



ANNUAL REPORT OF ACTIVITY & ACHIEVEMENT
Fiscal Year 2006-2007



University of Connecticut

Center for Health Communication & Marketing
Dr. Leslie B. Snyder, Director
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Storrs, CT 06269-1248

THE CENTER for HEALTH COMMUNICATION and MARKETING (CHCM)

The **Center for Health Communication and Marketing (CHCM)** is affiliated with the Center for Health, Intervention and Prevention (CHIP) at the University of Connecticut (UConn), Storrs. Established in September 2005, CHCM is funded by a \$3.8 million federal grant from the Center for Disease Control. The grant was one of the first two in the nation to be awarded to establish a Center of Excellence in Health Communication and Health Marketing; a third was funded in 2006.

MISSION

CHCM's mission is to conduct cutting edge research for informing the design and dissemination of health communication and marketing interventions and practices. The Center focuses on the relationships between at-risk populations and their contexts, communication strategies, messages and behavior change. An overarching goal is to understand what types of interventions work best in which situations. CHCM builds on expertise in health, communication, persuasion, diffusion, behavior change theory, psychology, research methods, and evaluation. Projects include the design, implementation, evaluation and dissemination of successful health interventions for at-risk populations across a range of health issues, systematic research synthesis of the effectiveness of prior health communication approaches, and monitoring of health communication practices. In addition, the Center meets one of the "Healthy People 2010" goals of increasing the quality and years of healthy life.

AIMS OF THE CENTER

- Advance basic theoretical understanding of health communication and marketing and its role in health behavior change, decision-making, and reactions to emergencies among people in diverse cultures, organizations, and policy contexts.
- Develop new understanding about the interrelationships between at-risk populations, communication strategies, messages, and behavior that can directly inform the design of health communication and marketing interventions.
- Build a knowledge base of comparative intervention approaches.
- Monitor existing health communication and marketing practices that may impede or improve health.
- Produce innovative theoretically driven, evidence-based health communication and social marketing interventions.
- Improve theory and practice of dissemination and translation of theory- and evidence-based interventions for different types of health-promoting organizations and diverse communities.
- Actively disseminate successful evidence-based interventions and public health practices.
- Support interdisciplinary collaborations resulting in new research proposals, innovative interventions and significant advances in theory and methods.
- Host a website featuring: a database of successful interventions; research on monitoring of existing health communication and marketing practices; notices of conferences and lecture series; and grant opportunities.

- Forge relationships with a wide range of organizations including the state public health department, health and communication related businesses, health delivery organizations, community based organizations and health-oriented foundations..

CHCM ORGANIZATIONAL STRUCTURE

CHCM's formal organizational structure consists of the Principal Investigator, Executive Committee, Scientific Advisory Board, External Advisory Board of Professionals and a Research Affiliate Committee. Administratively, CHCM is managed by the Administrative Core Director, the Associate Director and the Executive Committee.

The **Administrative Core** is responsible for program coordination, administration, monitoring and evaluation of CHCM. The management style and organizational structure focus attention on the role of health communication and marketing theories and methods, and enhance existing intervention research at UConn and collaborating institutions. The administrative core facilitates and fosters interdisciplinary collaboration and individual initiative in a climate of productivity and creativity and provides a nurturing environment for junior researchers and students. There are two external boards of advisors; one consists of professionals in health, communication, technology organizations from state, non-profit, and for-profit entities; and the other includes researchers from academic and consulting organizations.

CHCM Executive Committee Members (located at UConn unless otherwise indicated):

Dr. Leslie Snyder, Director and Professor, Communication Sciences
 Dr. Jeffrey Fisher, Director, Center for Health/HIV Intervention & Prevention
 Dr. Robert Broadhead, Professor and Chair, Sociology Department
 Dr. Pamela Erickson, Professor, Anthropology Department
 Dr. Blair Johnson, Professor, Psychology Department
 Dr. Seth Kalichman, Professor, Psychology Department
 Dr. Carolyn Lin, Professor, Communication Sciences
 Dr. Rafael Perez-Escamilla, Professor, Nutritional Sciences
 Dr. Jean Schensul, Senior Scientist, Institute for Community Research, Hartford, CT

CHCM Scientific Advisory Board Members:

