

Curriculum Vitae

Sarah Bauerle Bass

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Education:

Ph.D. – 2001 (Health Studies[public health])	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 (Tenured), 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 (Non-Tenure Track), 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

Employment

Academic Appointments

1. Associate Professor (Tenured) in Social Behavioral Sciences, Temple University College of Public Health, Philadelphia, PA (2013-Present)

As a tenured faculty member, I have an active research agenda in health and risk communication and am Director of the Risk Communication Laboratory (see below). As a graduate faculty member, I am also responsible for graduate level assignments including sitting on MPH research project overview committees, Ph.D. dissertation committees, chairing Ph.D. dissertation committees and providing mentorship, MPH/Ph.D. admission committees and other faculty duties as assigned. I teach public health courses in Health Communication at both the undergraduate and graduate levels, undergraduate courses in program planning and evaluation and AIDS and Society, and a graduate level course in Risk Communication.

2. **Co-Director (2007 – 2012), Director (2012 to present) Risk Communication Laboratory, Temple University, Philadelphia, PA (2007-to present) <https://sites.temple.edu/turiskcommlab/>**

The Risk Communication Laboratory, located in the Department of Social and Behavioral Sciences in the College of Public Health, is a working research laboratory devoted to implementing risk communication methodologies to develop culturally and developmentally appropriate material to assist in medical decision making. The lab is the only public health research laboratory in the United States using perceptual mapping and psycho-physiological testing methods to study public health issues. As Director I have an active research agenda with active grants from the National Institute of Mental Health, the National Institute of Drug Abuse, the American Cancer Society, Gilead Pharmaceuticals, and Merck Pharmaceuticals, and past support from the National Cancer Institute, the National Institute of Biomedical Imaging and Bio-engineering, the State of Pennsylvania Department of Health, Philadelphia Department of Public Health, tobacco settlement monies through Temple University, and internal funding through Fox Chase Cancer Center and Temple University Hospital. These projects support paid and unpaid PhD research assistants and MPH and BS student interns.

3. **Associate Professor (Non-Tenure Track) and Undergraduate Program Director, Temple University, Philadelphia, PA (2008-2014)**

Responsible for all administrative oversight of the Bachelor of Science Degree in Public Health. This included recruitment and marketing of program, curriculum development and oversight, advising and mentoring upper- class students and providing leadership at the department, university, regional and national levels for undergraduate public health instruction. As founding Director of the program in 2003, it grew over 300% in enrollment. My leadership resulted in the program being recognized as a “*Best Practice*” by the Healthy People 2020 Curriculum Committee, the American Association of Colleges and Universities, and the Association of Practice, Teaching and Research. I was also awarded the *Riegelman Award* for Undergraduate Public Health by the Association of Schools and Programs of Public Health, a national award given to someone contributing substantially to undergraduate public health education.

4. **Assistant Professor (Non-Tenure Track) and Undergraduate Program Director, Temple University, Philadelphia, PA (2003- 2008)**

Responsibilities same as above.

5. **Assistant Professor, Temple University, Philadelphia, PA (2001-2003)**

Non-tenure track position, two one-year contracts. Responsible for development and course construction for undergraduate students in the Public Health Department.

6. **Adjunct Faculty, Temple University, Philadelphia, PA (1999-2001)**

Responsible for development and course construction for undergraduate students in the Health Studies Department, the Women’s Studies Department and the Extension Services Department. Responsible for all teaching, syllabus construction, textbook choices, research for lecture/class notes, test development and grading at an undergraduate level.

7. **Adjunct Faculty, Beaver College (Arcadia University), Glenside, PA (1998-2001)**

Department of Health Administration. Taught elective and core courses for those pursuing a Master’s degree in Health Education.

8. **Research Assistant, Temple University, Philadelphia, PA (1997-1998)**

Department of Health Education. Carried stipend and full tuition scholarship, awarded by department faculty. Responsible for assisting faculty in various research projects, including development of a survey instrument for female condom use, statistical analysis of data and editing of faculty authored book on women’s health.

9. **Teaching Assistant, Temple University, Philadelphia, PA (1994-1998)**

Department of Health Education. Carried stipend and full tuition scholarship, awarded by department faculty. Responsible for all teaching responsibilities in undergraduate courses in health education, including syllabus construction, textbook choices, research for lecture/class notes, teaching, test development and grading. Taught courses in Human Sexuality, Environmental Health, HIV/AIDS and Basic Health Science.

Public Health Field Experience

1. **Research Manager, Fox Chase Cancer Center, Philadelphia, PA (1999-2001)**

Responsible for developing new research projects for the Cancer Education and Health Communication Department and the Atlantic Region of the Cancer Information Service. Involved analyzing existing data and conducting needs assessments to identify possible intervention activities and writing funding proposals. A major initiative was developing a research intervention to address digital divide issues in underserved urban, rural and migrant populations in Pennsylvania.

2. **Manager of Health and Safety, American Red Cross, Philadelphia, PA (1991-1993)**

Responsible for managing all health and safety activities within the Southeastern Pennsylvania region. Supervised seven health and safety specialists, a workplace programs coordinator, three grant funded personnel and an administrative staff; served as agency representative to all major health organizations in the area; successfully brought in over \$300,000 in grant and CDC funding; assured cost recovery through community and workplace health and safety courses like CPR/first aid; acted as liaison to ten Red Cross branches. Was also responsible for developing, managing and evaluating all grant programs including a teen peer AIDS education program which won the Philadelphia Better Business Bureau Award for "Best Introduction of a Service", an HIV/AIDS puppet show for Latino children, an AIDS home nursing program for caregivers of people with AIDS, a child care training program for day care providers and a drug abuse prevention program for "at-risk" middle school students.

3. **Public Information Coordinator, WV Dept. of Public Health, Charleston, WV (1988-1991)**

Public Information Coordinator/Assistant Coordinator of Health Education and Risk Reduction Activities for the state HIV/AIDS Program. Was responsible for all public information activities including public service announcements for television, radio, outdoor advertising and transit advertising, as well as all graphic arts needs such as pamphlets and posters. Was also responsible for all public relations activities including press releases and media contacts on program activities. Served as spokesperson to all media requests across the state. As Assistant Director, duties included managing all health education activities in absence of the Director. Involved all major federal grant writing and reporting to the CDC. Also served as liaison to six community-based AIDS organizations, assuring funding and coordination of education events. Also maintained an active schedule of public AIDS education presentations to students, community members and businesses.

