

Curriculum Vitae (Abbreviated)

Sarah Bauerle Bass

E-Mail Address: sbass@temple.edu

Social Media Website:
<https://sites.temple.edu/turiskcommlab/>

Facebook: Temple University Risk
Communication Lab

Twitter: @TURiskCommLab

Youtube: TURiskCommLab

Education: Ph.D. – 2001 (Health Studies) Temple University, Philadelphia, PA
M.P.H. – 1996 (Community Health Ed.) Temple University, Philadelphia, PA
Graduate Certificate (Women’s Studies) Temple University, Philadelphia, PA
B.S. – 1986 (Communications) Northwestern University, Evanston, IL

Academic Appointments

2013-Present	Associate Professor of Public Health (Tenure Track), Department of Social and Behavioral Sciences, College of Public Health, Temple University, Philadelphia
2008-2013	Associate Professor of Public Health (Non-Tenure Track), Department of Public Health, Temple University, Philadelphia
2007-Present	Director, Risk Communication Laboratory, Department of Public Health, Temple University, Philadelphia
2003-2008	Assistant Professor of Public Health (Clinical), Department of Public Health, Temple University, Philadelphia.
2003-2014	Undergraduate Program Director, Department of Public Health, Temple University, Philadelphia
2001-2003	Assistant Professor of Public Health, Dept. of Public Health, Temple University, Philadelphia. Dean’s Appointment, non-tenure track.
1998-2001	Adjunct Faculty, Dept. of Health Education, Arcadia University, Glenside, PA
1998-2000	Adjunct Faculty, Dept. of Health Studies, Temple University, Philadelphia, PA
1999	Adjunct Faculty, Dept. of Women’s Studies, Temple University, Philadelphia, PA
1997-1999	Adjunct Faculty, Dept. of Extension Services, Temple Univ., Philadelphia, PA

Current Research Support

- 1. Bass, SB & Sevelius, J (co-PIs) NIH R21(NIMH) 3/2017-2/2019**
“Use of perceptual mapping to assess perceptions of and barriers to PrEP use in transwomen to inform intervention development.” This project will assess barriers to PrEP use in HIV- transwomen in Philadelphia and San Francisco.
- 2. Bass, SB & Fleisher, L (co-PIs) Merck Pharmaceuticals 3/2017-10/2018**
“mychoice: Testing an interactive mHealth tool to enhance communication and information decision making on clinical trial participation in cancer patients from underrepresented populations.” This project will test the effectiveness of a targeted mHealth tool to address clinical trial participation barriers in ethnic minority cancer patients in four oncology units in Philadelphia.
- 3. Bass, SB (PI) Gilead Pharmaceuticals 9/2015-12/2017**
“Use of Perceptual Mapping and Vector Modeling to Identify HCV Treatment Initiation Barriers.” This project is to

identify HCV treatment initiation barriers in methadone clients to develop a tailored mobile application and test in a pilot RCT with 3 Philadelphia methadone clinics.

Pending Research Support

1. **Bass, S (PI)** R34 NIH-NIDA 10/2017-9/2020
“Development and pilot testing of a PrEP communication intervention and integration into existing HIV testing services for female IV drug using clients of a needle exchange.”
2. Hall, M and **Bass, SB** (co-PIs) American Cancer Society 8/2017-7/2022
“E-IMPART: Enhancing Informed Decision making in Physicians and African American Patients around TGP testing”.
3. **Bass, SB** (PI) R34 NIH-NIDA 1/2018-12/2020
“Philly-Links: Building and testing a mobile app to engage newly released prisoners in HIV care”
4. **Bass, SB** and Siminoff, L (co-PIs) AHRQ 1/2018-12/2022
“Development and testing of a shared decision making model for low resources, low literacy ethnic minority patients”

Past Research Support

1. **Bass, SB (PI) Community Driven Research Day Funding** **\$10,000** **7/2015-6/2016**
“Identifying Barriers to HCV Treatment Initiation in Prevention Point Clients: Addressing Community Needs through the Creating and Testing of Literacy Appropriate Materials.” This project identified HCV treatment initiation barriers in active drug using clients of Prevention Point Philadelphia and pilot testing a literacy appropriate decision aid in medical clinics.
2. **Bass, SB and Fleisher, L. (co-PIs). NODAL Temple-Fox Chase** **\$140,000** **1/2013-7 / 2015**
“Using Perceptual Mapping Methods to Understand Barriers and Facilitators Related to African American Cancer Patients’ Participation in Clinical Trials.” This research grant studied perceptions of newly diagnosed African American cancer patients about clinical trials and clinical trial participation. Using perceptual mapping methods we are identifying barriers and facilitators to participation and creating a mobile application to test for saliency and usability.
3. **Hausman, A (PI) NICHD 1R13HD075485-01** **\$30,000** **9/2012-8/2015**
*“Using Academic-Community Partnerships to Address Obesity and Health Literacy.”*This project established and fostered community partnerships to create community-based research to address obesity and health literacy issues in Philadelphia. **SB Bass, S Watts, Co-Is.**
4. **Hausman, A, Twersky, S (co-PIs),PA Department of Health** **\$70,000** **7/2012 – 6/2013**
Office of Public Health Preparedness, Contract. This project provided risk communication training for state and county public information officers and other emergency responders around messaging for populations with functional disabilities. **SB Bass, Co-Investigator**
5. **Bass, SB (PI) NIH-NIBIB R03EB009561-01A1** **\$150,000** **8/2009 – 12/2012**
“Developing Risk Communication Materials for Radiological Terror Events for Low-literacy Populations.” This research grant studied radiological terror event risk communication materials in low-literacy populations and pilot tested a modified tool based on perceptual mapping using psycho-physiological measures (eye tracking, skin conductance, EKG) to assess effect and ease of use. TF Gordon, R Patterson, C Parvanta (Co-Is).
6. **Bass, SB (PI) PA Tobacco Settlement Grant** **\$28,000** **6/2009-12/2012**
Office of the Vice-President for Research, Temple University
“Pilot Studies to Health Develop Risk Communication Materials for Low Literacy Populations.” This project piloted

perceptual mapping and bio-physiological measures as a means to gather data to develop decision aids for low-literacy populations.