Dr. Frank Biocca, Ameritech Professor, Telecom Inf Std MD Communication, Michigan State University
 Dr. Jane Brown, Professor, Journalism/Mass Communication, University of North Carolina
 Dr. Linda Degutis, Director, Yale Center for Public Health, Yale University
 Dr. William deJong, Coordinator of Doctoral Educ., Social & Behavioral Sciences, Boston University
 Dr. Timothy Edgar, Graduate Program Director, Health Communications, Emerson College
 Dr. Robert Hornik, , Annenberg School for Communication, University of Pennsylvania
 Dr. Michael Merson, Director, Center for Interdisciplinary Research on AIDS, Yale University
 Dr. Eileen Berlin Ray, Professor and Director, Communications Mgmt. Div., Cleveland State University
 Dr. Michael Slater, Professor, School of Communication, The Ohio State University
 Dr. William Smith, Director, Social Change Group, Academy for Educational Development
 Dr. Kasisomayajula Viswanath, Associate Professor, Dana Farber Cancer Institute and the School of Public Health, Harvard University

CHCM External Board of Professionals:

Mr. Danny Briere, President, MBlast & Telechoice
Ms. Deborah Crane, Community Programs Director, Generations Family Health Center, Inc.
Dr. J. Robert Galvin, Commissioner, State of Connecticut Department of Public Health
Mr. William Gerrish, Director, Office of Communications, State of CT Dept. of Public Health
Mr. Philip Swayze, Researcher and Writer (*HealthCare Directions*), BCBS of Rhode Island
Mr. Dwayne Proctor, Senior Communications Officer, Robert Wood Johnson Foundation
Dr. Marion Ball, IBM – Global Leadership Initiative, Center for Healthcare Management
Mr. Glen Orkin, Motion, Inc.
Ms. Katya Andresen Robinson, Vice President of Marketing, Network for Good
Mr. Stuart Schear, Director, Communications, Health and National Security, Markle Foundation
Mr. Greg Thompkins, Vice President of Marketing, VBrick Systems, Inc.

The **Scientific Core** brings together a multi-disciplinary group of scholars in a structured way to advance theory and methods of research in health communication and marketing. The scientific core contributes to the field by identifying research priorities in the discipline, conducting original descriptive research to monitor the current state of research practice and disseminate successful interventions. This group explores ways in which to develop techniques to monitor the amount, approach and substance of health communication by community-based and non-profit organizations, health delivery organizations and the world-wide web. The scientific core, comprised of senior investigators and specialists, is organized into six groups for addressing specific areas of concern: 1) Research Methods, 2) Meta-analyses, 3) Behavior Change Theory and Message Design, 4) Information Technology, 5) Communication Strategy, and 6) At-risk Populations and Health Care. Each group consists of researchers from a variety of disciplines, theoretical approaches and health foci. Core groups met for the second time in September 2007.

Scientific Core Groups (located at UConn unless otherwise indicated):

Research Methods Core Group

Ann O'Connell, Core Area Leader, Associate Professor, Educational Psychology, Neag School of Education
Rivet K. Amico, Ph.D., Psychology, CHIP
Dipak Dey, Professor and Chair, Statistics
Pamela I. Erickson, Associate Professor, Anthropology
David A. Kenny, Distinguished Professor, Psychology
Leslie Snyder, CHCM Director and Professor, Communication Sciences

Meta-analysis Core Group

Blair T. Johnson, Core Area Leader, Professor, Psychology
Leslie B. Snyder, CHCM Director and Professor, Communication Sciences
Dipak Dey, Professor and Chair, Statistics

Behavior Change Theory and Message Design Core Group

Jeffrey D. Fisher, Core Area Leader, CHIP Director and Professor, Psychology
Ross Buck, Professor, Communication Sciences
Michael M. Copenhaver, Assistant Research Professor, Psychology/CHIP
Blair T. Johnson, Professor, Psychology
Kerry L. Marsh, Associate Professor, Psychology & Greater Hartford Campus
Leslie B. Snyder, CHCM Director and Professor, Communication Sciences

Communication Strategy Core Group

Leslie Snyder, Core Area Leader, Professor, Communication Sciences
Thomas Babor, Professor and Chair, Community Medicine, UConn Medical Center
Robert Broadhead, Professor, Sociology
Seth C. Kalichman, Professor, Psychology
Carolyn Lin, Professor, Communication Sciences, UConn
Rafael Pérez-Escamilla, Associate Professor, Nutritional Sciences, College of Agriculture and Natural Resources
Jean J. Schensul, Senior Scientist and Founding Director, Institute for Community Research, Hartford, CT
Narasimhan Srinivasan, Associate Professor, Marketing, School of Business
Art Vanlear, Associate Professor, Communication Sciences