Consultant Positions

Research

1. **Fox Chase Cancer Center, Public Health Information and Education (2008-2013).** Served as a health literacy consultant on developing projects under Pennsylvania's "Health Literacy and Chronic Disease" initiative.
2. **Fox Chase Cancer Center, Cancer Information Service (2003).** Served as consultant on grant writing, developing a series of workshops for contractors of the PA Department of Public Health who had received tobacco settlement money. Workshops were held throughout the state of Pennsylvania.
3. **Philadelphia Department of Public Health (1999-2000).** Analyzed data and reported to the Director of Safety on various departmental programs, including a home safety inspection program and a car seat giveaway program. Also did an extensive report on the feasibility of a gun safety lock program.

Public Health Academic Curriculum

1. **University of Wisconsin-Milwaukee (2018).** Serve as expert reviewer to School on PhD curriculum in public health.
2. **University of Massachusetts-Lowell (2013).** Served as expert consultant to School of Health Sciences on the development of an undergraduate and graduate program in Public Health.
3. **Xavier University, New Orleans, LA (2010-2015).** Served as expert consultant for development of undergraduate program in public health. Now sit on External Advisory Panel to advise on growth of undergraduate program.
4. **Richard Stockton College of New Jersey (2010).** Served as consultant to the School of Health Sciences, reviews of undergraduate program in public health.

Current Research Support

1. **Bass, SB (PI) NIH 1R34DA046305-01 (NIDA)** **\$657,846** **3/2018-1/2022**
“Development and pilot testing of a PrEP communication intervention and integration into an existing HIV testing service for female IV drug using clients of a needle exchange.” This project will use perceptual mapping to inform the development of a culturally targeted intervention to encourage PrEP use in at-risk women who inject drugs. Using significant formative methods, the intervention will be delivered in a needle exchange and use targeted counseling and mHealth strategies to increase uptake and adherence to PrEP.
2. **Bass, SB (PI) NIH 1R34DA046305-03S (NIDA)** **\$100,000** **7/1/2020-1/30/2022**
“Using the RE-AIM framework to assess barriers to communication and response implementation during the COVID-19 outbreak in staff and substance using clients of a large syringe exchange”. This project is a supplement to the above R34. It will study the effect of the COVID-19 outbreak on people with substance use disorder and on staff of Prevention Point Philadelphia to assess communication needs and planning in the ongoing and potential new outbreaks.
3. **Hall, M & Bass, SB (co-PIs) RSG-18-024-01 American Cancer Society** **\$1.2 million** **7/2018-6/2023**
“E-IMPART: Enhancing Informed Decision Making in Physicians and African Americans patients on TGP testing”. This study will develop and test interventions for both oncologists and African American cancer patients on tumor genomic profile testing to increase informed decision making in patients and skills to discuss hereditary genetic risk in providers. Using mixed methods and perceptual mapping, we will develop an mHealth decision tool for patients and a brief online training for oncologists and test them alone and in combination to assess effects on informed decision-making constructs.
4. **Bass SB and Castillo M (MPIS) U Penn Mental Health AIDS Research Center** **\$31,000** **3/2021-2/2022**
“Use of perceptual mapping to produce a PrEP communication strategy for young trans women.” This project will use perceptual mapping to assess perceptions of PrEP in trans women ages 14-24. Existing educational materials will then be revised and concept tested with young trans women to inform intervention development.
5. **Bass SB Vice Provost for Research Catalytic Collaborative Funding Initiative** **\$195,000** **1/2022-12/2023**
“Using innovative methods to address COVID-19 vaccine hesitancy in Philadelphia adults: Leveraging communication connections.” This study will examine vaccine hesitancy in Philadelphia and develop targeted communication campaign to assess changes in attitudes about vaccination.
6. **Hall M and Bass SB (MPIS) ECOG-ACRIN** **\$100,000** **1/2022-12/2022**
“Disparities in attitudes towards somatic and germline genetic testing in cancer patients: examining medical mistrust.” This study will use a national sample of diverse cancer patients to understand the relationship between medical mistrust and understanding and use of genetic testing.

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| 7. Hall M and Bass SB (MPIs) NIH (NCI; U54 project) | \$200,000 | 1/2022-12/2024 |
| <p>“Attitudes towards somatic and germline genetic testing among cancer patients: Examining the role of medical mistrust in genetic testing disparities”. This project will examine attitudes about genetic testing in diverse cancer patients (Latinx, White, Asian) and compare results to those in Black/African American cancer patients. Results will inform potential modification of an eHealth decision tool for patients on tumor genomic profile testing.</p> | | |
| 8. Davis-Bellamy M (PI) PA Comm. Crime and Delinquency | \$300,000 | 3/2021-2/2022 |
| <p>“Don’t Shoot, I Want to Grow Up”. This project will use perceptual mapping and qualitative interviews to understand how violence is perceived in youth, parents, residents, school personnel and police in Northwest Philadelphia. Messages will then be embedded in a street outreach program aimed at reducing youth violence.</p> <p>Role: Co-I</p> | | |
| 9. Siminoff, L (PI) Philadelphia Dept. Public Health | \$800,000 | 4/2021-3/2022 |
| <p>“RapidVax”. This project is a community based COVID-19 vaccination project. I head up the communication component, working with community based agencies to promote vaccination, and identifying sources of vaccine hesitancy through perceptual mapping to assist with communication to communities.</p> <p>Role: Co-I</p> | | |
| 10. Fleisher, L (PI) Genentech | \$300,000 | 7/2021-6/2023 |
| <p>“Shared decision making in clinical trial participation”. This project will systematically evaluate the mychoice eHealth patient decision tool on clinical trial participation to understand how it should be used and how it could be integrated into EHR and clinical practice.</p> <p>Role: Co-I</p> | | |
| 11. Ciaola, C (PI) (R21; NINR) | \$450,000 | 8/2021-7/2023 |
| <p>“Development of communication strategies promoting HIV care engagement and ART adherence among women living with HIV in the South using perceptual mapping and vector modeling”</p> <p>Role: Co-I</p> | | |
| 12. Pfeiffer E (PI) NIDILRR | \$650,000 | 9/2021-8/2024 |
| <p>“Refinement and pilot testing of an intervention for the prevention of infectious airborne diseases in the workplace for individuals with Autism Spectrum Disorders”. This project will use perceptual mapping to inform the content on prevention of airborne diseases in a training program for young adults with ASD.</p> <p>Role: Co-I</p> | | |
| 13. Gardiner, H (PI) RO1 NIDDK | \$1 million | 10/1/2021-9/2025 |
| <p>“ Genetic testing (APOL1) decisional support for potential living kidney donors”. This study will develop and test a decision support intervention for people with Black or Afro-Latinx heritage to understand potential risks of APOL-1 in those considering live donor kidney transplantation.</p> <p>Role: Co-I</p> | | |