7. Gordon, TF (PI) **NIH-NCI 1R21CA120122** **\$412,500** **5/2007 – 6/2010**
“Using Perceptual Mapping to Develop Low Literacy CRC Screening Decision Aids”. This study researched the use of perceptual mapping techniques to design a low-literacy colorectal cancer screening decision aid for clinic patients. I was involved with initial focus groups with patients to develop survey instruments and also developed the decision aid based on the perceptual mapping and vector modeling methodology. **SB Bass, Co-PI.**
8. **Bass, SB (PI) TU Tobacco Settlement Funding, OVPR** **\$50,000** **1/2005-12/2006**
“Risk Communication, Social Marketing and Media Training Program Development for Disaster Personnel”. This research studied self-efficacy of emergency first responders to deal with the media in times of disaster and piloted a media readiness training for these responders, including Philadelphia Department of Public Health employees from the bioterrorism and infectious disease units, Philadelphia Police Department emergency response officers, EMTs from eight Montgomery County EMT houses, the emergency management directors of Bucks, Montgomery, Chester and Philadelphia counties, and Philadelphia fire fighters. B Seals; E Leebron, Co-PIs.
9. **Heckman, C (PI) National Institutes of Health K07CA108685C** **1/2006-1/2008**
“Skin Savvy Study: A Skin Cancer Prevention Behavioral Intervention”. This research assessed attitudes and behaviors in college-aged students about sun exposure and its relationship to skin cancer. I have assisted with recruitment of Temple students for the study, including reaching out to faculty in the public health and other departments, developing marketing strategies and implementing those strategies on campus. **SB Bass, B Collins, J Kloss, F Bragg (Co-Is).**
10. Gordon, TF (PI). **AIDS Activities Coordinating Office, PDPH** **\$10,000** **6/2008-12/2008**
“Mapping Perceptions of HIV positive clients and their caseworkers”. This research used perceptual mapping to track perceptions of HIV+ clients and their caseworkers about a variety of issues, including feelings about healthcare providers, health literacy issues, dealing with addiction etc. **SB Bass** and **SB Ruzek** (Co-PIs).
11. **Bass, SB (PI). CDC, Philadelphia School District** **\$40,000** **3/2004-2/2005**
ARREST V – HIV/AIDS Resource Center. Contract. This contract from the Philadelphia School District and the Centers for Disease Control and Prevention maintained teaching materials and guidance on HIV/AIDS and other health education topics to Philadelphia School District Teachers.
12. Hausman, AJ (PI). **PA Department of Health** **\$351,000** **8/2004-7/2005**
 Office of PH Preparedness
“Mental Health Risk Communication for Emergency Preparedness- Phase I: Investigation of Smallpox Vaccination Attitudes among Health Care Workers Using Perceptual Mapping Technology”. Contract. This contract provided mental health risk communication for emergency preparedness. I worked on developing state emergency preparedness policy and helped develop a research agenda to study smallpox vaccination attitudes among healthcare workers in Pennsylvania through the use of Perceptual Mapping. **TF Gordon, SB Bass, SB Ruzek** (Co-Is).
13. Hausman, AJ (PI) **PA Department of Health** **\$300,000** **8/2005-7/2006**
 Office of PH Preparedness
“Testing the Effectiveness of the Pennsylvania Disaster Preparedness Guide Using Perceptual Mapping and Psycho-Physiological Measures”. Contract. This project researched perceptual mapping and psycho-physiological effects of a disaster preparedness guide developed by the Pennsylvania Department of health. In addition, we developed a pre/post test to assess understandability of the guide’s contents and perceptual mapping data to assess how respondents’ felt about emergency preparedness. **TF Gordon, SB Bass, SB Ruzek** (Co-Is).
14. **Seals, B & Bass, SB (co-PIs) Phila. Department of Public Health** **\$100,000** **7/1/04 – 6/30/06**
“Risk Communication for Emergency Preparedness”. Contract. Subcontracted from the Centers for Disease Control and Prevention, this project provided risk communication expertise in emergency preparedness for the Bioterrorism Unit of the Public Health Department. I helped develop risk communication trainings for the PDPH personnel, edited and revised the agency’s Anthrax Call Center Script for use in an emergency and assisted in mediating focus groups

with Philadelphia residents on their attitudes about disasters and needed sources of information.

15. **Bass, SB (PI) NIH-NCIRO3 CA90145-01** **\$65,000** **2/2000-5/2001**
“Internet Use by Newly Diagnosed Cancer Patients”. This study was a cross-sectional study examining the relationship between the use of health related information from the Internet by people newly diagnosed with cancer and patient task behavior and perceived self-efficacy.

Peer Reviewed Manuscripts: (*indicates student)

For citations, ih score and other information, see:

Google Scholar: <https://scholar.google.com/citations?hl=en&user=u3gynxgAAAAJ>

NCBI: <http://www.ncbi.nlm.nih.gov/sites/myncbi/1t9ofmWa6bj5T/bibliography/48493174/public/?sort=date&direction=ascending>

Research Gate: https://www.researchgate.net/profile/Sarah_Bass

1. Greener, J.*, **Bass, SB**, & Lepore, S. Contralateral prophylactic mastectomy: A qualitative approach to exploring the decision-making process. *Journal of Psychosocial Oncology*, 2017 (In press).
2. Frankel, A, **Bass, SB**, Patterson, F, Dai, T. Sexting, risk behavior, and mental health in adolescents: An examination of 2015 Pennsylvania Youth Risk Behavior Survey data. *J School Health* (in press).
3. Gillespie, A, Fink, EL, Traino, HM, Uversky, A, **Bass, SB**, Greener, J, Hunt, J, Browne, T, Hammer, H, Reese, PP, Obradovic, Z. Hemodialysis clinic social networks, sex differences, and renal transplantation. *American Journal of Transplantation*, 2017; 17(9):2400-2409.
4. **Bass, SB**, Scarpulla, M, Patterson, F, Watts, S, Twersky, S. Integrating liberal arts learning outcomes in the development and implementation of a multi-section undergraduate public health capstone course. *Pedagogy in Health Promotion: The Scholarship of Teaching and Learning*, 2017; 3(1):16-22.
5. Jessop, AB, **Bass, SB**, Gutierrez, M, Gashat, M. Perceptions of HCV treatment and correlates to initiation willingness in HCV+ methadone clients. *Hepatology*, 2016; 63(1 Supp): 111.
6. **Bass, SB**, Fleisher, L, Washington, A, Sullivan, C. mychoice: The development of a culturally tailored mHealth decision tool on clinical trials for African Americans. *Psycho-Oncology*, 2016; 25(S3):98-99.
7. Lavery, A, Nair, U, **Bass, SB**, Collins, B. The influence of health messaging source and frequency on maternal smoking among low-income mothers. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*. 2016, Sep. 19; online 1-10; doi: <http://dx.doi.org/10.1080/17538068.2016.1231858>
8. **Bass, SB**, Gordon, T, Maurer, L, Greener, J, Mora, G, Ruggieri, D, Wolak, C, Parvanta, C. How do low-literacy populations perceive “Dirty Bombs”? Implications for preparedness messages. *Health Security*, 2016; 14(5): 331-344. DOI: 10.1089/hs.2016.0037 . PMID: 27584855
9. **Bass, SB**, Gordon, TF, Gordon, R, Parvanta, C. Using eye tracking and gaze pattern analysis to test a “dirty bomb” decision aid in a pilot RCT in urban adults with limited literacy. *BMC Health Informatics and Decision Making*, 2016. DOI: 10.1186/s12911-016-0304-5. <http://www.biomedcentral.com/1472-6947/16/67>
10. **Bass, SB**, Muniz, J*, Gordon, TF, Maurer, L, Patterson, F. Understanding help-seeking intentions in male military cadets: An application of perceptual mapping. *BMC Public Health*, 2016. DOI: 10.1186/s12889-016-3092-z. <http://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-016-3092-z>
11. Martinez, O, Munoz-Laboy, M, Levine, E, Fernandez, MI, **Bass, SB**, Moya, E, Trasca, T, Chavez-Baray, S, Icard, L, Rutledge, S, Oyeireo, H, Carballo-Dieguez, A, Rhodes, S. Integration of social, cultural and biomedical strategies into an existing couple-based behavioral HIV/STI prevention intervention: Voices of Latino gay couples. *PLOS One*. March 30, 2016: <http://dx.doi.org/10.1371/journal.pone.0152361>

