SC, April 12, 2013 (Poster Session).

Friedman, D.B., Bergeron, C.D., Foster, C., Tanner, A.H., & Kim, S-H. Knowledge and perceptions about clinical trials from South Carolina's urban and rural populations. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Abstract Booklet).

Friedman, D.B., Freedman, D.A., Choi, S.K., Anadu, E., Brandt, H.M., Carvalho, N., Hurley, T.G., Young, V.M., & Hebert, J.R. Provider communication and healthy role modeling at a federally qualified health center-based farmers' market. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Abstract Booklet).

Bergeron, C.D., Foster, C., **Friedman, D.B.**, Tanner, A.H., Kim, S-H. A qualitative comparison of barriers, motivators, and strategies to clinical trial participation in rural and urban South Carolina. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Poster Session).

Ellis, J.H., Porter, D.E., **Friedman, D.B.**, Scott, G., & Puett, R. Study of fishing and fish consumption patterns in the Gullah/Geechee Sea Island population. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Abstract Booklet).

Foster, C., Bergeron, C.D., **Friedman, D.B.**, Tanner, A.H., Kim, S-H. Techniques in doctor-patient communication in clinical trial recruitment among rural populations in South Carolina. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Poster Session).

Greene, J.V., Fritz, S.L., Bryan, M., **Friedman, D.B.**, Durstine, J.L., & Newman-Norlund, R. Perceptions of African Americans with stroke regarding the role of race and culture during inpatient rehabilitation physical therapy experiences. 6th Annual James E. Clyburn Health Disparities Lecture, Columbia, SC, April 5, 2013 (Poster Session).

Jackson, D.D., Owens, O.L., **Friedman, D.B.**, Thomas, T.L., & Hebert, J.R. A mixed methods approach to exploring African-American men's and women's health and cancer decision making. 6th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 5, 2013 (Abstract Booklet).

McCracken, J.L., **Friedman, D.B.**, Brandt, H.M., Arp Adams, S., Xirasagar, S., Ureda, J.R., Mayo, R.M., Comer, K., Evans, M., Fedrick, D., Talley, J., Broderick, M., & Hebert, J.R. Reducing cancer disparities in South Carolina by promoting implementation of community and evidence-based cancer prevention and control interventions. 6th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 5, 2013 (Abstract Booklet).

Owens, O.L., **Friedman, D.B.**, Brandt, H.M., Hebert, J.R., & Bernhardt, JM. Digital health solutions for promoting informed decision making about prostate cancer screening among African-American men 6th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 5, 2013 (Poster Session).

Owens, O.L., Thomas, T.L., James, C., Jackson, D.D., Williams, A., **Friedman, D.B.**, Ureda, J., Johnson, K.M., Dickey, J., Miller, R., Dickey, J., Lovett, S., Gansauer, L., Bearden, J.D., & Hebert, J.R. Developing a tool for assessing prostate cancer decision making among African-American men in the South. 6th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 5, 2013 (Abstract Booklet).

Friedman, D.B., Freedman, D.A., Choi, S.K., Anadu, E., Brandt, H.M., Carvalho, N., Hurley, T.G., Young, V.M., & Hebert, J.R. Provider communication intervention at a federally qualified health center-based farmers' market: Implications for implementation science. Improving Health through Evidence-based Practice and Policy – Joint Scientific Retreat on Implementation Science, Columbia, SC, March 1, 2013 (Oral Presentation).

Owens, O.L., **Friedman, D.B.**, Brandt, H.M., & Hebert, J.R. Informed decision making in the digital age: A study of African-American men's health information technology use and prostate cancer screening behavior. Digital Health Communication Extravaganza, Orlando, FL, February 20-22, 2013 (Poster Session).

2012

Laditka, J.N., Laditka, S.B., & **Friedman, D.B.** Meta-analysis of the Healthy Brain Study: An approach for promoting brain health. 65th Annual Meeting of the Gerontological Society of America, San Diego, CA, November 14-18, 2012 (Poster Session).

Bergeron, C.D., Foster, C., **Friedman, D.B.**, Tanner, A.H., & Kim, S-H. (2012). Knowledge and perceptions of clinical trials among African American and White women in South Carolina: Implications for future research in women's health. Carolina Women's Health Research Forum, University of South Carolina School of Medicine, Columbia, SC, November 2, 2012 (Poster Session – *received Best Student Poster Award*).

Foster, C., Bergeron, C.D., Tanner, A.H., **Friedman, D.B.**, & Kim, S-H. (2012). Strategies for recruiting White and African American women into clinical trials. Carolina Women's Health Research Forum, University of South Carolina School of Medicine, Columbia, SC, November 2, 2012 (Poster Session).

Adams, S.A., Khang, L., **Friedman, D.B.**, Young, V.M., Campbell, D., Choi, S.K., & Hebert, J.R. Geospatial methods in examining cervical cancer screening behaviors at three health centers in South Carolina. 2012 Summit on the Science of Eliminating Health Disparities. National Harbor, MD, October 31-November 2, 2012 (Accepted for Poster Session; conference dates changed to December 17-19, 2012).

Koskan, A., **Friedman, D.B.**, Messias, D.H.K., Brandt, H.M., & Walsemann, K.M. Sustaining community health programs delivered by promotores de salud: Program planners' perspectives and experiences. 140th Annual Meeting of the American Public Health Association, San Francisco, CA, October 27-31, 2012 (Oral Presentation).

Owens, O.L., Jackson, D.D., Thomas, T.L., **Friedman, D.B.**, & Hebert, J.R. Perceptions and barriers to clinical trials participation among African-American men and women in a faith-based community in the south. 140th Annual Meeting of the American Public Health Association, San Francisco, CA, October 27-31, 2012 (Oral Presentation).

Thomas, T.L., Owens, O.L., & **Friedman, D.B.** A content analysis of prostate cancer screening information on YouTube. 140th Annual Meeting of the American Public Health Association, San Francisco, CA, October 27-31, 2012 (Oral Presentation).

Tanner, A., Kim, S-H., Foster, C., **Friedman, D.B.** & Bergeron, C. Barriers to medical research participation as perceived by clinical trials investigators: Reaching out to rural and African American communities in South Carolina. 95th Annual Convention of the Association for Education in Journalism and Mass Communications, Chicago, IL, August 9-12, 2012 (High Density Research Session).

Owens, O.L., **Friedman, D.B.**, Johnson, K.M., Thomas, T.L., Dawkins, D.S., Gansauer, L., Bartelt S., Waddell, N.M., Talley, J., Bearden, J.D. III, & Hebert, J.R. Improving health communication and marketing practices for recruiting dyads in an African-American, faith-based community: Lessons learned from a community-academic-clinical Team. 6th Annual CDC National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 7-9, 2012 (Poster Session).

Bergeron, C.D., Foster, C., **Friedman, D.B.**, Tanner, A., & Kim, S-H. Current state of clinical trials recruitment in rural South Carolina: Are public health and medical investigators reaching potentially eligible participants? South Carolina Public Health Association Annual Convention, Myrtle Beach, SC, May 22-25, 2012 (Poster Session).

Adams, S.A., Khang, L., **Friedman, D.B.**, Young, V.M., Campbell, D., & Hebert, J.R. Influencing dissemination and implementation science through innovative GIS applications. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Abstract Booklet).

Freedman, D.A., Alia, K., Willms, L., Young, V.M., Brandt, H.M., **Friedman, D.B.**, & Hebert, J.R. The Right Choice Fresh Start Farmers' Market: A multidimensional farm-to-health center intervention. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Abstract Booklet).

Friedman, D.B., Young, V.M., Freedman, D.A., Adams, S.A., Brandt, H.M., Felder, T.M., Xirasagar, S., Khang, L., Campbell, D.A., Ureda, J.R., Hurley, T.G., McCracken, J.L., & Hébert, J.R. The South Carolina Cancer Prevention and Control Research Network: A collaboration of researchers, federally qualified health centers, and community partners. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Poster Session).

Hebert, J.R., Adams, S.A., Armstead, C.A., Brandt, H.M., Broderick, M., & **Friedman, D.B.** Reducing cancer

health disparities through community engagement, research, and training: the South Carolina Cancer Disparities Community Network-II. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Poster Session).

Owens, O.L., **Friedman, D.B.**, Johnson, K.M., Thomas, T.L., Dawkins, D.S., Gansauer, L., Bartelt S., Waddell, N.M., Talley, J., Bearden, J.D. III, & Hebert, J.R. Improving the recruitment and retention of African-American dyads for cancer disparities research: lessons learned from a community-academic-clinical team. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Abstract Booklet).

Thomas, T.L., Owens, O.L., **Friedman, D.B.**, Torres M.E., & Hebert, J.R. Written and spoken narratives about health and cancer decision making: A community photovoice project. 5th Annual James E. Clyburn Health Disparities Lecture Series, Columbia, SC, April 20, 2012 (Poster Session – *received 3rd place poster award*).