K-Award Mentorship

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| 1. Tajeu, G (PI) NIDDK | 7/2020-6/2025 |
| <p>“Learning to reduce hypertension treatment clinical inertia.”</p> <p>Role: Mentor, social and behavioral intervention development</p> | |

Pending Research Support

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| 1. Moseval, M (PI; Virginia Commonwealth University) RO1 NCI | 6/2022-5/2027 |
| <p>“Addressing disparities in deceased tissue donation: developing and testing a culturally specific communications training for tissue requesters”</p> <p>Role: Co-Investigator</p> | |

2. **Siminoff, L (PI) (RO1; NIDDK)** **7/2022-6/2027**
 “Communicating effectively about donation – Improving donation and outcomes with African Americans (CEaDI DO)
Role: Co-Investigator
4. **Bass SB and Zamudio-Haas S (MPIs) (R34;NIMH)** **2/2022-1/2025**
 “Data-driven, peer-led messaging using social media influencers to increase PrEP awareness and uptake among transgender women”
5. **Wu, H; Martinez, O (MPIs) RO1** **7/2022-6/2027**
 “Increasing COVID-19 vaccination completion among Latinos through community-engaged/evidence-based precision interventions”
Role: Co-Investigator

Past Research Support

- Rubin, Dan (PI) – American Diabetes Association** **\$50,000** **10/2019-9/2020**
 “Patient perceptions of factors that may optimize diabetes self-management in a socioeconomically challenged population”. This project is using the Extended Parallel Processing method to categorize patients with poor diabetes control by self-efficacy and risk perception and qualitatively interviewing them to understand potential important differences in how to design strategies to help these patients with their disease.
Role: Co-Investigator
- Bass, SB (PI) Off Natl Drug Control Policy** **\$20,000** **1/1/2020-12/30/2020**
 “Using warm handoff and targeted re-entry care coordination to reduce overdose risk and recidivism”. This project is a subcontract from Prevention Point Philadelphia and will evaluate program effectiveness in assisting those with criminal justice experience to reduce overdose incidence and increase access to services to combat recidivism.
Role: Evaluator
- Bass, SB (PI) Global Alliance for Improved Nutrition** **\$38,000** **5/1/2020-9/1/2020**
 “Scoping Reviews on consumer food safety”. This project is to complete scoping reviews of the literature to inform intervention development.
 Role: PI
- Bass, SB & Sevelius, J (co-PIs) NIH 1R21NG110340-01A1 (NIMH)** **\$446,367** **3/2017-6/2020**
 “Mapping perceptions of PrEP use in transwomen and barriers to care in providers to inform intervention development.” This project will assess barriers to PrEP use in HIV- transwomen in Philadelphia and San Francisco through the use of perceptual mapping. A mixed methods study will use both qualitative and quantitative methods with both trans women and healthcare providers to develop targeted messages that will be concept tested for integration into future interventions aimed at increasing PrEP use in those at-risk for HIV.
- Bass, SB & Fleisher, L (co-PIs) Merck Pharmaceuticals MISP#56174** **\$477,824** **4/2017-3/2020**
 “mychoice: Testing an interactive mHealth tool to enhance communication and informed decision making on clinical trial participation in cancer patients from underrepresented populations.” This project will test the effectiveness of a targeted mHealth decision tool to address clinical trial participation barriers in ethnic minority cancer patients in four oncology units in Philadelphia. Effects on decisional conflict, self-efficacy in discussing clinical trials with a physician, and acceptability of the intervention by both patients and institutions will be assessed.
- Obeid, E (PI) ACS IRG – Fox Chase Cancer Center** **\$60,000** **12/2017-12/2019**
 “Exploring the Prostate Cancer Genome in Men of African Descent.” This project will evaluate next generation genetic sequencing in tumors of African American men from three risk groups and compare genomic signature to those from age and disease matched Caucasian men. They will also be surveyed to assess understanding of genetics, genetic risk, and perceptions of benefits of tumor testing. Using perceptual mapping methods, the

results will be analyzed for potential targeted messages that could be embedded in future interventions aimed at increasing self-efficacy and informed decision making in African American men with prostate cancer.

Role: Co-Investigator

Bass, SB (site PI) Office of National Drug Control Policy	Bass (site PI)	\$20,000	1/2019-12/2019
<i>"It takes capital: Growing provider treatment capital and individual recovery capital to develop community-based approaches to reducing substance use."</i>			
This project evaluated program effectiveness and implementation of a program to assist clients of Prevention Point Philadelphia to begin medically assisted treatment via mobile vans.			
Bass, SB (PI) Gilead Pharmaceuticals IN-US-33-1897		\$176,577	9/2015-12/2018
<i>"Use of Perceptual Mapping and Vector Modeling to Identify HCV Treatment Initiation Barriers."</i> This project is to identify HCV treatment initiation barriers in methadone clients to develop and test a tailored mHealth decision tool to increase knowledge and self-efficacy and decrease decisional conflict about initiating treatment. The tool will be tested in a pilot RCT with HCV+ methadone patients in 3 Philadelphia clinics.			
Bass, SB (PI) Community Driven Research Day Funding		\$10,000	7/2015-6/2016
<i>"Identifying Barriers to HCV Treatment Initiation in Prevention Point Clients: Addressing Community Needs through the Creating and Testing of Literacy Appropriate Materials."</i> 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.			
Bass, SB and Fleisher, L. (co-PIs). NODAL Temple-Fox Chase		\$140,000	1/2013-7 / 2015
<i>"Using Perceptual Mapping Methods to Understand Barriers and Facilitators Related to African American Cancer Patients' Participation in Clinical Trials."</i> 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.			
Hausman, A (PI) NICHD 1R13HD075485-01		\$90,000	9/2012-8/2015
<i>"Using Academic-Community Partnerships to Address Obesity and Health Literacy."</i> This project established and fostered community partnerships to create community-based research to address obesity and health literacy issues in Philadelphia.			
Role: SB Bass, Co-Investigator			
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.			
Role: SB Bass, Co-Investigator			
Bass, SB (PI) NIH-NIBIB R03EB009561-01A1		\$163,578	8/2009 – 12/2012
<i>"Developing Risk Communication Materials for Radiological Terror Events for Low-literacy Populations."</i> 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.			
Bass, SB (PI) PA Tobacco Settlement Grant		\$28,000	6/2009-12/2012
Office of the Vice-President for Research, Temple University			
<i>"Pilot Studies to Health Develop Risk Communication Materials for Low Literacy Populations."</i> This project piloted perceptual mapping and bio-physiological measures as a means to gather data to develop decision aids for low-literacy populations.			
Gordon, TF (PI) NIH-NCI 1R21CA120122		\$330,000	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.