12. Greener, J*, **Bass, SB**, Morris, JD, Gordon, TF. Use of emotional response modeling to develop more effective risk communication for limited literacy adults: Evaluation of a “dirty bomb” decision aid. *The International Journal of Communication and Health*. 2016, 8:10-21. <http://communicationandhealth.ro/no-8-2016/>.
13. Maurer, L*, **Bass, SB**, Krafy, R, Ye, D, Benetiz, J, Mazzella, S. Trend analysis of a syringe exchange program in Philadelphia, Pennsylvania: 1999-2014. 2016, April. *AIDS and Behavior*, 2016; 20(12):2922-2932. Doi: [10.1007/s10461-016-1393-y](https://doi.org/10.1007/s10461-016-1393-y)
14. Rovito, MJ*, Gordon, TF, **Bass, SB**, DuCette, J, Tierney, AM, Coles, N. Developing the “control identity” typology to create more effective testicular health promotional messaging. *Am J Mens Health*. 2015. pii: 1557988315621143. [Epub ahead of print]
15. Ruzek, SB, **Bass, SB**, Greener, J*, Wolak, C*, Gordon, TF. Randomized trial of a computerized touch screen decision aid to increase acceptance of colonoscopy screening in an African American population with limited literacy. *Health Communication*, 2016; 31(10):1291-1300. Doi: [10.1080/10410236.2015.1069165](https://doi.org/10.1080/10410236.2015.1069165). PMID: PMC5310267.
16. **Bass, SB**, Wolak, C, Greener, J, Tedaldi, E, Nanavati, A, Rupert, K, Gordon, TF. Using perceptual mapping to understand gender differences in perceived barriers and benefits of clinical research participation in urban minority HIV+ patients. *AIDS Care*. 2015; Nov. 17: 1-9. Doi: [10.1080/09540121.2015.1112352](https://doi.org/10.1080/09540121.2015.1112352).
17. Gillespie, A, Hammer, H, **Bass, SB**, Ouzienko, V, Obradovic, Z, Urbanski, M, Browne, T, Silva, P. Attitudes towards living donor kidney transplantation among urban African American hemodialysis patients: A qualitative and quantitative analysis. *Journal of Health Care for the Poor and Underserved*. August 2015. 26(3):852-872.
18. Ruggieri, D*, **Bass, SB**. African American Parents' Knowledge and Perceptions about BMI Measurements, School-Based BMI Screening Programs, and BMI Report Cards: Results from a Qualitative Investigation and Implications for School-to-Parent Communication. 2015. *Journal of Racial and Ethnic Health Disparities*. DOI: [10.1007/s40615-015-0149-0](https://doi.org/10.1007/s40615-015-0149-0).
19. **Bass, SB**, Leader, A, Greener, J*, Shwarz, M*, Patterson, F. Correlates to HPV Vaccination Status and Willingness to Vaccinate in Low-Income Philadelphia High School Students: Opportunities for Intervention. *Journal of School Health*. 2015. 85(8). 527-535.
20. **Bass, SB**, Greener, J*, Ruggieri, D*, Parvanta, C, Mora, G*, Wolak, C*, Normile, R*, Gordon, T. Attitudes and perceptions of a ‘dirty bomb’ radiological terror event in urban African Americans: Results from a qualitative study and implications for effective risk communication. *Disaster Medicine and Public Health Preparedness*. February 2015. 9(1):9-18. Doi: [10.1017/dmp.2014.158](https://doi.org/10.1017/dmp.2014.158).
21. Ruggieri, DG*, **Bass, SB**. A Comprehensive Review of School-Based BMI Screening Programs and Their Implications for School Health: Do the Controversies Accurately Reflect the Research? *Journal of School Health*. January 2015; 85(1):61-72. Doi:[10.1111/josh.12222](https://doi.org/10.1111/josh.12222).
22. Gordon, TF, **Bass, SB**, Ruzek, SB, Wolak, C*, Rovito, MJ*, Ruggieri, D*, Ward, S, Parajape, A. Developing a typology of African Americans with limited literacy based on health maintenance orientation: Implications for colorectal cancer screening strategies. *Journal of Health Communication*. 2014; 19(11):1259-77. doi:[10.1080/10810730.2013.872725](https://doi.org/10.1080/10810730.2013.872725)
23. Miller, ME*, Ruzek, S, **Bass, SB**, Gordon, T, DuCette, J. Why Fathers Are Too Important To Ignore: Communication about sexuality between fathers and daughters. *Holistic Nursing Practice*. March/April 2013; 27(1): 1-9.
24. Ruggieri, DG*, **Bass, SB**, Rovito, MJ, Ward, S, Gordon, TF, Paranjape, A, Lin, , Meyer, B, Parameswaran, L, Wolak, C*, Britto, J, Ruzek, SB. Perceived colonoscopy barriers and facilitators among urban African American

patients and their medical residents. *Journal of Health Communication*, 2013; 18(4):372-90. DOI: 10.1080/10810730.2012.727961

25. **Bass, SB**, Gordon, TF, Ruzek, SB, Wolak, C*, Ruggieri, D*, Mora, G*, Rovito, MJ, Britto, J, Parameswaran, L, Abedin, Z, Ward, S, Paranjape, A, Lin, , Meyer, B, Pitts, K*. Developing a Computer Touch-screen Interactive Colorectal Screening Decision Aid for a Low-Literacy African American Population: Lessons Learned. *Health Promotion Practice*, 2013. 14(4):589-98. Doi: 10.1177/1524839912463392.
26. Wolak, C*, **Bass, SB**, Tedaldi, E, VanDenburg, M, Rohrer, C*. Minority HIV Patients' Perceptions of Barriers and Facilitators to Participation in Clinical Research. *Current HIV Research*, 2012; 10(4): 348-55.
27. Heckman, C, Zhu, F, Manne, S, Kloss, J, Collins, B, **Bass, SB**, Lessin, S. Process and Outcomes of a Skin Protection Intervention for Young Adults. *Journal of Health Psychology*. 2013, April; 18(4):561-573. PMID: 22843632. PMCID:PMC3485419
28. Gibbons, R, Fleisher, L, Slamon, R, **Bass, SB**, Kandadai, V, Beck, R. Exploring the Potential of Web 2.0 to Address Health Disparities. *Journal of Health Communication*. 2011; 16(sup 1): 77-89.
29. Rovito, MJ*, Gordon, TF, **Bass, SB**, DuCette, J. Perceptions of testicular cancer and testicular self-examination among college men: A report on intention, vulnerability, and promotional material preferences. *American Journal of Men's Health*. 2011; 5(6): 500-507. doi: 10.1177/1557988311409023
30. Heckman, CJ, Manne, S, Kloss, JD, **Bass, SB**, Collins, B, Lessin, SR. Beliefs and intentions for skin protection and exposure in Young Adults. *American Journal of Health Behavior*. 2011; 35(6): 699-711. NIHMS#197846.
31. **Bass, SB**, Gordon, TF, Ruzek, SB, Wolak, C*, Ward, S, Paranjape, A, Lin, K, Meyer, B, Ruggieri, D*. Perceptions of colorectal cancer screening in urban African American clinic patients: Differences by gender and screening status. *Journal of Cancer Education*. 2011; 26(1): 121-8. DOI: 10.1007/s13187-010-0123-9
32. **Bass, SB**, Ruzek, SB, Ward, L, Gordon, TF, Hanlon, AL, Hausman, AJ, Hagen, M. If you ask them will they come? Predictors of quarantine compliance during a hypothetical avian influenza pandemic: Results from a statewide survey. *Disaster Medicine and Public Health Preparedness*. 2010; 4: 1-10.
33. Ward, S, Parameswaran, L, **Bass, SB**, Paranjape, A, Gordon, TF, Ruzek, SB. Resident Physicians' Perceptions of Barriers and Facilitators to Colorectal Cancer Screening for African Americans. *Journal of the National Medical Association*, 2010; 102: 303-311.
34. Ward, S, Lin, K, Meyer, B, **Bass, SB**, Parameswaran, L, Gordon, TF, Ruzek, SB. Increasing Colorectal Cancer Screening among African Americans. Linking Risk Perception to Interventions Targeting Patients, Communities and Clinicians: A Review of the Literature. *Journal of the National Medical Association*. 2008; 100(6): 748-758.
35. **Bass, SB**, Gordon, TF, Ruzek, SB, Hausman, AJ. Mapping Perceptions of Factors Related to Acceptance of Smallpox Vaccination Under Varying Levels of Threat among Hospital Emergency Room Personnel. *Biosecurity and Bioterrorism*. 2008; 6(20), 179-189.
36. **Bass, SB**, Guttmacher, S, Nezami, E. Who will keep the public healthy? The case for undergraduate public health education. A review of three programs. *Journal of Public Health Management and Practice*. 2008; 14(1): 6-14.
37. **Bass, SB**, Ruzek, SB, Gordon, TF, Hanlon, AL. Preparedness for a smallpox outbreak: Comparing metrics for assessing levels of vaccination among healthcare workers by state. *Epidemiology and Infection*. 2007; 135(4): 622- 33.

38. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N, Gordon, TF, Moore, D. Relationship of Internet health information use with patient behavior and self-efficacy: experiences of newly diagnosed cancer patients who contact the National Cancer Institute's Cancer Information Service. *Journal of Health Communication*. 2006; 11: 219-236.
39. **Bass, SB**. How will Internet Use Affect the Patient: A Review of Computer Network and Interactive Technology Studies and the Implications in Understanding How the Use of the Internet Affects Patient Populations. *Journal of Health Psychology*. 2003; 8(1): 23-36.
40. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. How Will the Internet Affect the Patient: A Review of a Study with Newly Diagnosed Cancer Patients Who Contact the Cancer Information Service. *Annual Proceedings of the American Medical Informatics Association*. 2002; 260-264.
41. **Bass, SB**, Fleisher, L, McKeown-Conn, N, James, D, Gonzalez, E. Bridging the Digital Divide: Report on Focus Groups with Low-Income Urban and Rural Residents in Pennsylvania. *Annual Proceedings of the American Medical Informatics Association*. 2002; 972.
42. **Bass, SB**. Why Can't a Fetus Be More Like a Sperm? The Woman's Role in Fetal Tissue Research and How Women Are Left Out of the Discussion. *Gender Issues*. 2000; 19(1): 19-32.

Other Publications

1. **Bass, SB**. Temple University Undergraduate Public Health Program. Health People 2020 Curriculum Task Force, Best Practices Initiative. 2012.
http://c.ymcdn.com/sites/www.aptrweb.org/resource/resmgr/sp_undergraduate/temple_bass_cs.pdf
2. Gordon, TF, **Bass, SB**. "Use of Perceptual Mapping at Temple University's Risk Communication Laboratory". In C. Parvanta, D. Nelson, S. Parvanta and R. Harner's *Essentials of Public Health Communication*. 2011. Sudbury, ME: Jones and Bartlett. 176-177.
3. **Bass, SB**, Gallo, R, Crookes, D, Berger, T, Fleisher, L. Your Resource Guide to Health Literacy. 2008.
<http://www.fccc.edu/docs/prevention/hchd/health-literacy-guide.pdf>. Pennsylvania Department of Health and Fox Chase Cancer Center, Health Communications and Public Health Program.
4. **Bass, SB**. Relationships among Internet Use, Patient Task Behavior and Self Efficacy in Newly Diagnosed Cancer Patients Who Contact the Cancer Information Service. Unpublished Doctoral Dissertation. 2000. Temple University, Philadelphia, PA.

Books and Book Chapters

1. Parvanta, C, **Bass, SB**. *Health Communication: Strategies and Skills for a New Era*. Sudbury, ME: Jones and Bartlett (in press, 2017).
2. Fleisher, L, **Bass, SB**, Gonzales, E, Davis, S, Slamon, R, Jibaja-Weiss, M, Kandadai, V, Gibbons, M. Best Practices in Culturally Appropriate Health Education Approaches", Chapter 8 in In P. Kinsey, and D. M. Louden's " *Ethnicity, Health, and Well-Being –An African American Perspective*. **Lincoln University Press**. 2013.

Book Reviews

1. **Bass, SB**. Review of 'The Elusive Embryo' by Gay Becker. *Journal of Health Politics, Policy and Law*. 2002; 27(4).

NIH Peer Review Panel Service

1. National Cancer Institute, special emphasis panel
2. National Institute of Mental Health, HIV and Related Research: ZRG1 AARR-N 02M

Peer Reviewed Editorial Boards and Reviewing

1. Member, Editorial Board – *Health Promotion Practice* (appointed, 2012)
2. Guest Editor, *Health Promotion Practice* – special call for papers, Public Health Training Centers (2012)
3. Reviewer for: *Journal of Health Communication; Health Communication; Patient Education and Counseling; Journal of Health Psychology; American Journal of Public Health Management and Practice; AIDS and Behavior; Journal of Cancer Education; BMC Cancer; BMC Public Health; Disaster Medicine and Public Health Preparedness, Health Education Research, Journal of Healthcare for the Poor and Underserved*, among others.

Juried Presentations

1. **Bass, SB**, Jessop, A, Gashat, M, Maurer, L, Al Hajji, M, Forry, J. Take charge, get cured: The development and user testing of a culturally tailored mHealth decision tool on HCV treatment initiation for methadone patients. *American Public Health Association Annual Meeting*, Atlanta, GA: November 2017
2. **Bass, SB**, Jessop, A, Gashat, M, Maurer, L, Al Hajji, M, Forry, J. Take charge, get cured: The development and user testing of a culturally tailored mHealth decision tool on HCV treatment initiation for methadone patients. *International Conference on Communication in Healthcare/Health Literacy Research Conference*, Baltimore, MD: October 2017.
3. Jessop, A, **Bass, SB**, Gashat, M, Al Hajji, M, Forry, J. Creating and testing usability on an mHealth tool using targeted messages to affect HCV treatment decisions in HCV+ methadone patients. *American Association for the Study of Liver Diseases Annual Conference*, Washington, D.C.: October, 2017.
4. **Bass, SB**, Jessop, A, Maurer, L, Gutierrez, M, Gashat, M, Carmody, E. Differences in Perceived Barriers to HCV Treatment Initiation in Methadone users vs. IVDU clients of a needle exchange: Application of Perceptual Mapping. *Society for Behavioral Medicine*, San Diego, CA: March, 2017
5. **Bass, SB**, Jessop, A, Gutierrez, M, Gashat, M, Maurer, L. Use of perceptual mapping to understand barriers and facilitators to HCV treatment initiation in methadone users. *American Association of Addiction Psychiatrists Annual Meeting*, Bonita Springs, FL: December, 2016.
6. Jessop, A, **Bass, SB**, Gutierrez, M, Gashat, M. Perceptions of HCV treatment and correlates to initiation willingness in HCV+ methadone users. *American Association of Addiction Psychiatrists Annual Meeting*, Bonita Springs, FL: December, 2016.
7. Jessop, A, **Bass, SB**, Gutierrez, M, Gashat, M. Perceptions of HCV treatment and correlates to initiation willingness in HCV+ methadone users. *American Association of Liver Disease Annual Meeting*, Boston, MA: November, 2016.
8. **Bass, SB**, Carmody, E, Mazzella, S, Maurer, L. Use of perceptual mapping to understand barriers and facilitators to HCV treatment initiation in active drug using clients of a needle exchange program. *American Public Health Association Annual Meeting*, Denver, CO: October, 2016
9. Maurer, L, **Bass, SB**, Ye, D, Benitez, J, Mazzella S, Krafty, R. Trend analysis of users of a syringe exchange program in Philadelphia, Pennsylvania (1999-2014): Implications for programmatic and policy changes. *American Public Health Association Annual Meeting*, Denver, CO: October, 2016.