At-risk Populations and Health Care Core Group

Rafael Pérez-Escamilla, Core Area Leader, Associate Professor, Nutritional Sciences
Pamela I. Erickson, Associate Professor, Anthropology
Patricia J. Neafsey, Professor, Pharmacology, School of Nursing
Linda S. Pescatello, Associate Professor, Kinesiology
Juan Salazar, Assistant Professor, Pediatrics, UConn Medical Center
Eileen Storey, MD, MPH, Professor, Division of Occupational and Environmental Medicine, UConn Medical Center
Jean J. Schensul, Senior Scientist and Founding Director, Institute for Community Research, Hartford, CT

Information Technology Core Group

Carolyn Lin, Core Area Leader, Professor, Communication Sciences
William D. Barta, Post-doctoral Fellow, Psychology/CHIP
Kirstie Cope-Ferrar, Assistant Professor, Communication Sciences
Patricia J. Neafsey, Professor, School of Nursing
Thomas W. Miller, Professor, Psychiatry/College of Medicine, University of Kentucky

The **Research Affiliates** of CHCM collaborate on research, attend talks and seminars, and respond to internal and external requests for proposals.

CHCM Research Affiliates (located at UConn unless otherwise indicated):

Dr. Tom Babor, Professor and Chair, Community Medicine, UCHC
Dr. William Barta, Post-doctoral Fellow, CHIP/Psychology
Dr. Susan Beeman, Program Director, Center for Public Health & Health Policy
Dr. Robert Broadhead, Professor, Sociology Department
Dr. Ross Buck, Professor and Chair, Communication Sciences
Dr. Kirstie Cope-Farrar, Assistant Professor, Communication Sciences
Dr. Deborah Cornman, Associate Director, CHIP
Dr. Dipak Dey, Professor and Head, Statistics Department
Dr. Sarah Diamond, Research Associate, Institute for Community Research
Dr. Pamela Erickson, Professor, Department of Anthropology
Ms. Nilda Fernandez, Community Health, Family Social Work, School of Medicine, UCHC
Dr. Ann Ferris, Professor, Nutritional Sciences Department
Dr. Jeffrey Fisher, Director, CHIP
Mr. William Gerrish, Director, Office of Communications, State of CT Department of Public Health

Dr. Douglas Hartman, Associate Professor, Juvenile/Health Literacy, Neag School of Education
Mr. Randall Hoyt, Assistant Professor, Visual Communication Design, School of Fine Arts
Dr. Blair Johnson, Professor, Psychology Department
Dr. Seth Kalichman, Professor, Psychology Department
Dr. David Kenny, Professor, Psychology Department
Dr. Jeffrey Kramer, Director, Center for Health Care and Insurance Studies, School of Business
Dr. Sheryl LaCoursiere, Post-doctoral Fellow, School of Nursing, Yale University
Dr. Anthony Lemieux, Assistant Professor, School of Natural and Social Sciences, SUNY/Purchase
Dr. Carolyn Lin, Professor, Communication Sciences
Dr. Kerry Marsh, Associate Professor, CHIP/Psychology
Dr. Deborah McDonald, Professor, School of Nursing
Dr. Thomas Miller, Professor, Dept. of Psychiatry, College of Medicine, Univ. of Kentucky
Dr. Patricia Neafsey, Professor, School of Nursing (Pharmacology)
Dr. Ann O'Connell, Associate Professor, Educational Psychology
Dr. Rafael Perez-Escamilla, Professor, Nutritional Sciences Department
Dr. Linda Pescatello, Associate Professor, Kinesiology
Dr. Geeta Pfau, Assistant Director, Health Services, Eastern Connecticut State University
Dr. Michelle Pierce, Asst. Educator in Residence, Nutritional Sciences, University of Connecticut
Dr. Cynthia Rosengard, Asst. Prof. of Medicine (Research), Bio Med Medicine, Brown University
Dr. Juan Salazar, Director of Pediatric and Youth HIV Program, CT Children's Medical Center
Dr. Jean Schensul, Senior Scientist, Institute for Community Research
Dr. Leslie Snyder, Director of CHCM and Professor of Communication Sciences
Dr. Eileen Storey, Professor, Division of Occupational & Environmental Medicine, UCHC
Dr. Narasimhan Srinivasan, Associate Professor, Marketing, School of Business
Dr. Christine Unson, Assistant Professor, Department of Communication, WCSU
Dr. Arthur Vanlear, Associate Professor, Communication Sciences
Dr. Shih-Lun Alex Wang, Assistant Professor, Communication Sciences, UConn Stamford
Dr. David Weakliem, Director, Roper Center & Institute of Social Inquiry; Professor of Sociology