Role: SB Bass, Co-PI.

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.

Heckman, C (PI) National Institutes of Health K07CA108685C \$256,332 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.

Role: SB Bass, B Collins, J Kloss, F Bragg (Co-Is).

Gordon, TF, Bass, SB, Ruzek, S (MPIs). AIDS Activities Coordinating Office, PDPH \$9,987 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.

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.

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.

Role: SB Bass, TF Gordon, SB Ruzek (Co- Investigators).

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.

Role: SB Bass, TF Gordon, SB Ruzek (Co- Investigators).

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.

Bass, SB (PI) NIH-NCI RO3 CA90145-01

\$50,000

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.

Other Research Activities

1. **Doctoral Dissertation Research, Temple University and Fox Chase Cancer Center, Philadelphia, PA (1998-2001).** Developed research for completion of Doctor of Philosophy degree in Health Education to study the use of the Internet by newly diagnosed cancer patients who contact the Atlantic Region Cancer Information Service, and its effect of patient behavior and self-efficacy.
2. **Master of Public Health Field Work, Temple University and Thomas Jefferson University, Philadelphia, PA (1994-1996).** Developed research for completion of Master of Public Health Degree to study the recognition of the national “Back to Sleep” program to decrease SIDS and the success of the program’s message to change sleep position behavior in users of public and private medical facilities.

Peer Reviewed Manuscripts: (*indicates student)

For citations, ih score and other information, see:

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

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

1. **Bass SB**, Hollin IL, Kelly PJ, Alhajji M, D’Avanzo P, Maurer L, Gillespie A, Schatell D, Gardiner H. Perceptions of live donor kidney transplantation using segmentation analysis and perceptual mapping to understand differences by self-reported health status in people on dialysis. *Frontiers in Communication*, 2021 (in press).
2. **Bass SB**, Kelly PJ, Brajuha J, Gutierrez-Mock L, Koester K, D’Avanzo P, Sevelius J. Exploring barriers and facilitators to PrEP use among transgender women in two urban areas: Implications for messaging and communication. *BMC Public Health*, 2021 (in press).
3. **Bass SB**, Brajuha J, Kelly PJ, D’Avanzo P, Lambertina E, Nordhagen S, Monterrosa EC. Changing behavior, attitudes and beliefs about food safety – A scoping review of interventions across the world and implications for empowering consumers. *Foodborne Pathogens and Disease*, 2021 (in press)
4. Dingman D, **Bass SB**. How the Coronavirus inspired teaching the Diffusion of Innovation Theory. *CommonHealth*, 2021; 2(2):40-46.
5. Hall M, D’Avanzo P, Chertock Y, Brajuha J, **Bass SB**. Oncologists’ perceptions of tumor genomic profiling and the communication of test results and risks. *Public Health Genomics*, 2021; doi: 10.1159/000517486.
6. Sarwer D, Gasoyan H, **Bass SB**, Spitzer JC, Soans R, Rubin D. The role of weight bias and patient-physician communication in the underutilization of bariatric surgery. *Surgery for Obesity and Related Diseases*, 2021(in press).
7. **Bass SB**, Wilson-Genderson M, Garcia DT, Akinkugbe AA, Mosavel M. SARS-CoV-2 vaccine hesitancy in a sample of US adults: Role of perceived satisfaction with health, access to healthcare, and attention to COVI-19 news. *Frontiers in Public Health*, 2021; 9:665724. Doi: 10.3389/fpubh.2021.665724.
8. Hoadley A*, **Bass SB**, Brajuha J, D’Avanzo PA, Kelly PJ. Healthcare beliefs, health information seeking, and healthcare setting preferences among women who inject drugs by community supervision status. *Health and Justice*, 2021; 9:10. <https://doi.org/10.1186/s40352-021-00135-9>.

9. Thomas E, **Bass SB**, Siminoff L. Beyond rationality: Expanding the practice of shared decision making in modern medicine. *Social Science and Medicine*, 2021; 277:113900. <https://doi.org/10.1016/j.socscimed.2021.113900>
10. D'Avanzo P*, **Bass SB**, Brajuha J, Kelly P, Gutierrez-Mock L, Sevelius J. Community belonging and attitudes towards HIV Pre-Exposure Prophylaxis (PrEP) among transgender women. *AIDS and Behavior*, 2021. Online ahead of print: doi: 10.1007/s10461-021-03183-2
11. Saucedo JA, Santiago-Rodriguez EI, Zaragoza G, Rivas CE, Venegas L, Zamudio-Haas S, Gutierrez-Mock L, **Bass SB**, Sevelius J. Housing stability and transactional sex among Spanish-speaking and English-speaking transgender women. *Annals of LGBTQ+ Public and Population Health*, 2021; 2(2): 135-141. DOI:10.1891/LGBTQ-2020-0013.
12. Alhajji M*, **Bass SB**, Nicholson A, Washington A, Maurer L, Geynisman D, Fleisher L. Comparing perceptions and decisional conflict towards participation in clinical trials among African American patients who have and have not participated. *J Cancer Ed*, 2020; (online first): DOI: <https://doi.org/10.1007/s13187-020-01827>
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Published Abstracts