Van Slooten, E., **Friedman, D.B.**, & Tanner, A. Are we getting the health information we need from the mass media?: Consumers' perceptions about online health and medical news. University of South Carolina Discovery Day, Columbia SC, April 20, 2012 (Poster Session - *received 1st prize in the Social Sciences Category*).

Friedman, D.B., Hunter, R., Bryant, L.L., Rose, I.D., Anderson, L.A., Wu, B., & Tseng, W. Beliefs and practices for reducing risk of cognitive impairment among physicians and other adults. Society for Public Health Education Midyear Scientific Conference, Nashville, TN, April 11-14, 2012 (Oral Presentation).

Alia, K.A., Freedman, D.A., Butler, P.E., **Friedman, D.B.**, & Hebert, J.R. Farmers' markets: Promoting health by connecting community members in underserved environments. 33rd Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA, April 11-14, 2012 (Poster Session).

Adams, S.A., Khang, L., **Friedman, D.B.**, Young, V.M., Campbell, D., & Hebert, J.R. Influencing dissemination and implementation science through innovative GIS applications. 5th Annual NIH Conference on the Science of Dissemination and Implementation. Bethesda, MD, March 19-20, 2012 (Poster Session).

Owens, O., Thomas T., **Friedman, D.B.**, & Torres M. Enhancing innovative health communications methodologies using traditional technology. Digital Health Communication Extravaganza, Orlando, FL, February 15-17, 2012 (Digital Poster Session).

2011

Fiske, A., Bryant, L.L., Tseng, W., Brennan, M., Oman, D., **Friedman, D.B.**, Fetterman, D.J., & Ivey, S.I. Spirituality, religiosity and cognition: A review of research with older adults and their caregivers. 64th Annual Meeting of the Gerontological Society of America, Boston, MA, November 18-22, 2011 (Oral Session - Symposium).

Friedman, D.B., Young, V.M., Freedman, D.A., Adams, S.A., Brandt, H.M., Felder, T.M., Xirasagar, S., Ureda, J.R., Hurley, T., Steck, S.E., Thrasher, J.F., & Hebert, J.R. Reducing cancer disparities through innovative partnerships: A collaboration of the South Carolina Cancer Prevention and Control Research Network and Federally Qualified Health Centers. 139th Annual Meeting of the American Public Health Association, Washington, DC, October 29-November 2, 2011 (Oral Session).

Freedman, D.A., Whiteside, O., Young, V., Brandt, H.M., Wilms, L., Hatala, J., & **Friedman, D.B.** Pharmacies to farm stands: Assessing readiness for establishing farmers' markets at community health centers. 139th Annual Meeting of the American Public Health Association, Washington, DC, October 29 November 2, 2011 (Poster Session).

Friedman D.B., Thomas, T., Owens, S., Johnson, K.M., Dawkins, D.S., Bartelt, S., Gansauer, L., Talley, J., Waddell, N.M., Bearden, J.D., & Hebert, J.R. To screen or not to screen: African-American men's and women's suggestions for how to motivate men to talk to their doctors about prostate cancer. Joint conference

of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Oral Session).

Owens, S., Thomas, T., Friedman, D.B., & Hebert, J.R. New strategies for prostate cancer communications within African-American communities: Reducing information access disparities. Joint conference of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Oral Session).

Thomas, T., Owens, S., Friedman, D.B., Johnson, K.M., Dawkins, D.S., Bartelt, S., Gansauer, L., Bearden, J.D., & Hebert, J.R. African-American men's and women's knowledge, perceptions, and barriers to communicating about prostate Cancer: A family-centered qualitative study. Joint conference of the American Association for Cancer Education, Cancer Patient Education Network, and European Association for Cancer Education, Buffalo, NY, September 8-10, 2011 (Poster Session – *received 3rd place poster award*).

Freedman, D.A., Young, V.M., Brandt, H.M., Armstrong, P., Cobbs, E., **Friedman, D.B.,** & Hebert J.R. Assessing readiness for establishing farmers' markets at community health centers. National Association of Community Health Centers, Community Institute, San Diego, CA, August 28-30, 2011 (Poster Session).

Williams, M.S., Friedman, D.B., & Tu, F. Development of the Nutrition4Kids website. Cure4Kids Global Summit: Advancing Cancer Education and Healthy Living in Our Communities, St Jude Children's Research Hospital, Memphis, TN, June 9-11, 2011 (Poster Session). **Recipient of 3rd place award for Cure4Kids Global Innovation Challenge.*

Friedman, D.B., Young, V.M., Freedman, D.A., Adams, S.A., Brandt, H.M., Felder, T.M., Xirasagar, S., Ureda, J.R., Hurley, T., Khang, L., & Hebert, J.R. Reducing health disparities through innovative partnerships: An alliance of the South Carolina Cancer Prevention and Control Research Network and Federally Qualified Health Centers. Health Equity in the 21st Century: Saving the Next Generation – Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, Sc, April 29, 2011 (Poster Session).

Thomas, T., Owens, S., Friedman, D.B., & Hebert, J.R. Discovering new strategies for delivering prostate cancer information in a faith-based African-American community. Health Equity in the 21st Century: Saving the Next Generation – Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, Sc, April 29, 2011 (Poster Session -*recipient of 1st place award for poster session competition*).

Hochhalter, A.K., Bryant, L.L., Hunter, R., Liu, R., **Friedman, D.B.,** Price, A.E., Sharkey, J.R., Reddy, S., Caprio, A.J., & McCrystle, S. Primary care providers' perceptions about cognitive health: A qualitative study. AcademyHealth Annual Research Meeting, Seattle, WA, June 12-14, 2011 (Poster Session).

Dominick, G.M., Friedman, D.B., Saunders, R.P., Hussey, J.R., & Watkins, K.W. Physical activity literacy among foster parents: An exploratory study. 32nd Annual Meeting of the Society of Behavioral Medicine, Washington, DC, April 27-30, 2011 (Poster Session).

Rose, I.D., & Friedman, D.B. A systematic review of studies examining health information seeking and communication practices of sexual minority youth. University of South Carolina Graduate Student Day, Columbia, SC, April 8, 2011 (Oral Session - *presentation received Honorable Mention at Graduate Student Day*).

Davidson, C., Billings, D., and **Friedman, D.B.** Thoughts on family planning: A qualitative study in San Ignacio, Belize. University of South Carolina Women's and Gender Studies Conference, Columbia SC, March 18, 2011 (Oral Session).

Dominick, G.M., Saunders, R.P., **Friedman, D.B.,** Hussey, J.R., & Watkins, K.W. Factors associated with foster parent instrumental social support for physical activity. Department of Psychiatry and Human Behavior Research Day, Alpert Medical School, Brown University, Providence, RI, March 9, 2011 (Poster Session).

Friedman, D.B., Laditka, S.B., Laditka, J.N., Wu, B., Liu, R., Price, A.E., Tseng, W., Corwin, S.J., Ivey, S.L., Hunter, R., Sharkey, J.R., & Wilcox, S. Perceptions about the roles of social interaction, mental activity, and positive attitudes for maintaining cognitive health among ethnically diverse older adults. South Carolina Aging Research Day, Columbia, SC, February 4, 2011 (Poster Session).

Corwin, S.J., **Friedman, D.B.**, Dominick, G.M., & Rose, I.D. What makes a man more likely to 'get' prostate cancer? Thoughts from older African American men in South Carolina: Implications for health promotion. South Carolina Aging Research Day, Columbia, SC, February 4, 2011 (Poster Session).

2010

Vandenberg, A.E., Price, A.E., **Friedman, D.B.**, Marchman, G., & Anderson, L.A. What are the top cable news web sites telling us about brain health? 63rd Annual Meeting of the Gerontological Society of America, New Orleans, LA, November 19-23, 2010 (Poster Session).

Price, A.E., Corwin, S.J., **Friedman, D.B.**, Laditka, S.B., Colabianchi, N., & Montgomery, K. Content linking physical activity and cognitive health in top-circulating magazines, 2006-2008. 63rd Annual Meeting of the Gerontological Society of America, New Orleans, LA, November 19-23, 2010 (Poster Session).

Day, K.L., Buckmaster, P.L., Anderson, L.A., Bryant, L., Caprio, A., **Friedman, D.B.**, Hochhalter, A., Hunter, R., Weaver, E., & Wu, B. U.S. physicians' perceptions, knowledge, and practices regarding cognition: Searching for evidence. 63rd Annual Meeting of the Gerontological Society of America, New Orleans, LA, November 19-23, 2010 (Poster Session).

Bynum, S.A., Brandt, H.M., **Friedman, D.B.**, Annang, L., & Tanner, A. Gender differences in HPV knowledge, beliefs, and vaccine acceptance among Southern Black college students. 138th Annual Meeting of the American Public Health Association, Denver, CO, November 6-10, 2010 (Oral Session).

Koskan, A., Rose, I.D., & **Friedman, D.B.** From Web 1.0 to 2.0: What is the 'Social Web' telling us about prostate cancer screening. University of South Carolina's Convergence & Society Conference: Science, Health, and New Dimensions of Communications. Columbia, SC, October 10-12, 2010 (Oral Session).