CHCM HEALTH INTERVENTION RESEARCH IN PROGRESS

Project 1: “HIV/STI Prevention for Out-of-School Emerging Adults Using a Video Game” - *Dr. Leslie Snyder, P.I., Drs. Bill Barta, Kirstie Cope-Farrar, & Carolyn Lin, Co-P.I.s*

This research project is designed to create and test the efficacy of an interactive video game to promote safe sex for urban 18-26 year olds. This age group is of particular importance as they have the highest incidence of unprotected sex and very high infections rates of HIV and other sexually transmitted diseases.

Research Progress 2006-2007: This year we continued to establish the parameters determining the content of the game, including the storylines, main messages, and the behavior change model that will guide game development. The research team engaged in reviews of the literature, qualitative research, and quantitative research, and networked extensively with game designers, especially those involved in serious games. We hired a consultant with an expertise in video game design in general and games with sexual content. We monitored the literature on HIV and other sexually transmitted infections, sexual behaviors among the target group, safe sex interventions, and serious video games, including games designed to influence health-related decisions and behaviors. We continued to conduct individual interviews with members of the target group and safe sex educators to select underlying concepts to generate game dialogue and plan game play. One particular area of concern has been an examination of safe sex behaviors in different types of relationships. To

inform game dialogue, we conducted in-depth interviews with members of the target group asking them about their communication and behaviors in the different types of relationships, such as casual sex with strangers, familiar but not steady partner, and steady partners. We also conducted a quantitative study of types of relationships and safe sex attitudes with college students. Preliminary analysis confirms that people behavior differently by relationship type, and that some attitudes also vary by relationship type.

We issued two rounds of a request for bids from prospective game developers in the fall. In the spring the team selected a contractor to design and program the game, including the artwork, music, voices, and software code. Contract negotiations with the game developer are in progress.

Project Goals for 2007-2008: The research team will hire and work closely with the game developer to test the elements of the game, such as artwork and storyboard. We will conduct formative evaluations of preliminary parts of the game. By January, 2008, the game developer will produce the final game, after which we will conduct a randomized control trial of its impact on the target group.

Project 2: “Place-Based Social Marketing to Prevent Party Drug Use Among Urban Youth” - Dr. Jean Schensul, P.I., Dr. Sarah Diamond, & Rey Bermudez, Co-P.I.s, Institute for Community Research, Hartford, CT, Dr. Leslie Snyder, UConn, Co-PI.

This research project is designed to prevent an increase in substance use over time among urban youth ages 16-20 by demonstrating the fun in attending substance-free events, and by promoting and supporting substance-free group norms. The intervention involves producing a series of live entertainment shows incorporating critical components of urban youth culture to deliver drug prevention messages, creation of promotional materials to distribute at the events, and creation of a CD-ROM with original music and spoke-word pieces written for the project. The performances by local artists and visual art products, under the “Xperience” logo, contain messages about the risks of club drug use. The project trains the artists to incorporate research-based messages in their original work. In theory, the audience in attendance at the shows will be more likely to accept messages endorsed by local celebrities. At the same time, the project promotes local artists and culture, strengthens positive community ties, and reinforces substance-free norms. An additional project goal is to design a model for this type of intervention that can be conducted by community or municipal organizations in other cities. The intervention builds on ICR’s two-decade history of research and participatory intervention programming with urban adolescents and urban artists in an innovative way.

Research Progress (2006-2007): Last year, based on formative evaluation, analysis of quantitative data, and a review of the literature, the research team established a set of core messages in the form of tag lines and a slogan (“For those who choose not to use”). Seventeen artists were recruited. They were trained in use of the messages in a series of workshops, and signed contracts governing the use of the material in the performances and on the CD-ROM. The initial meeting outlined the goals of the project, defined the terms and responsibilities of the artists, and explained the guidance that would be offered by ICR as the artists developed original work incorporating drug-free messages and taglines. Subsequent workshops involved vetting their original material and planning for the live event. Artists were also asked to recruit people from their networks to attend the performances.