10. Traino HM, **Bass SB**, Maurer L, Gillespie A, Schatell D. A mapping study of dialysis patients' perceptions of kidney transplantation. *American Society of Nephrology Kidney Week*; Chicago, IL: November, 2016.
11. **Bass SB**, Jessop, A, Gutierrez, M, Gashat, M, Maurer, L. Use of perceptual mapping to understand barriers to HCV treatment initiation in methadone clients. *European Association for the Study of the Liver*. Paris, France: September, 2016
12. **Bass SB**, Fleisher L, Washington A, Nicholson A, Maurer L, Geynisman D. Use of perceptual mapping to encourage informed decision making on clinical trials in African American cancer patients. *Society of Behavioral Medicine*. Washington, D.C.: March 2016.
13. Fleisher L, **Bass SB**, Washington, A Maurer, L. Development of an mHealth tool to encourage clinical trial participation in African American Cancer Patients. *Society of Behavioral Medicine*. Washington, D.C.: March 2016.
14. **Bass SB** (with L Fleisher and C Heckman on panel). Building a better app: using formative research to guide the development of e-Health interventions. *International Society of Research in Internet Innovations*. Seattle, WA: April, 2016.
15. Fleisher, L, **Bass SB**, Washington, A, Geynisman, D, Nicholson, A, Maurer, L. African American cancer patients' informed decision making for clinical trial participation: Using perceptual mapping survey findings to understand critical communication messages and guide intervention development. AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities. Atlanta, GA: 2015 (poster presentation)
16. **Bass SB**, Watts S, Wolak C. Overview of Temple University's undergraduate fieldwork experience in public health: Successes and challenges. *Association of Schools and Programs in Public Health, Undergraduate Summit*. Washington, D.C.: March, 2016.
17. Fleisher, L, **Bass SB**, Washington, A, Geynisman, D, Nicholson, A, Maurer, L. African American cancer patients informed decision making for clinical trial participation: Using perceptual mapping survey findings to understand critical communication messages and guide intervention development. 2015 AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities. Atlanta, GA: 2015, November.
18. Geynisman, DM, Fleisher, L, **Bass SB**, Washington, A, Nicholson, A, Maurer, L. African American Cancer Patients and Clinical Trials: Perception Differences between Participators and Non-Participators. *American Society of Clinical Oncology*. Chicago, IL. May, 2015.
19. **Bass SB**, Fleisher, L, Washington, A, Nicholson, A, Maurer, L, Geynisman, D. Use of Perceptual Mapping and Vector Modeling to Develop Message Strategies to Encourage Informed Decision Making for Clinical Trial Participation among African American Cancer Patients. 2015 *World Congress of Psycho-Oncology*. Washington, D.C., August 2015.
20. **Bass SB**, Fleisher, L, Shwarz, M, King, A, Washington, A, Greener, J, Maurer, L, Geynisnum, D. Perceptions of clinical trial participation in African American cancer patients: An in-depth qualitative analysis. *American Public Health Association*, Nov. 2014, New Orleans, LA.
21. **Bass SB**, Gordon, TF, Gordon, R, Parvanta, C. Utilizing gaze patterns and EKG measurements to analyze responses to a 'dirty bomb' decision aid in disadvantaged people with limited literacy: How can we make communication materials better? *American Public Health Association*, Nov. 2014, New Orleans, LA.
22. **Bass SB**, Gordon, TF, Gordon, R, Parvanta, C. Utilizing gaze patterns and EKG methods to test health messages: A case study with low-literacy populations. *International Communication in Health Care conference*, Sept. 2014, Amsterdam.

23. Patterson, F, **Bass, SB**, Watts, S, Twersky, S, Scarpulla, M. Promoting Course Fidelity and Faculty Autonomy in the Context of a Multi-Section Undergraduate Public Health Capstone Course. *Association of Schools and Programs in Public Health, Undergraduate Summit meeting*. October, 2013. Boston, MA
24. **Bass, SB**, Gordon, TF, Gordon, R, Parvanta, C, Kordusky, K, Nanavati, A, Greener, J. Utilizing Marketing and Psychology Methods to Test Health Messages: A Case-Study of How Gaze Patterns and Psycho-Physiological Measures Can Be Used to Analyze Responses to a 'Dirty Bomb' Decision Aid in People with Limited Literacy. *National Health Literacy Research Conference*. October, 2012. Bethesda, MD.
25. Schneider, D, Kovach, A, O'Keefe, E, Crandall, L, Jeffrey, J, Arliss, R, Trawick, C, Scott, E, Leiter, V, Faraclas, W, Vancour, M, **Bass, SB**, Gerber, D, Koerbel, L, Harver, A, Perrin, K, Kim, H. Undergraduate Public Health Education: Lessons from the Trenches. *American Public Health Association*, Nov. 2012, Denver, CO.
26. **Bass, SB**. Benefits of Undergraduate Public Health Programs: A Review of Temple University". *Health Promotion Summit, Department of Health and Human Services*, April, 2012. Washington, D.C.
27. Ruggieri, D, **Bass, SB**, Rovitio, MJ, Ward, S, Gordon, TF, Paranjape, A, Lin, K, Meyer, B, Parameswaran, L, Wolak, C, Britto, J, Ruzek, SB. Perceived colonoscopy barriers and facilitators among urban African American patients and their medical residents. *American Public Health Association*, Nov. 2011. Washington, D.C.
28. **Bass, SB**, Mora, G, Ruggieri, D, Wolak, C, Gordon, TF, Rovito, MJ, Parvanta, C, Normile, R, Rodriguez, A, Rohrer, C. Understanding of and willingness to comply with recommendations in the event of a 'dirty bomb': Demographic differences in low-literacy urban residents. *American Public Health Association*, Nov. 2011. Washington, D.C.
29. **Bass, SB**, Wolak, C, Tedaldi, E, VanDenBerg-Worf, M, Rohrer, C. Using perceptual mapping methods to understand gender differences in perceived barriers and benefits to HIV clinical research participation: A study with urban minority HIV patients. *American Public Health Association*, Nov. 2011. Washington, D.C.
30. Wolak, C, **Bass, SB**, Tedaldi, E, VanDenBerg-Wolf, M, Rohrer, C. Minority HIV Patients' Perceptions of Barriers and Facilitators to Participation in Clinical Research. *American Public Health Association*, Nov. 2011. Washington, D.C.
31. Gordon, TF, **Bass, SB**, Ruzek, SB, Ward, S, Parajape, A, Lin, K, Meyer, B, Wolak, C, Rovito, MJ, Britto, J, Abedin, Z, Rovito, GM, Musliner, K. Encouraging low-literacy African Americans to be screened for colorectal cancer: An experimental comparison of 'usual care' materials with a customized touch-screen tutorial. *American Public Health Association Annual Conference*. November 2010. Philadelphia, PA.
32. **Bass, SB**, Wolak, C, Rovito, GM, Gordon, TF, Ward, L. Use of REALM-R vs. S-TOFHLA in an urban African American clinic population to assess health literacy: Practical Implications. *American Public Health Association Annual Conference*. November 2010. Philadelphia, PA.
33. Wolak, C, **Bass, SB**, Tedaldi, E, VanDenBerg-Wolfe, M, Hinton, N, Rohrer, C. Examining perceived barriers and facilitators of minority participation in HIV clinical trials. *College of Health Professions and Social Work Research Day, Temple University College of Health Professions & Social Work*. April 2010. Philadelphia, PA.
34. Wolak, C, **Bass, SB**, Tedaldi, E, VanDenBerg-Wolfe, M, Hinton, H, Rohrer, C. Examining perceived barriers and facilitators of minority participation in HIV clinical trials. *College of Physicians*. May 2010. Philadelphia, PA.
35. Gordon, TF, Rovito, MJ, Ruzek, SB, **Bass, SB**, Ward, S, Lin, K, Myers, B, Wolak, C, Britto, J, Abedin, Z. Improving colorectal cancer screening strategies for low-literacy African Americans: Using risk-benefit segmentation to define a typology of patients and mapping perceptions to design targeted decision aids. *American Public Health Association Annual Conference*. November 2009. Philadelphia, PA.
36. **Bass, SB**, Ruzek, SB, Gordon, TF, Wolak, C, Rovito, MJ, Britto, J, Parameswaran, L, Ward, S, Meyer, B, Lin, K, Parajape, A. Developing computer touch screen interactive colorectal cancer screening decision aid for low-literacy populations: Lessons learned. *American Public Health Association Annual Conference*. November 2009. Philadelphia, PA.