Davidson, C.R., **Friedman, D.B.**, & Billings, D.L. Anti-fertility effects of traditional medicinal plants: A systematic review. University of South Carolina Graduate Student Day, Columbia, SC, April 2, 2010 (Poster Session – *poster received Honorable Mention at Graduate Student Day*).

Belza, B., **Friedman, D.B.**, Hunter, R., Ory, M., & Snowden, M., on behalf of the CDC-Healthy Aging Research Network. Influencing practice and policy through a collaborative research network: An effective strategy for addressing healthy aging issues. SOPHE and Prevention Research Centers Program Joint 2010 Conference, Atlanta, GA, April 7-9, 2010 (Oral Session – Symposium).

2009

Friedman, D.B., Laditka, S.B., Laditka, J.N., Wu, B., Liu, R., Mathews, A.E., Tseng, W., & Corwin, S.J. "Media focus on Alzheimer's after the loss": Diverse older adults' ideas on keeping a healthy brain. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session - Symposium).

Day, K.L., Wu, B., **Friedman, D.B.**, McGuire, L.C., Laditka, S.L., Laditka, J.N., Hunter, R., & Anderson, L.A. Physician beliefs and practices for reducing risks of cognitive impairment: A large national survey. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session – Symposium).

Bryant, L.L., Hochhalter, A., Hunter, R., Sharkey, J.R., **Friedman, D.B.**, Liu, R., & Mathews, A.E. "You give

them enough time to talk a little bit”: Mid-level practitioner focus groups results. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session - Symposium).

Hochhalter, A., Hunter, R., Bryant, L.L., Sharkey, J.R., **Friedman, D.B.**, & Liu R. Physician opinions and practices for reducing risks of cognitive impairment. Focus group results. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session - Symposium).

Laditka, S.B., Brennan, M., Laditka, J.N., **Friedman, D.B.**, Fetterman, D.J., Liu, R., Ivey, S., & Bryant, L.L. “It’s a blessing to be sharp”: Creative expressions of spirituality and cognitive health. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session - Symposium).

Laditka, S.B., Laditka, J.N., Liu, R., Mathews, A.E., Wu, B., **Friedman, D.B.**, Bryant, L.L., & Corwin, S.J. “There’s normal dementia as you get older, isn’t there?” Descriptions of memory loss. 62nd Annual Meeting of The Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session - Symposium).

Laditka, S.B., Tseng, W., Mathews, A.E., Wu, B., Ivey, S.L., **Friedman, D.B.**, Beard, R., & Liu, R. “Is my mind on overload because of being a caregiver?” Cognitive health among dementia caregivers. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Oral Session – Symposium).

Liu, R., Laditka, S.B., Laditka, J.N., **Friedman, D.B.**, Corwin, S.J., & Mathews, A.E. Older adults’ descriptions of cognitive decline and concerns about brain health. 62nd Annual Meeting of the Gerontological Society of America, Atlanta, GA, November 18-22, 2009 (Poster Session).

Bynum, S.A., Brandt, H.M., Annang, L., **Friedman, D.B.**, & Tanner, A. Cultural and historical influences on HPV vaccine acceptance among southern Black college students. 4th Annual National Graduate Student Research Festival, National Institutes of Health, Bethesda, MD, November 12-13, 2009 (Poster Session).

Koskan, A.M., **Friedman, D.B.**, & Messias, D.K.H. “Comprende la informacion sobre su salud?” A review of health literacy research for the Hispanic population. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 7-11, 2009 (Poster Session).

Rose, I.D., & **Friedman, D.B.** Experiential training in disaster preparedness communication to serve groups with lower literacy: An innovative graduate health education module. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 7-11, 2009 (Roundtable Session).

Barnett, C.L., Lindley, L.L., **Friedman, D.B.**, & Taylor, J. Are lesbians receiving the sexual health Information they need? A content analysis of Web-based resources. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 7-11, 2009 (Oral Session).

Lindley, L.L., Barnett, C.L., **Friedman, D.B.**, & Brandt H.M. Perceived risk for HIV, STIs, and reproductive cancers among sexual minority women in South Carolina. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 7-11, 2009 (Oral Session).

Mathews, A.E., Corwin, S.J., Laditka, S.B., **Friedman, D.B.**, Colabianchi, N., & Montgomery, K. Formative research to guide the development of theory-based messages promoting physical activity and cognitive health for older adults. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 7-11, 2009 (Poster Session).

Friedman, D.B., Burroughs, E.L., Rheaume, C.E., Feeney, A., Suitt, M.E., Wilcox, S., & Hooker, S.P. “We’re not that difficult to figure out!” Marketing a physical activity program to middle-age and older African American men: A formative research study. Centers for Disease Control and Prevention National Conference on Health Communication, Marketing, and Media, Atlanta, GA, August 11-13, 2009 (Poster Session).

Tanner, A., & **Friedman, D.B.** Online health sources of information: An analysis of local TV Web sites. Annual Conference of the Association for Education in Journalism and Mass Communication, Science Communication Interest Group, Boston, MA, August 5-8, 2009 (Oral Session).

Mathews, A.E., Laditka, S.B., Laditka, J.N., Wilcox, S., Corwin, S.J., Liu, R., **Friedman, D.B.**, Hunter, R., Tseng, W., & Logsdon, R. Older adults' perceived physical activity enablers and barriers: A multicultural perspective. 56th Annual Meeting of the American College of Sports Medicine Seattle, WA, May 29, 2009 (Poster Session).

Kao, E.K., **Friedman, D.B.**, & Montgomery, K.M. Perceptions of health communication and care by the deaf community in the Southeastern United States and by the health providers who serve them: A pilot study. University of South Carolina Discovery Day, Columbia SC, April 24, 2009 (Poster Session – *poster awarded 2nd prize in the Social Sciences and Education category*).

Rose, I.D., & **Friedman, D.B.** Disaster communication training for reaching vulnerable populations: An empirical assessment of a graduate level health education curriculum. University of South Carolina Graduate Student Day, Columbia SC, April 3, 2009 (Poster Session).

2008

Wright, M.S., Brandt, H.M., Corwin, S.J., **Friedman, D.B.**, & Hebert, J.R. Barriers to colonoscopy among African-Americans residing in medically underserved areas: A descriptive study. National Institutes of Health Summit: The Science of Eliminating Health Disparities, National Harbor, MD, December 16-18, 2008 (Poster Session).

Friedman, D.B., Laditka J.N., Laditka, S.B., & Mathews, A.E. An analysis of cognitive health communication in popular magazines: Are women and men receiving the same messages? 61st Annual Meeting of the Gerontological Society of America, National Harbor, MD, November 21-25, 2008 (Poster Session).

Mathews, A.E., Laditka, S.B., Laditka, J.N., & **Friedman, D.B.** What is mass media telling us about brain health? A comparison of magazines for seniors and general audiences. 61st Annual Meeting of the Gerontological Society of America, National Harbor, MD, November 21-25, 2008 (Poster Session).

Corwin, S.J., Mathews, A.E., Laditka, S.B., Laditka, J.N., Wilcox, S., Liu, R., & **Friedman, D.B.** Older adults' suggestions for aging well and maintaining brain health: "Just keep moving." 61st Annual Meeting of the Gerontological Society of America, National Harbor, MD, November 21-25, 2008 (Poster Session).

Friedman, D.B., Laditka, J.N., Hunter, R.H., Ivey, S.L., Wu, B., Laditka S.B., Tseng, W., Corwin, S.J., Liu, R., & Mathews, A.E. Getting the message out: A cross cultural comparison of older adults' media awareness, information needs, and ideas about maintaining a healthy brain. 136th Annual Meeting of the American Public Health Association, San Diego, CA, October 25-29, 2008 (Oral Session – Symposium).

Friedman, D.B., Mathews, A.E., Laditka, S.B., & Laditka, J.N. Brain health in the media: An exploratory analysis of health promotion in popular magazines (2006-2007). 136th Annual Meeting of the American Public Health Association, San Diego, CA, October 25-29, 2008 (Poster Session).

Friedman, D.B., Corwin, S.J., Rose, I.D., & Dominick, G.M. Older African American men's prostate cancer knowledge and information needs. An exploratory assessment using a multi-level health literacy framework. 136th Annual Meeting of the American Public Health Association, San Diego, CA, October 25-29, 2008 (Oral Session). **Recipient of the James G. Zimmer New Investigator Research Award*

Friedman, D.B., & Corwin, S.J. Perceptions of prostate cancer risk and screening behaviors among African American men. 136th Annual Meeting of the American Public Health Association, San Diego, CA, October 25-29, 2008 (Poster Session).

Tanner, A., **Friedman, D.B.**, Barr, D., & Koskan, A. Preparing for disaster: An examination of public health preparedness information on local TV Web sites. Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 8, 2008 (Oral Session). **Conference research paper awarded 2nd prize in the Science Communication Interest Group*

Dominick, G.M., Rose, I.D., **Friedman, D.B.**, & Corwin, S.J. Functional health literacy of older African American men in South Carolina: Implications for prostate cancer education. Annual Meeting of the South Carolina Public Health Association, Myrtle Beach, SC, May 21, 2008 (Oral Session).