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Other Publications

1. Bass, SB, Brajuha, J, Kelly, P, D'Avanzo, P, Monterrosa, E, Nordhagen, S, Lambertini, E. Consumer-Facing Intervention to Improve Food Safety Perceptions and Practices in Low- and Middle Income Countries: A Review. Prepared for The Global Alliance to Improve Nutrition. A USAID EatSafe Project Report. <https://www.agrilinks.org/sites/default/files/media/file/EatSafe-Consumer-Facing%20Interventions%20to%20Improve%20Food%20Safety%20Perceptions%20and%20Practices%20in%20MICs-FINAL.pdf>
2. **Bass, SB**. Are safe injection sites the answer to the opioid crisis? A Philadelphia history lesson. Opinion Editorial. <https://cph.temple.edu/news/op-ed-are-safe-injection-sites-answer-opioid-crisis-philadelphia-history-lesson>; <https://whyy.org/articles/safe-injection-sites-are-one-answer-to-the-opioid-crisis/>
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Books

1. Parvanta, C, **Bass, SB**. *Health Communication: Strategies and Skills for a New Era*. Sudbury, ME: Jones and Bartlett (2020; published 8/27/18). ISBN-13:9781284065879

Book Chapters and Contributions

1. 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 P. Kinsey, and D. M. Louden’s “ *Ethnicity, Health, and Well-Being –An African American Perspective*. Lincoln University Press. 2013.
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3. **Bass, SB**. “Use of eye tracking and gaze pattern analysis to test health messages in low-literacy groups”, in Chapter 9 of C. Parvanta, D. Nelson & R. Harner’s *Public Health Communication: Critical Tools and Strategies*, 2018; pgs. 343-344. Jones and Bartlett.

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. NCI - Clinical and Translational R21 and Omnibus RO3: ZCA1 SLB-5
2. NIMH - HIV and Related Research: ZRG1 AARR-N 02M;
3. NIMH - HIV mHealth Interventions: ZRG1 AARR-N
4. NIH - Behavioral and Social Consequence of HIV/AIDS (BSCH) Standing review panel; ad hoc member
5. NIH – Healthcare Delivery and Methodologies ZRG1 HDM-W 03
6. NIAID – NIH Support for Conferences and Scientific Meetings (R13): ZAI1 TS-D
7. NIH – Clinical Informatics and Digital Health Standing review panel; ad hoc member
8. NIH – Population and Public Health Approaches to HIV/AIDS Standing review panel; ad hoc member

Peer Reviewed Editorial Boards and Reviewing

1. Member, Editorial Board – *Health Promotion Practice* (appointed, 2012)
2. Member, Editorial Board – *CommonHealth* (appointed 2020)
3. Guest Editorial Board, *Health Education and Behavior*- Theme Issue: The Evidence for Policy and Environmental Approaches to Promoting Health (2014).
4. Guest Editor, *Health Promotion Practice* – special call for papers, Public Health Training Centers (2012)
5. 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, The Lancet Psychiatry*, among others.

Juried Presentations *indicates student as first author

1. **Bass SB**, Hall M, Chertock Y, Brajuha, J, D'Avanzo P. Oncologists' perceptions of tumor genomic profiling and barriers to communication secondary hereditary risk to Black cancer patients. American Public Health Association Annual Meeting, October 2021; Denver, CO
2. **Bass SB**, Hall M, D'Avanzo P, Brajuha J, Chertock Y. Using segmentation and perceptual mapping to understand perceptions of tumor genetic testing in Black cancer patients. American Public Health Association, Annual Meeting, October 2021; Denver, CO
3. **Bass SB**, Wisdon J, Kelly P, Pilla J, Pandit-Kerr S, Morris K, Torralva R. "It's my frenemy": Understanding the effect of fentanyl use in those who inject drugs. American Public Health Association, Annual Meeting, October 2021; Denver, CO
4. Kelly P, Otor A, Pilla J, Hoadley A, Odeniyi B, Navalta C, Iarma J, **Bass SB**. "We figured it out as we went along": Responding to COVID-19 at a large urban syringe exchange. American Public Health Association, Annual Meeting, October 2021; Denver, CO
5. **Bass SB**, D'Avanzo P, Brajuha J, Kelly P. Using cluster analysis and perceptual mapping to understand PrEP perceptions in women who inject drugs: Implications for messages development. American Public Health Association, Annual Meeting, October 2021; Denver, CO
6. Kelly P, Odeniyi B, Pilla J, Tatakis N, Holbert R, Rhodes S, **Bass SB**. Implementing a communication intervention to promote pre-exposure prophylaxis (PrEP) initiation by women who inject drugs at an urban syringe exchange. American Public Health Association, Annual Meeting, October 2021; Denver, CO
7. Cabey W, **Bass SB**. Eliciting characteristics and causes of vaccine hesitancy using a mixed methods approach. American Public Health Association, Annual Meeting, October 2021; Denver, CO
8. **Bass SB**, Brajuha J, Gutierrez-Mock L, Herrera S, Kelly P, D'Avanzo P, Sevelius J. Using formative evaluation and commercial marketing methods to develop and concept test PrEP promotional materials targeted to transgender women. American Public Health Association, Annual Meeting, October 2021; Denver, CO
9. Kelly P, Pilla J, Otor A, Odeniyi B, Navalta C, Iarma J, **Bass SB**. Perceived effects of COVID-19 on drug-using clients of a large urban syringe exchange. American Public Health Association, Annual Meeting, October 2021; Denver, CO
10. Ma X, Wu J, **Bass SB**, D'Avanzo P, Kenny C, Brajuha J, Fleisher L. Using multilevel modeling to investigate how willingness to participate in clinical trials correlates with self-efficacy, decisional conflict, and clinical trial knowledge. American Public Health Association, Annual Meeting, October 2021; Denver, CO
11. **Bass SB**, D'Avanzo P, Brajuha J, Chertock Y, Hall M. Using cluster analysis and perceptual mapping to understand perceptions of tumor genomic profile testing in Black cancer patients. International Communication in Health Care Annual Meeting, October 2021; online virtual.
12. **Bass SB**, D'Avanzo P, Chertock Y, Brajuha J, Hall M. Oncologists' perception of tumor genomic profiling and barriers to communication secondary hereditary risk to African American cancer patients. International Communication in Health Care Annual Meeting, October 2021; online virtual.
13. **Bass SB**, Hall M, D'Avanzo P, Brajuha J, Chertock Y. Using cluster analysis and perceptual mapping to understand perceptions of tumor genomic profile testing in African American cancer patients: Implications for message development. *Society for Behavioral Medicine Annual Meeting*, Virtual, April 2021.
14. **Bass SB**, Hall M, Chertock Y, Brajuha J, D'Avanzo P. Oncologists' perception of tumor genomic profiling and barriers to community secondary hereditary risk to African American cancer patients. *Society for Behavioral Medicine Annual Meeting*, Virtual, April 2021.
15. Fleisher L, **Bass S**, Kenny C, Ma X, Wu J. The value of designing patient focused clinical trials communications tools for diverse audiences. *Society of Behavioral Medicine Annual Meeting*, Virtual, April 2021.
16. Hall M, Chertock Y, Brajuha J, D'Avanzo P, **Bass SB**. Oncologists' (ONC) perceptions of tumor genomic profiling (TGP) and barriers to communicating secondary hereditary risk to African American (AA) patients. *ASCO Annual meeting*, virtual, June 2020.
17. Hall M, Chertock Y, Brajuha J, D'Avanzo P, **Bass SB**. Impact of medical mistrust (MM) on perceptions of tumor genomic profiling (TGP) and barriers to communicating secondary hereditary risk to African Americans. *ASCO Annual meeting*, virtual, June 2020.
18. Fleisher L, **Bass SB**, Kenny C, Wu J. *Patient satisfaction of the mychoice™ tool to improve informed decision making regarding clinical trial participation Oral Presentation. International Cancer Education Conference*, Virtual, October 2020.
19. Fleisher L, **Bass SB**, Kenny C, *Best practices in the development of web-enabled cancer patient education tools for improved decision making Workshop. International Cancer Education Conference*, Virtual, October 2020.