Meanwhile, the research team finalized and programmed cell-phone-based pre-test and post-test surveys, and recruited participants age 14-20 to attend the shows. Note that the original research design was modified to include 14 year olds, and because of the public nature of the performances, the positive nature of the intervention, and the practical difficulties in obtaining parental consent, the IRB approved a change in the protocol to not require parental permission for youth under 18 to participate in the study.

A total of four shows were presented in Hartford, CT in the summer of 2006. The first was a recruitment show showcasing project artists, but not highlighting project messages, followed by three “message” shows. The research team designed and launched an attractive website to involve youth participants, inform the public about the program, and advertise the “Xperience” shows. T-shirts, key chains, wrist bands, CDs and posters with the “Xperience” logo were distributed to participants. Marketing of the shows was also accomplished via local radio broadcasts, and by broadcasting in neighborhoods from a van equipped with a PA system. A popular local radio host was the master of ceremonies for the shows. Approximately 200 youth attended at least one show. Immediate post-test survey responses to the summer performances showed high levels of trust and belief in messages and mode of delivery, and liking of the promotional materials.

The CD-ROM featuring original works by five of the artists and groups who performed in the first year was professionally produced in a local recording studio, and artwork was designed for the cover and inside poster. A very successful CD release show was held on May 5, 2007, in a neutral multi-ethnic community performance space for about 180 people, including many youth and some parents. The show was enthusiastically received by those in attendance.

The project has established an “Xperience” website (April-May, 2007), developed by a young website designer from the target population. The website provides information about “Xperience” activities and opportunities, artists and their works, and will house an electronic version of the pre-post survey.

To date, the project has reached approximately 350 youth directly, demonstrating the feasibility and acceptability of drug-free entertainment and persuasive drug resistance messaging with urban youth ages 14-20. The impact is potentially much greater; it is not known at this time how many more youth have already been or will be affected via their peer networks by those performing or attending one of the events, listening to the CD, having a promotional item used by their peer explained to them, hearing about “Xperience” via announcements and programs on television and radio, or watching a performance of works by project-trained artists featuring substance-free messages in difference substance free venues.

Presentations on the “Xperience” intervention have been made at national meetings, including: the Society for Applied Anthropology meeting in Vancouver, 2006; the University of Connecticut (CHIP); the USC-IPR/NIH Conference on Interdisciplinary Science, Health Promotion and Disease Prevention in Pasadena, May 2-3; the Society for Prevention Science Annual Meeting in Washington, DC, May 29 - June 1, 2007; and, the ICR Crossroads Conference II in Hartford, June 7 – 9, 2007. An article on “Xperience” as a multilevel

intervention is in process for a special issue of the *American Journal of Community Psychology*, edited by J. Schensul and E. Trickett, to be published in 2008.

Project Goals for 2007-2008: The intervention and research design for the coming year has again been modified to reflect the reality of the field work and relatively low number of youth in attendance at the summer's shows held in a centralized, relatively unknown, and inaccessible location. The project has recruited two community organizations to sponsor and host the next round of shows, which will take place in the fall. The community organizations will assist in the recruitment of artists, production teams, and audience members (participants), and will host the shows in their neighborhoods. The research team will provide guidance and continue to be responsible for training artists and production teams. In addition, aiming for a broader, community-wide effect, the program will engage the trained artists in single events hosted by other organizations that guarantee substance free environments and offer venues for promotion of "Xperience" promotional items. The use of the website will be marketed as a major means of promoting substance free messaging. The efficacy of the intervention will be evaluated for short term effect on engaged production team members, artists, and the audience at the participating community agencies. The model will be tested in the spring with the recruitment of more community organizations and further evaluation. A manual, guiding future multilevel interventions, will be generated.