Koskan, A., Barr, D., **Friedman, D.B.**, & Tanner, A. Preparing for the worst: What are local T.V. news Websites communicating to the public about disasters/emergencies?" Annual Meeting of the South Carolina Public Health Association. Myrtle Beach, SC, May 21, 2008 (Poster Session). **Oral presentation (D. Barr, A. Koskan) on this research received 1st prize in the Communication, Journalism, and Linguistics category at University of South Carolina Graduate Student Day (April 2, 2008)*

Tanwar, M., **Friedman, D.B.**, & Richter, J.V.E. Assessing the readability and suitability of online public health preparedness resources. Annual Meeting of the South Carolina Public Health Association, Myrtle Beach, SC, May 21, 2008 (Poster Session).

Tanwar, M., **Friedman, D.B.**, Richter, J.V.E., & Yoho, D. Assessing comprehension of disaster/emergency preparedness resources by adult learners with limited health literacy. Annual Meeting of the South Carolina Public Health Association, Myrtle Beach, SC, May 21, 2008 (Oral Session). **Received award for highest scored conference abstract*

Rose, I.D., Dominick, G.M., Corwin, S.J., & **Friedman, D.B.** Using a multi-level conceptualization of health literacy to explore older African American men's knowledge, information seeking, and resource needs about prostate cancer prevention. Forging Solutions through Research and Practice – Part of the James E. Clyburn Health Disparities Lecture Series, University of South Carolina, Columbia, SC, April 25, 2008 (Poster Session - *poster also awarded 2nd prize in Health Sciences and Policy category at University of South Carolina Graduate Student Day, April 2, 2008*)

Mathews, A.E., Laditka, J.N., Laditka, S.B., Wilcox, S., Corwin, S.J., Liu, R., & **Friedman, D.B.** When you Stay active...your mind is active: Older adults' suggestions for aging well and maintaining cognitive health. South Carolina Aging Research Conference: Movement and Mobility, Clemson, SC, March 31, 2008 (Poster Session).

2007

Friedman, D.B., Tanner, A., & Smith, K. Health literacy and the Internet: Evaluating the readability of medical resources on local television websites. 135th Annual Meeting of the American Public Health Association, Washington, DC, November 6, 2007 (Poster Session).

Friedman, D.B., Patterson, N.J., Kanwat, C.P., Neely, J.C., Samuel, C., & Headrick, M.L. Antibiotic use by dairy farmers in South Carolina: A pilot evaluation of knowledge, attitudes, and practices. 135th Annual Meeting of the American Public Health Association, Washington, DC, November 5, 2007 (Oral Session).

Friedman, D.B., & Hoffman-Goetz, L. The search for credible cancer information: A Canadian Aboriginal perspective. 41st Annual Meeting of the American Association for Cancer Education, Birmingham, AL, October 11-13, 2007 (Poster Session).

Tanner, A., **Friedman, D.B.**, & Smith, K. Health on the Web: A content analysis of mobilizing information on local TV Web sites. Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC, August 9, 2007 (Oral Session).

Friedman, D.B. Toxic prose and the World Wide Web: Guiding students toward jargon-free health Information on the Internet. 81st Annual School Health Conference, Honolulu, HI, July 13, 2007 (Poster Session).

Sharkey, J., Laditka, J.N, Laditka, S.B, Hochhalter, A., Corwin, S.J, Liu, R., **Friedman, D.B.**, & Wilcox, S. Attitudes about nutrition, physical activity, and brain health among older adults In the United States. 6th Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Oslo, Norway, June 20, 2007 (Poster Session).

Patterson, N.J., **Friedman, D.B.**, Neely, J.C., Kanwat, C.P., Christian, K., & Headrick, M.L. Ensuring antibiotic effectiveness in animals and humans: A public health study on South Carolina dairy farmers' knowledge about antibiotic resistance. South Carolina Public Health Association Meeting, Myrtle Beach, SC, May 23, 2007 (Poster Session).

2006

Friedman, D.B., & Hoffman-Goetz, L. Assessing the cultural sensitivity of breast cancer information with Canadian Aboriginal women: A participatory approach. 134th Annual Meeting of the American Public Health Association, Boston, MA, November 6, 2006 (Oral Session).

Hoffman-Goetz, L., & **Friedman, D.B.** Public libraries as partners in cancer education: Teaching older adults how to search the Web for cancer resources. 40th Annual Meeting of the American Association for Cancer Education, San Diego, CA, October 12, 2006 (Poster Session).

Friedman, D.B., & Hoffman-Goetz, L. An assessment of older adults' comprehension of cancer information on the Internet: Is readability a key factor? Institute for Healthcare Advancement's 5th Annual Health Literacy Conference, Irvine, CA, May 4, 2006 (Poster Session).

Hoffman-Goetz, L & **Friedman, D.B.** Health literacy and the World Wide Web: Comparing the readability of Web pages on three leading incident cancers. Institute for Healthcare Advancement's 5th Annual Health Literacy Conference, Irvine, CA, May 4, 2006 (Poster Session).

2005

Ryan, E.B., & **Friedman, D.B.** (co-presenters). Overcoming communication barriers in seniors' search for health information. Communication and Aging Symposium, University of Toronto at Mississauga, Mississauga, Canada, February 18, 2005 (Oral Session).

2004

Friedman, D.B., & Hoffman-Goetz, L. Ethnic and geographic coverage of cancer coverage in Canadian newspapers. 38th Annual Meeting of the American Association for Cancer Education, Baltimore, MD, October 14, 2004 (Poster Session).

2003

Friedman, D.B., & Serwonka, S. Expanding access to cancer information in other languages: Reflection on the first year's work of the Canadian Health Network, Cancer Affiliate's Task Force on Multilingual, Multicultural, and Plain Language Cancer Web Resources. 13th Annual Cancer Patient Education Network Conference of the National Cancer Institute, Toronto, Canada, November 8, 2003 (Oral Session).

Friedman, D.B., Hoffman-Goetz, L., & Arocha, J.F. Readability of cancer information on the Internet. 37th Annual Meeting of the American Association for Cancer Education, Little Rock, AR, October 30, 2003 (Poster Session).

2002

Friedman, D.B., & Hoffman-Goetz, L. Cancer coverage in North American seniors' publications. 130th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 11, 2002 (Poster Session). **Conference research paper awarded the American Public Health Gerontological Health Section Retirement Research Foundation Master's Student Research Award*

1999

Smith, W.L., **Friedman, D.**, Croucher, C., & Millar, C. Caregiver acceptability ratings of positive behavioral programming for treating behavior problems in the elderly. 25th Annual Convention of the Association for Behavior Analysis, Chicago, IL, May 27, 1999 (Poster Session).

Invited Professional Presentations and Seminars

2018

Friedman, D.B., & Rohweder, C. What are FQHCs doing to increase rates of colorectal cancer screening? Training for Champions for Colorectal Cancer Screening in South Carolina, Columbia, SC, June 20, 2018 (Invited Webinar Presentation).

Ingram, L., & **Friedman, D.B.** Cognitive and sexual health: Opportunities for collaborative discourse about healthy aging. Coventry University, United Kingdom, June 18, 2018 (Invited Scholar).

Isenhower, D., New, C., & **Friedman, D.B.** Health literacy: Developing a uniform assessment tool for statewide use. South Carolina Hospital Association Transforming Health Symposium, Columbia, SC, April 10, 2018 (Invited Panelist).

Radford, M., **Friedman, D.B.**, & Penka, J. Now what? Navigating life after the PhD. USC School of Library and Information Science Doctoral Colloquium, Columbia, SC, March 1, 2018 (Invited Panelist).

2017

Friedman, D.B. Health literacy. Quality Advisory Council Meeting of the South Carolina Hospital Association, Columbia, SC, November 3, 2017 (Invited Speaker).

Ingram, L., & **Friedman, D.B.** Community-engaged approaches to communicating effectively about environmental health sciences research. USC Department of Environmental Health Sciences Seminar, Columbia, SC, September 6, 2017 (Invited Co-presenter).

Friedman, D.B. Stay in your community with The FriendShip: An aging-in-place Village model in Columbia, South Carolina. 13th Annual South Carolina Aging Research Day, Columbia, SC, April 7, 2017 (Invited Panelist).

Edward, K., & **Friedman, D.B.** Seven principles for good online teaching. USC Center for Teaching Excellence, Columbia, SC, January 26, 2017 (Invited Co-presenter).

2016

Friedman, D.B. SCERC: Strategies for communicating the environmental risks of cancer. Breast Cancer and the Environment Research Program Grantees Business Meeting, Durham, NC, December 5, 2016 (Invited Panelist).

Brandt, H.M., Turner-McGrievy, G., **Friedman, D.B.**, West, D., Thomas, T., Gentile, D., & Schrock, C. Examining the role of Twitter in the response and recovery during and after the #SCFlood of October 2015.