20. Hollin I, **Bass SB**, Siminoff L, Gardiner H. Barriers and facilitations to referring patients for lung transplant evaluation: A pilot study from the physician perspective. *American Public Health Association Annual Meeting*, Nov. 2020.
21. Simoncini G, Koren D, D'Avanzo P, Diaz Quinones JJ, Brajuha J, **Bass SB**. Physician survey results: Clinical practice training is needed to improve Ob/Gyn PrEP adoption. *American College of Obstetricians and Gynecologists Annual Meeting*, May 2020.
22. **Bass SB**, Brajuha J, Kelly P, Coleman J. Sometimes you gotta choose: An in-depth qualitative analysis on perceptions of the barriers and facilitators to use and adhere to PrEP in women who inject drugs. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
23. **Bass SB**, Alhajji M, Brajuha J, D'Avanzo P, Guitierrez-Mock L, Sevelius J. Using perceptual mapping to understand PrEP use in trans women by patient self advocacy: Implications for message development. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
24. **Bass SB**, Jessop A, Gashat M, Brajuha J, Alhajji M, Burke M, Wellington C, Ventriglia N. "Take Charge, Get Cured": Testing a mHealth HCV treatment decision tool for methadone patients for acceptability and efficacy. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
25. **Bass SB**, Hall M, Chertock Y, Brajuha J, Coleman J. Perceptions of tumor genomic profiling in African American cancer patients: An in-depth qualitative analysis. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
26. Alhajji M*, **Bass SB**. Differences in knowledge about sickle cell disease and early carrier screening between parents and adolescents in Saudi Arabia. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
27. Fleisher L, **Bass SB**. Preliminary results from the mychoice study to improve informed decision making in clinical trial participation. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
28. D'Avanzo P*, **Bass SB**, Brajuha J, Guitierrez-Mock L, Sevelius J. PrEP perceptions among providers and associations with formal transgender health training. *Society for Behavioral Medicine Annual Meeting*, San Francisco: April, 2020.
29. **Bass SB**, D'Avanzo P, Alhajji M, Brajuha J, Gutierrez-Mock L, Sevelius J. Use of cluster analysis and perceptual mapping to understand barriers and facilitators to PrEP use in trans women by patient self-advocacy scores: Implications for health communication and intervention development. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
30. Brajuha J, **Bass SB**, Kelly P, Koester K, Gutierrez-Mock L, Sevelius J, D'Avanzo P. "Girl, like this is the T. Like I'm on it. You need it." PrEP Messages and the Importance of the Messenger. Focus Groups in Two Cities Reveal the Need for Culturally Relevant Messages and Community Engagement. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
31. Maurer L*, **Bass SB**, Wood J, Gardiner H. HIV sexual risk-taking behaviors: A qualitative approach to assessing young adult decision-making processes. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
32. Jessop A, **Bass SB**, Brajuha J, Alhajji M, Burke M, Gashat M, D'Avanzo P, Wellington C, Ventriglia N. Pilot testing "Take Charge, Get Cured" with methadone patients: A mHealth tool addressing HCV treatment initiation. *American Public Health Association Annual Meeting*, Philadelphia A: Nov 2019.
33. **Bass SB**, Chertock Y, Brajuha J, Hall M. Perceptions of Tumor Genomic Profiling in African American cancer patients: An in-depth qualitative analysis. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
34. **Bass SB**, Brajuha J, Kelly P, Coleman J. Sometimes you gotta choose: An in depth qualitative analysis on perceptions of the barriers and facilitators to use and adhere to PrEP in women who inject drugs. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
35. **Bass SB**, D'Avanzo P, Brajuha J, Gutierrez-Mock L, Wellington C, Ventriglia N, Sevelius J. Trans women and perceptions of PrEP: A cluster analysis to understand how patient self-advocacy can inform intervention development. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.