OTHER CHCM RESEARCH IN PROGRESS

- **Meta-analyses of nutrition education and communication interventions.**
A paper has been drafted and the results were presented at the American Public Health Association meetings in November, 2006.
- **Meta-analysis of health interventions that use tailoring.**
Tailoring involves soliciting information from a person and then providing them with specific messages matched to their answers. We are finalizing coding of the studies and will begin data analysis shortly.
- **Monitoring advertisements of unhealthy drinks.**
Using a commercial database, a team at CHCM has been examining the amount of advertising for healthy and unhealthy drinks. The team is merging the advertising data to a national dataset of information about health behaviors and outcomes.
- **Monitoring of public service announcements.** The goal of this project is to describe public service announcements aired since 2001. The PSAs have been coded by the topic of the PSA, to enable us to examine specific health issues. Papers are currently under development on overall PSA placements, health-related PSAs, and cancer PSAs. Data on the last two topics were presented at meetings in May sponsored by the National Institutes of Health.
- **Designing a database for health communication and education interventions.**
CHCM is designing a web-based database of interventions that will be provided to the intervention and research community through the Center's website. The search and data characteristics of existing databases have been analyzed, a list of potential information to be included in the CHCM database was generated, and the search page has been tested with potential database users across a variety of organizations. The team is working on the design of the results pages, and will begin programming afterwards.
- **Analysis of the health communication and marketing practices of all 50 state public health departments.** We have examined the type of information that is

publicly available on state websites, held preliminary meetings with officials at the Connecticut Department of Public Health, and begun networking with national organizations of public health information officers and health promotion officers. We are working towards a survey guide and format.

SCHOLARLY ACTIVITY/ACCOMPLISHMENTS

In fiscal year 2006-2007, CHCM Principal Investigators and Research Affiliates have:

- Active grants: 33 totaling approximately \$9,747,000 in direct costs
- Submitted: 22 grant applications totaling \$12,875,919
- Published: 3 books
- Published: 44 journal articles
- Published: 10 book chapters
- Presented: 81 invited scholarly colloquia, presentations or symposia
- Published: 13 conference proceedings
- Served as invited consultants on 2 occasions
- Presented at 4 invited workshops

CONFERENCE

A national, invitation-only conference entitled “Targeting and Tailoring for Health Interventions” was held on October 13, 2006, at the UConn Foundation. Approximately 50 people attended, including 16 invited presenters, other researchers, and local graduate students. The discussions were very lively, and new research collaborations were born out of the conference.

OTHER CHCM ACTIVITY AND PROGRESS

- Meeting of the Research Affiliates was held on September 13, 2006.
- Meeting of the External Advisory Board of Professionals was held on September 27, 2006.
- Meeting of the External Scientific Advisory Board was held on October 12, 2006.
- Provided funding for 10 graduate students in the summer, fall, and spring 2006-2007: Nicole D’Alessandro, Andrea Fuhrel, Jeff Kotz, Matthew Lapierre, Shu Li, Erin Maloney, Maureen O’Neal, Maxim Polonsky, Rhonda Trust, and Tashonna Webster
- Co-sponsored four lectures as part of the CHIP Lecture Series:
 - ***Social Media, Social Marketing and Behavior Change***
by R. Craig Lefebvre, Lefebvre Consulting Group, Maryland.
 - ***Use of Social Marketing, Branding and Interactive Voice Response Technology in an Intervention with Urban Youth***
by Dr. Sarah Diamond, Institute for Community Research, Hartford, CT.
 - ***Effective Media Campaign Strategies to Prevent Drinking Problems,***
by Dr. Charles Atkins, Michigan State University.
 - ***The Multicultural Marketing Equation,***
by Dr. Felipe Korzenny, Florida State University.
- Developed an identifying logo to be used in Center publications.
- Designed and launched the Center’s website (<http://www.chcm.uconn.edu>).
- Produced a Center brochure for distribution.

CHCM OBJECTIVES FOR 2007-2008

- Finalize, program, enter data for, and launch a searchable database of successful health interventions.
- Conduct pilot surveys on the health communication and marketing practices in the 50 state public health departments.
- Finish the meta-analyses of nutrition interventions and tailored interventions.
- Submit articles on the extent and nature of PSAs and advertisements for unhealthy foods and beverages.
- Provide funding for graduate RAs during the 2007-08 academic year.
- Hire a Post Doctoral Fellow to assist with research initiatives.
- Project 1: Finalize the contract with the video game developer, develop a game prototype, conduct formative evaluation of the game, finalize the game, and conduct efficacy trials.
- Project 2: Conduct intervention and evaluation activities in the Fall and Spring, and finalize community manual.
- Host a conference at the University of Connecticut.
- Continue to seek interdisciplinary collaboration on new research projects.