37. **Bass, SB**, Gordon, TF, Ruzek, SB, Wola, CN, Ward, S, Meyer, B, Lin, K. Perceptions of colorectal cancer screening in African Americans: Differences by gender and screening status. *American Public Health Association Annual Conference*. November 2009. Philadelphia, PA.
38. **Bass, SB**, Ruzek, SB, Gordon, TF, Wolak, C, Rovito, J, Britto, J, Parameswaran, L, Ward, S, Meyer, B, Lin, K, Paranjape, Developing computer touch screen interactive colorectal cancer screening decision aid for low-literacy populations: Lessons learned. *National Health Literacy Conference*. October 2009. Washington, D.C.
39. Wolak, C, Ruzek, SB, **Bass, SB**, Gordon, TF. Assessing literacy in a low-income, African American clinic population to facilitate improving health education interventions. *National Health Literacy Conference*. October 2009. Washington, D.C.
40. Rovito, MJ, Gordon, TF, **Bass, SB**, DuCette, J. Appealing to males at-risk for testicular cancer: Defining a 'control identity' typology and modeling perceptions of testicular self-examination (TSE). *American Public Health Association*. November 2009. Philadelphia, PA.
41. Ruzek, SB, **Bass, SB**, Hanlon, AL, Fleisher, L, McKeown-Conn, N, Abedin, A, Gordon, TF. Gender differences in use of Internet health information among newly diagnosed cancer patients. *Temple University College of Health Professions Research Day*. April 2009. Philadelphia, PA.
42. Ruzek, SB, **Bass, SB**, Hanlon, AL, Fleisher, L, McKeown-Conn, N, Abedin, Z, Gordon, TF. Gender differences in use of Internet health information among newly diagnosed cancer patients. *College of Physicians*. April 2009. Philadelphia, PA.
43. Rovito, GM, **Bass, SB**, Ruzek, SB, Ward, L, Gordon, TF, Hanlon, AL, Hausan, AJ, Hagen, M. Perceptions of vaccine and quarantine compliance during a hypothetical avian flu pandemic. *Pennsylvania Public Health Association Annual Meeting*. October 2009. Pittsburgh, PA.
44. Wolak, C, Ruzek, SB, **Bass, SB**, Gordon, TF. Assessing literacy in a low-income, African American clinic population to facilitate improving health education interventions. *Pennsylvania Public Health Association Annual Meeting*. October 2009. Pittsburgh, PA.
45. Matosky, M, Terrell, C, Gordon, TF, **Bass, SB**, Ruzek, SB. Using perceptual mapping to develop HIV case management. *American Public Health Association Annual Meeting*. October 2008. San Diego, CA.
46. Seals, B, **Bass, SB**, Knorr, DL, Thomas, C. Pandemic flu and community emergency readiness. *American Public Health Association Annual Meeting*. November 2007. Washington, DC.
47. Gordon, TF, **Bass, SB**, Ruzek, SB. Mapping public perceptions of avian flu - a statewide survey: Using perceptual mapping to model perceptions and design health campaign strategy. *American Public Health Association Annual Meeting*. November 2007. Washington, DC.
48. **Bass, SB**, Seals, B, Hausman, AJ. Demographic characteristics and emergency risk communication: Results of a statewide survey. *American Public Health Association Annual Meeting*. November 2006. Boston, MA.
49. Seals, B, **Bass, SB**, Ruggieri, DG, Segal, J, Cunningham, A. Communicating in a crisis: Building skills for message delivery. *American Public Health Association Annual Meeting*. November 2006. Boston, MA.
50. Seals, B, **Bass, SB**, Ruggieri, DG, Cunningham, A. Anybody there? Development and testing of 1-800 number call scripts. *American Public Health Association Annual Meeting*. November 2006. Boston, MA.
51. Ruggieri, DG, **Bass, SB**, Seals, B, Leebron, E. Public health workers and first responders as social marketers: Understanding attitudes and levels of self-efficacy to improve communication during emergency events. *American Public Health Association Annual Meeting*, November 2006. Boston, MA.

52. **Bass, SB**, Seals, B, Leebron, E, Ruggieri, DG. First responders and media readiness in the event of terrorism: Results of a self-efficacy study. *American Public Health Association Annual Meeting*, November 2006. Boston, MA.
53. Gordon, TF, **Bass, SB**, Ruzek, SB. Smallpox preparedness: Using perceptual mapping to design tailored messages promoting smallpox vaccination among emergency room healthcare workers. *American Public Health Association Annual Meeting*. November 2006. Boston, MA.
54. Powell, SJ, Ruzek, SB, **Bass, SB**, Gordon, TF, Seals, BD, Segal, J. State of art in mental health disaster response: An analysis of four state plans for mental health preparedness. *American Public Health Association Annual Meeting*. December 2005. Philadelphia, PA
55. **Bass, SB**, Hausman, AJ, Seals, B, Park, Y. Risk Communication and emergency preparedness: Results of a statewide survey. *American Public Health Association Annual Meeting*. December 2005. Philadelphia, PA.
56. **Bass, SB**, Ruzek, SB, Gordon, TF. Analysis of state smallpox vaccination rates: Relationship to state guidelines and risk communication messages. *American Public Health Association Annual Meeting*, December 2005. Philadelphia, PA
57. Gordon, TF, Ruzek, SB, **Bass, SB**. Use of computer-based perceptual mapping to tailor health communication messages. *American Public Health Association Annual Meeting*. December 2005. Philadelphia, PA.
58. **Bass, SB**. Temple University's undergraduate public health program. *American Public Health Association Annual Meeting*. November 2004. Washington, DC.
59. Gordon, TF, Ruzek, SB, **Bass, SB**, Hausman, AJ. A comparison of statewide emergency mental health preparedness plans for 'high-impact' 9/11 states: Communication assumptions, mechanisms and strategies. *American Public Health Association Annual Meeting*. November 2004. Washington, DC.
60. Ruzek, SB, **Bass, SB**, Poe, P. Communicating evidence based information to patients with a serious or life threatening condition. A comparative analysis of the development and dissemination of patient decision aids. *American Public Health Association Annual Meeting*, November 2004. Washington, DC.
61. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. Modes and motivations of cancer patients seeking information: A report on a study with the Cancer Information Service. *Pennsylvania Public Health Association Annual Meeting*. October 2004. Philadelphia, PA.
62. Ruzek, SB, **Bass, SB**, Poe, P. Communicating evidence based information to patients with a serious or life threatening condition. A comparative analysis of the development and dissemination of patient decision aids. *Pennsylvania Public Health Association Annual Meeting*. November 2004. Philadelphia, PA.
63. Fleisher, L, Miller, S, **Bass, SB**. Bridging service and research: The NCI's Atlantic Region Cancer Information Service's (CIS) experience in implementing research within a service program society for public health educators. *Pennsylvania Public Health Association Annual Meeting*. November 2004. Philadelphia, PA.
64. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. How will Internet use affect the user: A review of a study with newly diagnosed cancer patients who contact the Cancer Information Service. *American Public Health Association Annual Meeting*. November 2002. Philadelphia, PA.
65. **Bass, SB**, Fleisher, L, McKeown-Conn, N, James, D, Gonzalez, E. Bridging the digital divide: Report on focus groups with low income urban and rural residents in Pennsylvania. *American Public Health Association Annual Meeting*. November 2002. Philadelphia, PA.
66. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. How will Internet use affect the user: A review of a study with newly diagnosed cancer patients who contact the Cancer Information Service. *Medical Informatics Association*

Annual Meeting. November 2002.