144th Annual Meeting of the American Public Health Association, Denver CO, October 29-November 2, 2016 (Invited Oral Session).

Friedman, D.B., & Payne, J. Building an effective workgroup – the Prostate Cancer Workgroup. South Carolina Cancer Alliance Annual Meeting, Columbia SC, October 20, 2016.

Friedman, D.B. Community perceptions and knowledge about aging: A focus on brain health and cancer prevention. University of South Carolina-Advancing Diversity in Aging Research (SC-ADAR) Undergraduate Program, Columbia SC, July 19, 2016.

Friedman, D.B. What do people know and think about cognitive aging? Healthy Brain Research Network Scholar Webinar and Interactive Learning Session, June 7, 2016 (Invited Speaker; Online Session).

Solomon, P., Gavigan, K., **Friedman, D.B.**, & Jeffries, R. Publishing in academia. USC School of Library and Information Science Seminar, Columbia SC, April 13, 2016 (Invited Panelist).

2015

Mullen, B., Blair, J., & **Friedman, D.B.** Creating partnerships for healthy aging. The FriendShip 501(c)(3) case study. USC Department of Exercise Science Seminar, Columbia SC, December 4, 2015.

Friedman, D.B. What we know about health disparities and its implications: Getting to health equity. Annual Health Sciences South Carolina Board Retreat, Columbia, SC, November 5, 2015 (Invited Panelist).

Friedman, D.B. Public perceptions and media coverage of cognitive health and impairment. U.S. Department of Health and Human Services 2015 Healthy Aging Summit, Washington, DC, July 27-28, 2015 (Invited Plenary Session).

Friedman, D.B. South Carolina Cancer Alliance Prostate Cancer Work Group. USC Cancer Prevention and Control Program Community Advisory Group Meeting, Columbia, SC, June 3, 2015.

Friedman, D.B. Healthy aging and promoting cognitive health. Palmetto Medical, Dental, and Pharmaceutical Association Annual Conference, Columbia, SC, April 25, 2015.

Friedman, D.B. Wisdom from the trenches. USC Arnold School of Public Health New Faculty Research Orientation, Columbia, SC, February 27, 2015.

2014

Bergeron, C.D. & **Friedman, D.B.** (2014). The importance of risk communication in public health emergencies: Tips for developing and testing your messages. International workshop "Strategizing and Organizing in Extreme Contexts: Challenges and Opportunities for Practice-based Studies," HEC Montreal, Montreal, Quebec, Canada, October 15-16, 2014.

Friedman, D.B. Is what's good for our hearts good for our brains? Shepherd's Center of Columbia, Columbia, SC, April 20, 2014.

Friedman, D.B., & Logsdon, R. Healthy Aging Research Network Healthy Brain Work Group initiatives. Special Interest Project 13-072 Dementia and Co-occurring Chronic Conditions: 2nd Expert Panel Meeting. Conference Call led by University of Washington, February 10, 2014 (Conference Call Presentation).

2013

Tanner, A., & **Friedman, D.B.** Improving knowledge and communication of the Affordable Care Act: A focus on South Carolina adults in Richland County. Affordable Care Act Information Dissemination Project Community Engagement Team Meeting, Columbia, SC, December 17, 2013.

Friedman, D.B. Overview of the structure and work of the CDC-funded Healthy Aging Research Network. Geographical Management of Cancer Health Disparities Program (GMAP) Region 1&2 Overall Group Conference Call, Columbia, SC, December 4, 2013 (Conference Call Presentation).

Wilcox, S., & **Friedman, D.B.** Overview and healthy brain priorities of the CDC Healthy Aging Research Network. USC Healthy Aging Forum: A Focus on Cognition, Columbia, SC, December 3, 2013 (Panel Presentation).

Owens, O.L., **Friedman, D.B.**, Jackson, D.D., & Hebert, J.R. Promoting the role of cancer research with an African-American faith-based community: A focus on prostate cancer. National Cancer Institute's Center to Reduce Cancer Health Disparities Community Networks Program Centers (CNPC) Program Meeting, Bethesda, MD, June 10-11, 2013 (Poster Session).

Friedman, D.B. "I just want to be sharp for the rest of my life." Is what's good for our hearts good for our brains? Shepherd's Center of Lexington, Lexington, SC, May 9, 2013.

Baumgart, M., **Friedman, D.B.**, Tilly, J., Frank, J., Phelan, E., & Logsdon, R. Panel Response to The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships 2013-2018 (L.A. Anderson presentation). Centers for Disease Control and Prevention Healthy Aging Research Network Grantee Meeting, Atlanta, GA, April 24, 2013.

Friedman, D.B. Planning ahead for your Tenure and Promotion file: Tips and ideas based on my experience. USC Arnold School of Public Health Seminar for Junior Faculty Members, Columbia, SC, March 28-29, 2013.

Friedman, D.B. The role of health communication in cancer prevention and control: New directions, opportunities, and challenges. USC Cancer Prevention and Control Program Colloquium Series, Columbia, SC, February 8, 2013.

2012

Kim, S-H., Tanner, A., **Friedman, D.B.**, Foster, C., & Bergeron, C.D. Knowledge, perceptions, and communication needs about clinical trials among rural and African American communities in South Carolina. USC Science and Health Communication Research Group Meeting, Columbia, SC, October 5, 2012.

Friedman, D.B. Moving Your classroom online: Tips to maintain quality and interactivity. University of South Carolina Center for Teaching Excellence Seminar. Columbia, SC, February 17, 2012.

2011

Friedman, D.B. USC-Gibbs prostate project focus group update and overview of current work with HSSC funded clinical trials communication grant. Gibbs Cancer Center Oncology Investigators' Meeting. Spartanburg, SC, December 1, 2011.

Friedman, D.B. South Carolina Cancer Alliance. Prostate cancer work group update. South Carolina Cancer Alliance Annual Meeting - Creating Synergy: Many Voices, One Cause. Columbia, SC, October 14, 2011.

Friedman, D.B. Where's Waldo 2.0: Sorting through the noise and rethinking cancer communication. Cure4Kids Global Summit: Advancing Cancer Education and Healthy Living in Our Communities, St Jude Children's Research Hospital, Memphis, TN, June 9, 2011.

Crews, T., **Friedman, D.B.**, & Lewis, E. Panel discussion on teaching online. University of South Carolina Women's Faculty Organization Event, Columbia, SC, April 13, 2011.

2010

Friedman, D.B. Sorting through the noise: Navigating the changing landscape of health communication. USC Office for the Study of Aging, Dementia Dialogues Train the Trainer Forum, Columbia, SC, November 19, 2010.

Friedman, D.B. Still searching for Waldo? Communicating across cultures. USC Office of Research Consortium for Science, Technology, Environment, and Medicine in Society. Columbia, SC, November 12, 2010.

Kim, S-H., Tanner, A. & **Friedman, D.B.** A comprehensive assessment of the knowledge, perceptions, and communication needs about clinical trials among adults in rural South Carolina. Health Sciences South Carolina Board of Directors Meeting, Clemson, SC, October 29, 2010.

Friedman, D.B. Theme Session 2: Intersections between journalism, health communications, and convergent media. University of South Carolina's Convergence & Society Conference: Science, Health, and New Dimensions of Communications, Columbia, SC, October 11, 2010 (Session Moderator).

Friedman, D.B. Public Health 2.0: The role of mass media and technology in health communication. South Carolina Public Health Association Winter Conference, Columbia, SC, February 4, 2010 (Opening Speaker).

Friedman, D.B. We thought it was difficult to find Waldo! But where in cyberspace can we find credible health information? The Chapin Woman's Club Meeting, Columbia, SC, February, 2, 2010.

2009

Friedman, D.B. Healthcare practices and utilization among older adults. 137th Annual Meeting of the American Public Health Association, Philadelphia, PA, November 9, 2009 (Session Moderator).

2008

Friedman, D.B. The important role of health communication in obesity prevention. 2008 Obesity Prevention Summit, Eat Smart Move More South Carolina, Columbia, SC, March 6, 2008.

Friedman, D.B. Disaster communication for populations with low literacy: Are messages reaching the people who need them the most? Lunch & Learn Seminar sponsored by University of South Carolina Center for Public Health Preparedness, Columbia, SC, February 7, 2008.

2007

Friedman, D.B. "Disaster preparedness:" What exactly does it mean for individuals with limited literacy? Seminar for University of South Carolina Center for Public Health Preparedness, Columbia, SC, November 20, 2007.

Friedman, D.B. Developing health messages and working with the media. MATCH Project (Mobilizing Against Threats to Community Health) Capacity Training Event, Atlanta, GA, October 11, 2007.

Friedman, D.B. & Tanner, A. Developing a family-oriented media campaign and education program in an effort to advance knowledge and communication about the risk of underage drinking in South Carolina. Association for Education in Journalism and Mass Communication, Washington, DC, August 8, 2007 (Pre Conference Oral Session).