36. Hall M, Chertock Y, Brajuha J, **Bass SB**. Oncologists' perceptions of tumor genomic profiling and barriers to communicating secondary hereditary risks to African American patients. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
37. Coleman J, **Bass SB**, Kelly P, Brajuha J, Sevelius J, Koester K. Provider attitudes and barriers to prescribing PrEP to trans women. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
38. D'Avanzo P*, **Bass SB**, Brajuha J, Sevelius J, Gutierrez-Mock L. Transgender women's preference for health communication channels: Implications for PrEP promotions. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
39. Brajuha J, Martinez-Donate A, **Bass SB**. "Why did I have to feel like that while trying to get help?" Mental Health as a Priority Among Young (18-29) Trans Adults of Color. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
40. Fleisher L, Kenny C, **Bass SB**. Integrating data capture in REDCap with web-based systems to conduct a mHealth study: Lessons learned from the mychoiceTM study to increase informed decision making about clinical trials. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
41. Maurer L*, **Bass SB**. Use of perceptual mapping to understand motivators and deterrents to engaging in HIV prevention methods. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
42. D'Avanzo P*, **Bass SB**, Brajuha J, Gutierrez-Mock L, Cook N, Sevelius J. Perceptions of medical treatment of trans women and PrEP: Associations with training, PrEP knowledge, and treatment concerns. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019.
43. Alhajji M*, **Bass SB**. Perceptions towards preventive genetic testing in Saudi Arabia: A literature review. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019
44. Alhajji M*, **Bass SB**, Fleisher L, Washington A, Maurer L, Nicholson A. Decisional conflict and perceptions towards clinical trial participation among African American cancer patients. *American Public Health Association Annual Meeting*, Philadelphia PA: Nov 2019
45. Jessop AB, Bass, SB, Brajuha J, Alhajji M, Burke M, Gashat MT, Wellington C, Ventriglia N, Coleman J, D'Avanzo PD. Pilot testing "Take Charge, Get Cured" with methadone patients: A mHealth tool addressing HCV treatment initiation. *International Network on Hepatitis in Substance Users (INHSU) Annual Conference*, Toronto, CN: October, 2019.
46. Fleisher L, **Bass, SB**. Stakeholder driven adaptation of a digital health tool for informed decision making in clinical trials. *Society for Behavioral Medicine*, Washington, DC. May 2019.
47. D'Avanzo P*, **Bass SB**, Brajuha J, Gutierrez-Mock L, Sevelius J. Medical mistrust and willingness to use PrEP among trans women. *Society for Behavioral Medicine*, Washington, DC. May 2019.
48. Alhajji M*, **Bass SB**, Dai T. Cyberbullying, mental health, and violence in adolescents and associations with sex and race: Data from a national survey. *Society for Behavioral Medicine*, Washington, DC. May 2019.
49. **Bass SB**, Brajuha J, Koester K, Gutierrez-Mock L, Sevelius J. Barriers and facilitators to PrEP use among trans women in Philadelphia and Sacramento: A comparison of two cities. *Society for Behavioral Medicine*, Washington, DC. May 2019.
50. Brajuha J, **Bass S**, Koester K, Gutierrez-Mock L, Sevelius J. Barriers and facilitators to PrEP use among trans women in Philadelphia and Sacramento: A comparison of two cities. *National HIV Prevention Conference*, Atlanta GA. March 2019.
51. **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*

52. **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.
53. 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.
54. **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
55. **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.
56. 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.
57. 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.
58. **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
59. 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.
60. 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.
61. **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
62. **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.
63. 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.
64. **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.

65. 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)
66. **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.
67. 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.
68. 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.
69. **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.
70. **Bass, SB**, Fleisher, L, Shwarz, M, King, A, Washington, A, Greener, J, Maurer, L, Geynisman, 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.
71. **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.
72. **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.
73. 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
74. **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.
75. 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.
76. **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.
77. 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.

78. **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.
79. **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.
80. 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.
81. 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.
82. **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.
83. 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.
84. 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.
85. 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.
86. **Bass, SB**, Ruzek, SB, Gordon, TF, Wolak, C, Rovito, MJ, Britto, J, Parameswaran, L, Ward, S, Meyer, B, Lin, K, Parajape, 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.
87. **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.
88. **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.
89. 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.
90. 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.
91. 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.

92. 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.
93. 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.
94. 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.
95. 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.
96. Seals, B, **Bass, SB**, Knorr, DL, Thomas, C. Pandemic flu and community emergency readiness. *American Public Health Association Annual Meeting*. November 2007. Washington, DC.
97. 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.
98. **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.
99. 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.
100. 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.
101. 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.
102. **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.
103. 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.
104. 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
105. **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.
106. **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,

107. 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.
108. **Bass, SB**. Temple University's undergraduate public health program. *American Public Health Association Annual Meeting*. November 2004. Washington, DC.
109. 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.
110. 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.
111. **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.
112. 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.
113. 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.
114. **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.
115. **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.
116. **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.
117. **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.
118. **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.
119. **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.
120. **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.

121. **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.*
122. **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.*
123. **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.*
124. **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.*
125. 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.*
126. **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.*
127. **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.*
128. **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**, Hall M. Enhancing informed decision in physicians and African Americans for tumor genomic profiling (TGP): The E-IMPART Study. Cancer Prevention and Control, Fox Chase Cancer Center. Philadelphia, PA. March, 2021.
2. **Bass, SB**. Why don't they just do what we tell them? Risk communication in the time of COVID-19. New York State Association of Country Health Officials. February, 2021.
3. **Bass SB**, Cabey W. From theory to practice: Translating the science of vaccine hesitancy to the clinical encounter. Grand Rounds, Department of General Internal Medicine, Lewis Katz Temple University School of Medicine. April, 2021.
4. **Bass, SB**. Why don't they just do what we tell them? Risk communication in the time of COVID-19. Temple University Center for Teaching TED Talk, February 2021.
5. **Bass, SB**. Why don't they just do what we tell them? Risk communication in the time of COVID-19. Temple University Library, February 2021.
6. **Bass, SB**, Brajuha J, D'Avanzo P. Workshop for the 2019 HIV Prevention and Education Summit. Listening to the voices of vulnerable Philadelphia women about PrEP: Lessons learned and applications for programs and intervention. Philadelphia, PA. June 2019.
7. **Bass, SB**. Roadmap for growth: Uniting against the Opioid crisis. Philadelphia Chamber of Commerce expert panel.

Philadelphia, PA. February 2019.

8. **Bass, SB.** Harm reduction in the opioid crisis: Controversial public health solutions. Leadership Symposium. *Montgomery County Community College*. April, 2018.
9. **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.
10. **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.
11. **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
12. **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.
13. **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.
14. **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.
15. **Bass, SB.** Health literacy in the community, health literacy issues at Temple University Hospital – Applications for community programs. *Pennsylvania Health Literacy Conference, Philadelphia, PA*. November, 2010.
16. **Bass, SB.** Problems and Practical Solutions to Low Health Literacy (panel moderator). *Pennsylvania Health Literacy Conference, Philadelphia, PA*. November, 2010.
17. **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.
18. 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.
19. **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.
20. 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.
21. **Bass, SB**, Gordon, TF. Using Perceptual Mapping to Develop Risk Communication Messages. *Pennsylvania Public Health Institute, Pittsburgh, PA*. November 2005.
22. **Bass, SB.** Testimony on disaster preparedness; risk communication needs. *Pennsylvania State Senate Panel on*