67. **Bass, SB**, Fleisher, L, McKeown-Conn, N, James, D, Gonzalez, E. Bridging the digital divide: Report on focus groups with low income urban and rural residents in Pennsylvania. *American Medical Informatics Association Annual Meeting*. November 2002.
68. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. How will Internet use affect the user: A review of a study with newly diagnosed cancer patients who contact the Cancer Information Service. *Society for Public Health Educators Annual Meeting*. November 2002.
69. **Bass, SB**, Fleisher, L, McKeown-Conn, N, James, D, Gonzalez, E. Bridging the digital divide: Report on focus groups with low income urban and rural residents in Pennsylvania. *Society for Public Health Educators Annual Meeting*. November 2002.
70. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. Relationships between Internet use, patient task behavior and self efficacy in diagnosed cancer patients who contact the Cancer Information Service. *Society for Behavioral Medicine Annual Meeting*. April 2002.
71. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. Relationships between Internet use, patient task behavior and self efficacy in newly diagnosed cancer patients who contact the Cancer Information Service. *Pennsylvania Public Health Association Annual Meeting*. November 2001. Philadelphia, PA.
72. **Bass, SB**, Fleisher, L, McKeown-Conn, N, James, D, Gonzalez, E. Bridging the digital divide: Report on focus groups with low income urban and rural residents in Pennsylvania. *Pennsylvania Public Health Association Annual Meeting*. November 2001. Philadelphia, PA.
73. **Bass, SB**, Ruzek, SB, Fleisher, L, McKeown-Conn, N. Relationships between Internet use, patient task behavior and self efficacy in newly diagnosed cancer patients who contact the Cancer Information Service. *American Public Health Association Annual Meeting*, October 2001. Atlanta, GA.
74. **Bass, SB**. Examination of computer network studies and their Implication in studying the impact of the Internet on patient populations. *American Public Health Association Annual Meeting*. November 2000. Boston, MA.
75. Ruzek, SB, Gordon, TF, **Bass, SB**, Becker, J. Internet health information: How to find it, use it and assess its value. *Pennsylvania Society for Public Health Educators, Annual Meeting*. March 2000. Philadelphia, PA.
76. **Bass, SB**, Hodge, R. The effect of a home safety inspection in residents of North Philadelphia. *Pennsylvania Public Health Association Annual Meeting*. October 1999. Harrisburg, PA.
77. **Bass, SB**. The woman's role in fetal tissue research and the cultural definitions of reproduction. *American Public Health Association Annual Meeting*. November 1999. Chicago, IL.
78. **Bass, SB**. The 'Back to Sleep' program and SIDS : What the Diffusion of Innovation Theory tells us about using health education media campaigns. *American Public Health Association Annual Meeting*, November 1999. Chicago, IL.

Invited Speaking

1. **Bass, SB**. Use of Perceptual Mapping, Vector Modeling and Eye Tracking Methods to Develop and Test Developmentally Appropriate Risk Communication Materials. *George Mason University, Center for Health and Risk Communication*. October, 2015.
2. **Bass, SB**. Use of Perceptual Mapping, Vector Modeling and Eye Tracking Methods to Develop and Test Developmentally Appropriate Risk Communication Materials. *The Johns Hopkins University, Welch Center for*

Prevention, Epidemiology and Clinical Research (journal club and Grand Rounds). December, 2014.

3. **Bass, SB.** Use of Perceptual Mapping, Vector Modeling and Bio-physical Methods to Develop and Test Developmentally Appropriate Risk Communication Materials. *Temple University Department of Public Health, Social and Behavioral Science Division.* September, 2013
4. **Bass, SB.** Use of Perceptual Mapping, Vector Modeling and Bio-physical Methods to Develop and Test Developmentally Appropriate Risk Communication Materials. *Fox Chase Cancer Center, Cancer Prevention and Control research group.* September, 2013.
5. **Bass, SB.** Don't Panic! An Overview of Crisis and Emergency Risk Communication (CERC) Principles To Assist With The Development And Implementation Of Effective Response Plans. *Pennsylvania Department of Health, Strengthening Healthcare and Public Health through Collaboration, Coordination and Communication conference.* May, 2013.
6. **Bass, SB.** Use of Innovative Risk Communication Messages. *Temple University, Office of the Provost, Philadelphia, PA. Temple University's Advancing Research Excellence Forum.* November, 2010.
7. **Bass, SB.** Problems and Practical Solutions to Low Health Literacy. *Pennsylvania Health Literacy Conference, Philadelphia, PA.* November, 2010.
8. **Bass, SB.** Temple University Undergraduate Public Health Program: How to incorporate public health education into undergraduate curricula. *Association of General and Liberal Studies Annual Meeting, Asheville, NC.* October, 2008.
9. Gordon, TF, **Bass, SB,** Hausman, AJ, Ruzek, SB. Smallpox Preparedness: Using perceptual mapping to design tailored messages promoting smallpox vaccination among emergency room healthcare workers. *Center for Biosecurity, Baltimore, MD.* September 2006.
10. **Bass, SB,** Gordon, TF, Ruzek, S. Smallpox Preparedness: Using perceptual mapping to design tailored messages promoting smallpox vaccination among emergency room healthcare workers. *Center for Preparedness, Research, Education and Practice (C-PREP), Brown Bag Lunch Series, Temple University.* Philadelphia, PA. October 2006.
11. Seals, B, **Bass, SB,** Knorr, D, Thomas, C. Results of focus groups about emergency preparedness materials and attitudes about communication needs. *Philadelphia Department of Public Health, Philadelphia, PA.* January 2007.
12. **Bass, SB,** Gordon, TF. Using Perceptual Mapping to Develop Risk Communication Messages. *Pennsylvania Public Health Institute, Pittsburgh, PA.* November 2005.
13. **Bass, SB.** Testimony on disaster preparedness; risk communication needs. *Pennsylvania State Senate Panel on Disaster Preparedness, Harrisburg, PA.* November 2005
14. **Bass, SB.** Using Perceptual Mapping to Develop Risk Communication Messages. *Drexel University School of Public Health, Philadelphia, PA.* June 2005.
15. **Bass, SB.** Using Perceptual Mapping to Develop Risk Communication Messages. *United States Public Health Service, Annual Meeting, Philadelphia, PA.* May 2005.
16. **Bass, SB.** How will Internet use affect the patient user? An examination of a NCI funded study on newly diagnosed cancer patients who contact the Cancer Information Service. *Temple University, Department of Public Health, Brown Bag Lunch Series, Philadelphia, PA.* October 2003.
17. **Bass, SB.** Panel on Health Professions. *Health Corp Volunteers, Philadelphia, PA.* May 2003.
18. **Bass, SB.** How to Access Health Information on the Internet . *HepTREC – Hepatitis B Foundation, Philadelphia, PA.*

December, 2002.

19. **Bass, SB.** How to Access Health Information on the Internet. *Fox Chase Cancer Center, Cancer Information Service*, Philadelphia, PA. October 2002.
20. **Bass, SB.** Review of Study on Internet Use in Cancer Patients. *Fox Chase Cancer Center, Behavioral Medicine Series*, Philadelphia, PA. February 2002.