Friedman, D.B. Social marketing 101: The role of social marketing in promoting healthy behaviors among youth. Seminar for “Changing the Culture of Underage Drinking” Conference of the SC Association of Prevention Professionals and Advocates & the Underage Drinking Enforcement Training Center, Columbia, SC, March 23, 2007.

Friedman, D.B. Back from the farm: Lessons in health communication. Seminar for University of South Carolina Department of Health Promotion, Education, and Behavior, Columbia, SC, February 27, 2007.

2006

Friedman, D.B. Social marketing of health: How does it work? Educational Seminar for Lexington One Community Coalition, Lexington, SC, November 8, 2006.

2005

Hoffman-Goetz, L., Arocha, J.F., **Friedman, D.B.**, Donelle, L., & Tamin, R. Toxic prose syndrome: The importance of health literacy for older adults in the information age. Kitchener Public Library, Kitchener, Canada, November 9, 2005.

Friedman, D.B. & Hoffman-Goetz, L. Health literacy and the World Wide Web: Where are we now? Meeting of the Cancer Prevention and Early Detection Network of Waterloo Region (CPEDN-WR), Waterloo, Canada, June 20, 2005.

Friedman, D.B. & Hoffman-Goetz, L. Seniors' comprehension of cancer information on the Internet. Meeting of the Cancer Prevention and Early Detection Network of Waterloo Region (CPEDN-WR), Waterloo, Canada, February 21, 2005.

2004

Friedman, D.B. & Hoffman-Goetz, L. Assessing the readability of cancer information on the Internet. Meeting of the Cancer Prevention and Early Detection Network of Waterloo Region (CPEDN-WR), Waterloo, Canada, October 25, 2004.

Friedman, D.B. Portrayals of cancer in the mass print media. 19th Annual Conference of the Canadian Association of Psychosocial Oncology, Toronto, Canada, May 8, 2004 (Symposium Discussant).

2003

Friedman, D.B. Effects of the media on childhood obesity and nutrition. Childhood overweight/obesity: A multidisciplinary perspective. Panel Presentation for the Department of Health Studies and Gerontology, University of Waterloo, Waterloo, Canada, September 4, 2003.

Friedman, D.B. Expanding the cancer spectrum: A reflection on the work of the Canadian Health Network, Cancer Affiliate's Task Force on Multilingual and Multicultural Cancer Web Resources. Department of Health Studies and Gerontology Seminar Series, University of Waterloo, Waterloo, Canada, May 7, 2003.

Teaching Experience

Courses Taught

| | | |
|-----------|---------------|---|
| 2017 | HPEB 710 | Evaluation of Health Promotion Programs |
| 2010 | HPEB 700 | Concepts and Methods in Health Promotion |
| 2008-2009 | SCHC 499B | Undergraduate Senior Thesis/Project (Honors College) |
| 2007- | HPEB 711/J711 | Applied Health Communication |
| 2007- | HPEB 547/J547 | Consumer Health in Contemporary Society |
| 2006- | HPEB 690/790 | Independent Study Projects |
| 2007 | SCCC 459D | Catastrophe: Risk, Communication, and Ethics |
| 2006- | HPEB 704 | Health Promotion Research Doctoral Seminar |
| 2005 | HLTH 348 | Social Psychology of Health Behavior (University of Waterloo) |

Student Supervision

Primary Academic Advisor

Fall 2017-Summer 2018

- Victoria Lambert, Health Communication Certificate Student

Fall 2016-

- Seul Ki Choi, Postdoctoral Fellow
- Venice Haynes, Health Communication Certificate Student

Fall 2015-

- Timothy Scott Reeves, Health Communication Certificate Student

Fall 2015-Spring 2017

- Lauren Bateman, MPH Student
- Emmily Coleman, MPH Student
- Anna Polatty, Health Communication Certificate Student
- Weizhou Tang, Health Communication Certificate Student
- Lisa Webb, Health Communication Certificate Student

Spring 2015-Spring 2016

- Andrea Gibson, Health Communication Certificate Student

Fall 2014-Spring 2016

- Jessica Seel, MPH Student
- Courtney Schrock, MPH Student and Health Communication Certificate Student
- Neha Jaggi, Health Communication Certificate Student

Spring 2014-Fall 2015

- Lisa Wigfall, PhD, Health Communication Certificate Student
- Tracey Thomas, DrPH Student (serving as dissertation chair)

Spring 2014-Spring 2015

- Marc Aaron Guest, Health Communication Certificate Student

Spring 2014-Summer 2014

- Megan McConville, Health Communication Certificate Student

Fall 2013-present

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- Nan Carter, Health Communication Certificate Student

Fall 2013-Spring 2015

- Breanna Grant, MPH Student

Fall 2013-Spring 2014

- Katrina Black, Health Communication Certificate Student

Spring 2013-Fall 2014

- Elizabeth Chastain, Health Communication Certificate Student

Spring 2012-Spring 2014

- Briana Davis, Health Communication Certificate Student

Spring 2012-Fall 2012

- Mary Zmuda, Health Communication Certificate Student

Fall 2011–Fall 2012

- Ansley Faria, Health Communication Certificate Student

Summer 2011-present

- Annette Cook, Health Communication Certificate Student

Spring 2011-Fall 2015

- Caroline Bergeron, DrPH Student

Spring 2011-Fall 2012

- Jeremy Vanderknyff, Health Communication Certificate Student

Spring 2011-Spring 2012

- Kendyl Schultz, Health Communication Certificate Student

Fall 2010-Fall 2012

- Alicia Best, Health Communication Certificate Student

Fall 2010-Spring 2014

- Shaun Owens, PhD Student (**Recipient of the 2014 HPEB Outstanding Doctoral Student Award*)

Spring 2010-Spring 2011

- Ruth Hendrickson, Health Communication Certificate Student

Fall 2009-Summer 2011

- Kojo Nana Danquah-Duah, MPH Student

Spring 2009-Fall 2010

- Charis Robinson, MPH Student

Spring 2009-Fall 2009

- Lauren Vincent, Health Communication Certificate Student

Fall 2008-Summer 2012

- India Rose, PhD and Health Communication Certificate Student

Fall 2007-Summer 2011

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- Alexis Koskan, PhD and Health Communication Certificate Student (**Recipient of the 2011 HPEB Outstanding Doctoral Student Award*)

Spring 2008-Summer 2010

- Sarah Rabieh, MPH Student

Fall 2008-Spring 2010

- Amy Mattison Faye, MPH Student

Fall 2007-Spring 2009

- Winston Abara, MPH Student

Spring 2007-Summer 2008

- Marlie Floyd, MPH Student
- India Rose, MPH Student (**Recipient of the 2008 HPEB Outstanding Masters Student Award*)

Independent Study Project Advisor

- Tracey Thomas, DrPH Student, "Use of Social Media for Risk and Crisis Communication." Fall 2014.
- Robin Estrada, PhD Nursing Student, "An Evaluation of the Literature on Narrative Theory within the Context of Patient-Provider Communication." Fall 2009-Spring 2010.
- Charis Davidson, MPH Student, "Systematic Review of the Literature on CAM Approaches to Contraceptive Practices." Fall 2009.
- Alexis Koskan, PhD Student, "Systematic Review of Methods used to Plan and Evaluate Health Programs with Lay Health Advisors." Summer 2009.
- Charlotte Toole Galloway, PhD Student, "Evaluation of Literacy Centers' Capacity to Promote Disaster Preparedness." Summer 2009.
- Alexis Koskan, PhD Student, "Health Literacy among the Hispanic Population." Summer 2008.
- Helene Vilme, MPH Student, "Prostate Cancer Prevention with both African American Men and Women," Summer 2008.
- Gregory Dominick, PhD Candidate, "Computer Literacy and Web-based Health Communication," Summer 2007.
- Lauren Vincent, MPH Student, "Evaluation of a Breast Cancer Awareness Event: *First Ladies' Walk for Life ... Steps Against Breast Cancer*," Fall 2006.

Undergraduate Senior Thesis Director

- Elaine K. Kao (BARSC Student, Honors College), "Perceptions of Health Communication and Care by the Deaf Community in South Carolina and by the Health Providers who Serve Them: A Pilot Study," 2008-2009. **Received \$1,500 Seniors Thesis Grant from Honors College*

Undergraduate Senior Thesis Second Reader

- Drew Myers (Honors College), "Plain Language Education for Individuals Newly Diagnosed with Lung Cancer and Family Members: A Focus on Health Literacy," 2014-2015.

Undergraduate Training in Aging Research

- Victor Ezeanya (Allen University Student) "A Review of Alzheimer's Disease Focused Mobile Applications" 2017

Doctoral Dissertation Committee Chair

- Tracey L. Thomas, "Framing Risk, Responsibility, and Resolution: A Mixed-Methods Study Exploring Traditional and Social Media Coverage of the 2014 Elk River Chemical Spill," Defended November 2015.

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- Caroline D. Bergeron, "Post-Fall Decision Making among Older Women Living in Continuing Care Retirement Communities: A Mixed Methods Study," Defended October 2015. * *Student Poster Winner at 2012 Carolina Women's Health Research Forum*. **Recipient of Canadian Institutes of Health Research Doctoral Research Award on Patient-Oriented Research*. **2015 USC Breakthrough Graduate Scholar*.
 - Otis L. Owens, "A Community-based Participatory Approach to the Development of a Computer-based Aid to Facilitate Informed Decision Making for Prostate Cancer Screening among African-American men," Defended March 2014. **2013 USC Distinguished Graduate Scholar*.
 - India D. Rose, "Parent-Child Health Communication from the Perspectives of Young African American Men who have Sex with Men and the Parents of Young African American Men who have Sex with Men," Defended June 2012. **Recipient of the 2011 USC Martin Luther King Jr. Day Social Justice Student Award*.
 - Alexis Koskan, "Promotora-led Programs: How do Program Planners Conceptualize the Role of Promotoras and Select and Train Promotoras to Deliver and Sustain Obesity-related Health Programs among Hispanic Women?" Defended June 2011. **Recipient of the 2011 Women's and Gender Studies Emily Thompson Award for one of her Dissertation Manuscripts and Recipient of the 2011 USC Graduate School Summer Dissertation Fellowship*.

Doctoral Dissertation Committee Member

- Venice Haynes, "HPV Screening in Peru," Dissertation proposal in progress.
- William M. Andrews, "Art for Health Walk," Dissertation proposal in progress.
- Kimberly Jones (Department of Environmental Health Sciences), "Assessing the Role of Transdisciplinary Science as an Intervention to Increase Feelings of Empowerment to Impact Watershed Health," Defended dissertation proposal October 2018.
- Weizhou Tang (College of Social Work), "Association between Behavioral and Psychological Symptoms in Persons with Alzheimer's Disease and Depression in Caregivers from Low Income families," Defended dissertation proposal October 2018.
- Zac Hart (Department of Environmental Health Sciences), "Assessing Stakeholder Needs and Preferences for Coastal Swimming Advisories in Charleston, South Carolina," Defended dissertation proposal March 2018.
- Khadija Ejaz (School of Journalism and Mass Communications), "A Matter of Life and Death: Analyzing News Coverage of a Controversial Brain Death Case," Defended dissertation proposal December 2017.
- Pearman Hayne (College of Nursing), "Chemotherapy Knowledge and Health Literacy among Women with Breast Cancer," Defended July 2018.
- Deonna E. Farr, "The Impact of False Positive Mammography Results on Breast Cancer Screening intention in Black Women," Defended December 2017.
- Yue Zheng (School of Journalism and Mass Communication), "Combining the Situational Theory of Problem Solving and Technology Acceptance Model to Motivate Mobile Donations for Health-Related Nonprofit Organizations," Defended May 2016.
- Charis Davidson, "Understanding the Meaning of Healthy Romantic Relationships from the Perspectives of University Students and Campus Ministry Leaders," Defended dissertation proposal October 2014.
- Jamelle Ellis (Department of Environmental Health Sciences), "Fish Consumption Patterns in the Gullah/Geechee Sea Island Population," Defended December 2013.
- Li-Ling Huang, "Evaluation of Mass Media Campaigns to Change Smokers' Knowledge, Attitudes and Behaviors in China and Taiwan," Defended October 2013.
- Caroline Foster (School of Journalism and Mass Communication), "YouTube and the New Generation of Mental Health Messaging: Exploring the Potential of Interactive Media to Change Knowledge, Attitudes and Behaviors about Mental Health," Defended May 2013.
- Jennifaye V. Greene (Department of Exercise Science), "Exploring the Role of Race and Culture in Stroke Rehabilitation Disparities," Defended April 2013.
- Lorie L. James (Geryk), "Investigating Developmental Patterns of Symptom & Impairment Change Among Youth with ADHD, Subthreshold ADHD, and Youth Without ADHD," Defended December 2012.
- Alicia L. Best, "Speaking to the Spirit: Examining the Effects of Spiritually-Framed Breast Cancer Screening Messages among African American Women," Defended November 2012.

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- Quesa McClain (Department of Health Services Policy and Management), "Weathering the Disaster Faithfully: The Pastoral Influence on Preparedness Efforts of African American Women in the Baptist Church," Defended March 2012.
 - Urrat Buranakongkatee, "Implementation of Elderly Club Programs in Thailand," Defended October 2011.
 - Kelli Kenison, "Sustainability of the ENRICH Project: A Multi-Case Study," Defended May 2011.
 - Holly C. Pope, "The Heart, Soul, Mind, & Strength (HSMS) Program: Program Impacts on Participants' Religiosity, Spirituality, and Social Support," Defended May 2010.
 - Gregory M. Dominick, "Factors Associated with Foster Parent Instrumental Social Support for Physical Activity," Defended October 2009.
 - Shalanda A. Bynum, "Fostering Acceptance & Promoting Information about HPV and HPV Vaccination among Black College Students," Defended September 2009.
 - Martin H. Evans, "Exploration of Associations of Regular Soft Drink Consumption and Nutrition Media Literacy among Adolescents," Defended April 2009.
 - Anna E. Mathews, "Formative Research to Guide the Development of Persuasive Messages Linking Physical Activity and Cognitive Health for Older Adults," Defended March 2009.
 - Marcie Wright, "Assessing Psychosocial, Cultural, and System-Level Barriers to Colorectal Cancer Screening Among African Americans," Defended April 2008.
 - Mariana Toma-Drane, "Effects of Post-Chernobyl Evacuation on Belarusian's Health Risk Perception and Behavior after 17 Years," Defended January 2008.
 - Keith Y. Shah (Health Services Policy and Management), "Current Status and Emerging Trends of International Medical Outsourcing in the United States - A Qualitative Study," Defended November 2007.
 - Maureen Dever-Bumba, "Family Empowerment in Relational Caregiving: Grandparents Raising Grandchildren," In progress (part time), program of study approved.

Honors and Awards

External Fellowships and Awards

- First Place Faculty Paper Award (Tanner, Owens, Sisson, Kornegay, Bergeron, **Friedman**, Weis, Patterson & Windham), Association for Education in Journalism and Mass Communication Communicating Science, Health, Environment and Risk (ComSHER) Division, 2014
- James G. Zimmer New Investigator Research Award, American Public Health Association Gerontological Health Section, 2008
- Top Three Faculty Paper Award (2nd Place Tanner, **Friedman**, Koskan, Barr), Association for Education in Journalism and Mass Communication Science Communication Interest Group, 2008
- Faculty Inductee, Delta Omega Society Mu Chapter, 2008
- Travel Award, American Association for Cancer Education, 2007
- University of Toronto/McMaster University Indigenous Health Research Development Program Graduate Scholarship, funded by Canadian Institutes of Health Research-Institute of Aboriginal People's Health, 2005-2006
- Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, 2004-2006
- Gerontological Health Retirement Research Foundation Master's Student Research Award, American Public Health Association, 2002
- Ontario Graduate Scholarship, 2001-2004

Internal Honors, Scholarships, and Awards

- Winner, Faculty Service Award, University of South Carolina, Arnold School of Public Health, 2015
- Nominee, Faculty Research Award, University of South Carolina, Arnold School of Public Health, 2015
- Fellow, Pipeline for Academic Leaders (PAL) Program, University of South Carolina, 2014-2015
- Featured Scholar, Office of the Vice President for Research, University of South Carolina, December 2012
- Winner, James A. Keith Excellence in Teaching Award, University of South Carolina, Arnold School of Public Health, 2011
- Nominee, James A. Keith Excellence in Teaching Award, University of South Carolina, Arnold School of Public Health, 2009, 2010
- Nominee, Distinguished Undergraduate Research Mentor Award, University of South Carolina, 2009
- Dean's Faculty Scholar in Public Health Preparedness, University of South Carolina, 2007-2008

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- President's Graduate Scholarship, University of Waterloo, 2005-2006
 - Applied Health Sciences Graduate Incentive Award, University of Waterloo, 2004-2005
 - Honorarium in Recognition of Full-Time Graduate Student Status, University of Waterloo, 2003
 - Provost/Faculty of Applied Health Sciences Women's Incentive Fund Scholarship, University of Waterloo, 2003
 - Graduate Scholarship, University of Waterloo, 2003
 - Graduate (PhD) Entrance Scholarship, University of Waterloo, 2002
 - Ontario Graduate Scholarship in Science and Technology, University of Waterloo, 2000-2001

Professional Memberships / Affiliations

- American Association for Cancer Education
- American Public Health Association, Aging & Public Health Section and Public Health Education & Health Promotion Section
- Gerontological Society of America
- South Carolina Cancer Alliance
- South Carolina Public Health Association