Doctoral Students:

1. **Laura Taylor.** Primary Dissertation Committee. *“The National smallpox vaccination program: identifying opinion leaders’ perception of roles and responsibilities of the state health department during the vaccination initiative”*. (Received degree May 2008).
2. **Mary Ellen Miller.** Primary Dissertation Committee. *“Paternal Parenting Styles and Sexual Communication with Adolescent Daughters: Is There a Difference in Sexual Communication by Parenting Style?”* (Received degree May 20; 2009)
3. **Michael J. Rovito.** Primary Dissertation Committee. *“Developing a Health-based “control identity” typology: A testicular self- examination application”* (Received degree August 2010)
4. **Linda Fleisher.** Primary Dissertation Committee. *“Does subscribing to a patient portal impact the decision to participate in colorectal cancer screening?”* (Received degree January 2011).
5. **Dominique Ruggieri.** Mentor and Dissertation chair. *“An Investigation of Parents’ Perceptions of BMI and BMI-for-age, School-based BMI Screening Programs and BMI Report Cards: Using Framing Theory and Perceptual Mapping Methods to Develop a Tailored BMI Report Card for the School District of Philadelphia.”* (Received degree May 2012)
6. **Bernadette Hohl.** Primary Dissertation Committee. *“Neighborhood Social Processes and Youth Violence – Looking at the role of “Adults Intervening for youth”*. (Received degree August 2012)
7. **Michelle Shwarz.** Mentor and Dissertation co-Chair. *“Addressing polycystic ovary syndrome in outpatient mental health practices: A brief intervention to increase awareness.”* (Received degree May 2015)
8. **Judith Greener.** Mentor and Dissertation Chair. *“Contralateral Prophylactic Mastectomy: An Exploratory Approach to Understanding the Decision Making Process* (Received degree December 2015)
9. **Weidan Cao.** Dissertation Committee (Media and Communication Studies). *“Cancer Patients’ Received and Perceived Social Support: An Investigation Based on the Stress and Coping Perspective.”* (Degree expected May 2017)
10. **Laurie Maurer.** Mentor and Dissertation Chair. *“The deterrent effect of the fear of HIV disease: Influences on young adult risk-taking behaviors.”* (Received degree May, 2017)
11. **Mohammed Al Hajji.** Current Ph.D. Mentor
12. **Paul D’Avanzo.** Current Ph.D. Mentor

Courses Taught

Graduate Level Courses

Health Communication	Course Instructor	Temple University
Risk Communication	Course Instructor	Temple University
Human Sexuality	Course Instructor	Arcadia University
Health Behavior Theory	Course Instructor	Arcadia University

Program Planning & Evaluation	Course Instructor	Arcadia University
International Health	Course Instructor	Arcadia University
Maternal and Child Health	Course Instructor	Temple University

Undergraduate Level Courses

Health Communication	Course Instructor	Temple University
Epidemiology	Course Instructor	Temple University
Human Sexuality	Course Instructor	Temple University
Health Science1	Course Instructor	Temple University
Health Science 2	Course Instructor	Temple University
Health Science 3	Course Instructor	Temple University
International Health	Course Instructor	Temple University
Environmental Health	Course Instructor	Temple University
Consumer Health	Course Instructor	Temple University
Program Planning & Evaluation	Course Instructor	Temple University
Contemporary Health Issues	Course Instructor	Temple University
AIDS and Society	Course Instructor	Temple University
Sexuality and Reproduction	Course Instructor	Temple University
Intro to Health Professions	Course Instructor	Temple University

Awards and Scholarships

1. **Riegelman Award** for Undergraduate Public Health Education. Association of Schools and Programs of Public Health (2014)
2. Temple University **Great Teacher** Award. Awarded to one faculty member a year. Highest teaching honor at Temple University. (2012)
3. Healthy People 2020 Curriculum Task Force, **“Best Practice” in undergraduate public health programs.** (2011)
4. Temple University **Writing Intensive Award for Instructor/Student Achievement**, Writing Intensive Classes (2009)
5. **Lindback Award for Distinguished Teaching**, Temple University (2007)
6. College of Health Professions, **Excellence in Teaching** Award (2006)
7. Cancer Information Service, Fox Chase Cancer Center **“Partner Award in Use of New Technology” (2001)**
8. Temple University, College of Liberal Arts; Department of Women’s Studies **“Distinguished Teaching”** Award (1994)
9. Temple University Department of Health Studies; **Research/Teaching Assistantship** (1994-1998)
10. Alpha Phi **scholarship** for graduate education (1998)
11. Wyeth Ayerst **“Women in Science” national scholarship** (1995)
12. Better Business Bureau Award for **“Best Introduction of a Service”**, for Teen Peer AIDS Education program (1992)

Professional Service

National:

Current:

1. Member, Editorial Board – *Health Promotion Practice* (2012 to present)
2. Member, *Healthy People 2020 Committee on Health Communication* (2004 to present)

Past:

1. Member, Special Expert Panel on undergraduate public health education; *Association of Schools and Programs of Public Health (ASPPH)* and *Centers for Disease Control and Prevention* (2011 to 2014)
2. Member, Undergraduate education sub-committee, *Delta Omega Public Health Honorary* (2011 to 2013)
3. Member, Undergraduate Public Health Education Committee for the *Association of Schools and Programs of Public Health* (2004 to 2008)
4. Member, “Public Health 101” subcommittee for the *Association of Schools and Programs of Public Health* and the *Association of Prevention, Teaching and Research* (2004-2006)
5. Member, “Public Health Minors” subcommittee for the *Association of Schools and Programs of Public Health*

and the *Association of Prevention, Teaching and Research* (2004-2006)

Regional:

Current:

1. Executive Board Member, *Prevention Point Philadelphia* (2012 to present)
2. Board Member, Curriculum Committee. *Springfield School District, Springfield, PA* (2015 to present)
3. Member, *Cancer Control and Prevention group, Fox Chase Cancer Center* (2013 to present)

Past:

1. Member, HIV/AIDS Program Review Panel, *School District of Philadelphia* (2003-2008)
2. Member, HIV/AIDS Program Review Panel, *AIDS Activities Coordinating Office, Philadelphia Department of Public Health* (1991-1995)
3. Member, Sexuality Review Panel, *School District of Philadelphia* (1991-1995)
4. Member, HIV/AIDS Prevention and Education Committee, *Philadelphia AIDS Consortium* (1991-1995)

University/College:

Current:

1. Member, *Graduate Committee* – Department of Social and Behavioral Sciences (Present)
2. Member, *Undergraduate Committee* – Department of Social and Behavioral Sciences (Present)
3. Member, *Strategic Communications Committee*, College of Public Health (Present)
4. Faculty Advisor, *Eta Sigma Gamma*, Undergraduate Public Health Student Society (2003-Present)
5. Member, *Teaching Excellence Committee*, College of Public Health (2014-Present)
6. Member, *Pre-Health Professionals Advising Committee* - Temple University (2010-Present)
7. Member, *Great Teacher Awards Committee* – Temple University (2013 to Present)

Past:

1. Chair, *Undergraduate Committee* – Department of Public Health (2003-2014)
2. Member, *Social Behavioral Sciences Division* – Department of Public Health (2010-2015)
3. Member, *MPH Program Committee* – Department of Public Health (2003-2014)
4. Member, *Ph.D. Program Committee* – Department of Public Health (2010-2015)
5. Member, *Mobile Technology Committee* – College of Health Professions and Social Work (2013)
6. Member, *Undergraduate Committee* - College of Health Professions and Social Work (2003-2014)
7. Member, *Promotion and Tenure Committee* - College of Health Professions and Social Work (2006-2013)
8. Member, *Executive Steering Committee - C-PREP* (Center on Preparedness Research, Education and Practice)(2006-2010)
9. Member, *Executive Steering Committee - Center for Minority Health and Health Disparities*, Temple University Hospital (2008-2012)
10. Member, *Writing Intensive Course Oversight Committee* - Temple University (2008-2012)
11. Member, *Faculty/University Relations Committee* - TAUP Union and Temple University (2013)

Membership in Professional Associations

1. American Public Health Association, Health Education and Promotion Section Member; HIV/AIDS Caucus Member
2. Society of Behavioral Medicine
3. Society for Public Health Educators
4. American Society of Psycho-Oncology, Full member
5. Pennsylvania Public Health Association
6. Eta Sigma Gamma
7. Delta Omega, Public Health Honorary Society