Professional Service

National

- Associate Editor, *Journal of Women & Aging*, March 2018-present
 - Editorial Board Member, *Journal of Women & Aging*, 2017-March 2018
 - Grant Reviewer, Health Research Board (Ireland), 2017
 - Past Chair, Aging & Public Health Section, American Public Health Association, 2015-2017
 - Member, The National Academies National Research Council Study Committee on Controlled Human Exposure Studies, March 2015-March 2017
 - Editorial Board Member, *American Journal of Health Promotion*, 2014-present
 - Reviewer Consultant, National Cancer Institute Research-tested Interventions Programs, 2014-present
 - Member, Communications Committee, National Physical Activity Plan, 2014-2015
 - Section Chair (2013-2015, elected position), Section Chair-Elect (2011-2013, elected), Section Councilor (2008-2011, elected), Awards Chair (2009-2010, appointed), Rural & Environment Award Committee Member (2011-2012, appointed), Finance Committee Member (2011-present, appointed), Aging & Public Health Section, American Public Health Association
 - Grant Reviewer, National Institutes of Health, National Cancer Institute, Omnibus R03 and R21 (Cancer Management, Epidemiology, and Health Behavior), 2013, 2015
 - Conference Abstract Reviewer, American Association for Cancer Education, 2011
 - Grant Reviewer, National Institutes of Health, National Cancer Institute, Core Infrastructure and Methodological Research for Cancer Epidemiology Cohorts (PAR 10-283), 2011
 - Grant/Contract Reviewer, National Institutes of Health, National Cancer Institute, Small Business Innovation Research (Technology to Facilitate Patient-centered Communication in Cancer Care), 2009, 2011
 - Grant Reviewer, National Institutes of Health, National Cancer Institute, Transdisciplinary Research in Energetics and Cancer (U54), 2010
 - Grant Reviewer, National Institutes of Health, RC1 Challenge Grants in Health and Science Research, 2009
 - Editorial Board Member, *Journal of Consumer Health on the Internet*, 2008-present
 - Editorial Board Member, *Journal of Cancer Education*, 2007-2017
 - Editorial Board Member, *Journal of Health and Mass Communication*, 2007-2011
 - Co-Chair, Scholarship Committee, Centers for Disease Control and Prevention, Prevention Research Centers-Healthy Aging Network Conference (Theme: *Promoting Environmental and Policy Change to Support Healthy Aging*), 2008-2009
 - Conference Abstract Reviewer, Canadian Public Health Association, 2008-2010
 - Conference Abstract Reviewer, American Public Health Association (*Aging & Public Health* and *Public Health Education and Health Promotion* Sections), 2007-present
 - Manuscript Reviewer for Academic Journals, 2004-present
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| <i>American Journal of Health Promotion</i> | <i>BMC Research Notes</i> |
| <i>American Journal of Men's Health</i> | <i>Cases in Public Health Communications & Marketing</i> |
| <i>BMC Cancer</i> | <i>Clinical Cancer Research</i> |
| <i>BMC Public Health</i> | |

Disease Medicine & Public Health Preparedness
Disaster Prevention and Management
Ethnicity & Disease
Health Education Journal
Health Education Research
Health Promotion International
Health Promotion Practice
Informatics for Health & Social Care
Journal of Aging & Health
Journal of Aging Research
Journal of Applied Gerontology
Journal of Cancer Education
Journal of Consumer Health on the Internet
Journal of Health Care for the Poor & Underserved
Journal of Health Communication
Journal of Health and Mass Communication

Journal of Immigrant & Minority Health
Journal of Medical Internet Research
Journal of Urology
Journal of Women & Aging
Nursing Outlook
Patient Education & Counseling
Preventing Chronic Disease
Progress in Community Health Partnerships: Research, Education, and Action
Rural and Remote Health
Science Communication
Scientific Journals International
Social Work in Health Care
The Gerontologist
Women & Health
World Journal of Urology

State and Regional

- Chair, Member Committee, The FriendShip (Village to Village Network Member), 2015-present
- Board Member, The FriendShip (Village to Village Network Member), 2015-2017
- Steering Committee Member, The FriendShip (Village to Village Network Member), 2014-2015
- Coordinating Council Member & Implementation Grant Reviewer, South Carolina Cancer Alliance, 2012-2013
- Co-Chair, South Carolina Cancer Alliance Prostate Cancer Work Group, 2011-present
- Health Communication Expert Panel Member, SC Department of Health and Environmental Control, Folic Acid and Preconception Health Social Media Campaign Grant (Plan Your Life), 2011
- Member, South Carolina Cancer Alliance Prostate Cancer Work Group, 2008-2011
- Conference Program Advisory Committee Member, St. Jude Children's Research Hospital Cure4Kids Global Summit: Advancing Cancer Education and Healthy Living in Our Communities, 2010-2011
- Research Collaborator and Faculty Mentor, Cure4Kids for Kids! Global eHealth Challenge, St. Jude Children's Research Hospital, Cancer Educational Outreach, 2009-2010 **Student mentored was 3rd place winner for the Cure4Kids website challenge.*
- Community Advisory Board Member, Active & Healthy Brotherhood Project (National Institutes of Health R21 grant; S. Hooker – PI), 2007-2008
- Health Communication Consultant and Member, Lexington One Community Coalition, Lexington, SC, 2006-2010
- Conference Abstract Criteria Reviewer, South Carolina Public Health Association, 2006
- Member, Cancer Prevention and Early Detection Network of the Waterloo Region, Waterloo, Canada, 2003-2006

University of South Carolina

- Faculty Mentor, Advancing Diversity in Aging Research (SC-ADAR) Undergraduate Program, Summer 2017, 2019
- Academic Integrity Panel Member, USC Office of Student Conduct & Academic Integrity, Oct. 2015-present
- Faculty Mentor, USC Carolina Scholar Program, Fall 2015–Spring 2016
- Planner, University-wide “Healthy Aging Forum: A Focus on Brain Health,” Fall 2015
- Grant Reviewer, USC Office of the Vice President for Research SPARC Program, Fall 2014
- Grant Reviewer, USC Office of the Vice President for Research ASPIRE-I Program, Spring 2014
- Grant Reviewer, USC Science and Health Communication Research Group, Spring 2012
- Magellan Scholar Grant Reviewer, Office of Undergraduate Research, Fall 2011, Spring & Fall 2015
- Co-Planner, “Pros and Cons of Prostate Cancer Screening” University-wide Seminar, Fall 2011
- Abstract Reviewer, USC's Convergence & Society Conference: Science, Health, and New Dimensions of Communications, Fall 2010
- Faculty Moderator, “Mutual Expectations: Technology In and Out of the Classroom,” University of South Carolina Center for Teaching Excellence Workshop, 2010
- Certificate Coordinator & Admissions Chair, University of South Carolina Interdisciplinary Certificate in Graduate Study in Health Communication, 2009-present

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- Member & Grant Reviewer, Science and Health Communication Research Group, 2008-present
 - Member, Communication Subcommittee, South Carolina Cancer Disparities Community Network, 2008-2010
 - Faculty Advisor, University of South Carolina American Sign Language Club, 2007-2009
 - Task Force / Advisory Board Member, University of South Carolina Interdisciplinary Certificate in Graduate Study in Health Communication, 2006-present
 - Group Facilitator, “Critical Thinking, Information Literacy, and Lifelong Learning: Bringing it all Together for Student Success,” University of South Carolina Center for Teaching Excellence Colloquium, 2007
 - Faculty Senator, University of South Carolina, Term: October 4, 2006-August 15, 2007

Arnold School of Public Health

- Chair, Exercise Science Chair Search Committee, 2018
- Co-Organizer, First Annual Arnold School of Public Health Aging Lecture, March 2018
- Member, Faculty Service Award Committee, 2016-2017
- Member, Office of Research, Research Advisory Committee, 2015-present
- Member, Prevention Research Center Advisory Committee, 2014-present
- Member, Prevention Research Center e-Media Workgroup, 2014-present
- Chair, James A. Keith Excellence in Teaching Award Committee, 2014-2015
- Member, Arnold School of Public Health Dean Review Committee, 2013-2014
- Member, Tenure and Promotion Committee, 2012-present
- Member, James A. Keith Excellence in Teaching Award Committee, 2012-2013
- Member, Cancer Research Faculty Search Committee, 2011-2013
- Member, Cancer Disparities CoEE Faculty Search Committee, 2010-2012
- Member, Cancer Prevention Research Task Force, 2010-2011
- Council on Education for Public Health (CEPH) Accreditation Self-Study Student Committee, 2008-2009
- Reviewer of Letters of Intent, South Carolina Cancer Disparities Community Network (Cancer Prevention and Control Program), 2006

Department of Health Promotion, Education, and Behavior

- Member, Student Engagement Committee, 2018-present
- Chair, Newton Fellowship Selection Committee, 2016-present
- Member, Scholarships and Awards Committee, 2015-2016
- Online Course Developer (HPEB 547, HPEB 711), Online Masters of Public Health Program, 2014
- Chair, Masters Committee, 2010-2012
- Member, Masters Committee, 2007-2009, 2013-2015
- Member, Faculty Search Committee, 2006-2009, 2010-2011
- Member, Website Committee, 2006-2009

Women’s & Gender Studies Program

- Member, Graduate Committee, 2007-2012