Disaster Preparedness, Harrisburg, PA. November 2005

23. **Bass, SB.** Using Perceptual Mapping to Develop Risk Communication Messages. *Drexel University School of Public Health*, Philadelphia, PA. June 2005.
24. **Bass, SB.** Using Perceptual Mapping to Develop Risk Communication Messages. *United States Public Health Service, Annual Meeting*, Philadelphia, PA. May 2005.
25. **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.
26. **Bass, SB.** Panel on Health Professions. *Health Corp Volunteers*, Philadelphia, PA. May 2003.
27. **Bass, SB.** How to Access Health Information on the Internet . *HepTREC – Hepatitis B Foundation*, Philadelphia, PA. December, 2002.
28. **Bass, SB.** How to Access Health Information on the Internet. *Fox Chase Cancer Center, Cancer Information Service*, Philadelphia, PA. October 2002.
29. **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.** Primary Dissertation Committee (Media and Communication Studies). *“Every cloud has a silver lining: An investigation of cancer patients’ social support, coping strategies, and posttraumatic growth.”* (Received degree 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. **Nadia Glen.** Primary Dissertation Committee (School of Social Work). *“The meaning and understanding of unplanned pregnancy: A qualitative study of unplanned pregnancy among African American women living with HIV.”* (Received degree May 2019.)
12. **Allison Casola** Outside reviewer, dissertation committee (Department of Epidemiology and Biostatistics). *“Elucidating sexual and reproductive health knowledge and interpersonal correlates and predictors of contraceptive use behaviors among young adults 18-24”.* (Received degree May 2019)
13. **Mohammed Al Hajji.** Mentor and Dissertation Chair. *“Sickle cell carrier screening for adolescents in Saudi Arabia: a mixed-methods approach to understanding societal acceptance”.* (Received degree May 2020)
14. **Yuanxin Wang.** Outside reader, dissertation committee (, Klein School of Media and Communication). *“The role of perceived social injustice in cyberbullying”.* (Received degree October 2020).
15. **Paul D’Avanzo.** Mentor and Dissertation Chair. *“Applicability of the Theory of Planned Behavior to explain clinicians’ intention to screen men who have sex with men for syphilis infection.”* (Received degree May 2021)
16. **Ariel Hoadley.** Mentor.
17. **Kirsten Paulus.** Mentor

Masters and Undergraduate Students

MASTERS

2009 – 2010 – MPH Caitlyn Wolak
 2009 – MS Epi Adele Hobbs
 2010 – MS Epi April Grant
 2010-2011 – MPH Gabriella Mora
 2013 – MPH Javier Muniz
 2013 – MPH Aasit Nanavati
 2014 – MPH Chris Sullivan
 2016 - MS Epi Jennifer Shinefeld
 2017 - MA Communication Bethany Saxon
 2018 – MPH Rutu Patel
 2019 - MPH Erin Larsen
 2019 – MPH Jin Liu
 2021 – Rachel Holbert

UNDERGRADUATES

Fall 2010 – Intern Rebecca Normile
 Spring 2011 – Intern Khaliah Pitts
 Fall 2011 – Intern Courtney Riseborough
 Fall 2011 – Intern Brittany Mollot
 Spring 2012 – Intern Kaitlyn Kordusky
 Spring 2013 – Intern Katie Ruppert
 Summer 2013 - Intern Shannon McGinnis
 Fall 2013 – Intern Ebone Grant

Fall 2014 - Intern Shanae Smith
2014 – CARAS Undergraduate Research Mentor Moriah Butler
2014 – CARAS Undergraduate Research Mentor Elizabeth Carmody
Spring 2015 - Intern Jocelyn Hastings
Fall 2015 through Summer 2016 – Intern and student worker Jesse Panick
Spring through Summer 2016 – Intern Nicholas Delaney
Spring 2016 – Intern Yasira Rodriguez
Fall 2016 - Intern Sarah Stankiewicz
Spring 2017 - Intern Jon Forry
Fall 2017 – Intern Kayla Gray
Spring 2018 – Intern Carine Wellington
Summer 2018 – Intern Nicole Ventriglia
Fall 2018 – Intern Nicholas Cooke
Spring 2019 – Intern Annabelle Alrez
Spring 2019 – Intern Patrick Kelly
Fall 2019 – Aurora Trainor
Spring 2020 – Samantha Herrera
Summer 2020 – Carlos Cruz
Summer 2020 – Sarah Tomkins
Fall 2020 – Apoorva Sudini
Spring 2021 – AnnaMarie Otor

Media Interviews/Coverage of Publications, Presentations or Research

1. New books help students build foundations of public health
The Nation's Health – February/March 2019
2. HCV Treatment initiation
Addiction Treatment Forum – February, 2018
3. Op Ed Safe Injection Sites
WHYY – April 2018
4. Perceptions of Clinical Trials in HIV+ Minorities
Philadelphia Inquirer – December, 2015
2. Ebola Response and Public Perceptions of Quarantine
Philadelphia Inquirer – November, 2014
3. Hurricane Response and Risk Communication
WHYY – Philadelphia – May, 2011
4. HIV Issues – Use of incentives in community-based programs
WHYY – Philadelphia – May, 2010
5. HIV Issues – Increase in prevalence
WHYY – Philadelphia – February 2010
6. Flu Quarantine – H1N1 Outbreak
National Public Radio – October, 2009
Radio Times – WHYY Philadelphia – October, 2009
7. Perceptual Mapping of Smallpox Vaccination Attitudes in ER Workers
Science Daily – June 26, 2008 Medical
News Today – June 26, 2008
Ivanhoe.com – June 30, 2008
Health Scout – July 30, 2008
8. Katrina Issues - 2007
Medical News Today – May 5, 2007
Newswire – April 30, 2007
Health Behavior News – April 30, 2007
9. Smallpox Vaccination Study – 2006
Science Daily – Dec. 26, 2006 Forbes – Dec. 15, 2006

10. Communication and Preparedness - 2006

Center for Advancement of Health – April 2006

11. Media Readiness Training (week of March 2, 2006)

Philadelphia Fox 29 – 10:00 O'clock news Temple News

12. Internet Use by Newly Diagnosed Cancer Patients – Release of Journal of Health Communication Article – 2006

United Press International – March 2

medicalnewstoday.com – March 6

www.news-medical.net (Australia) – March 7

www.breastcancer.net – March 3

CCN Magazine – March 3

www.scenta.co.uk (United Kingdom) – March 6

All Headline News – March 2

MedIndia (India) – March 3

Ivanho.com – Medical Breakthroughs Newswire – March 2

Newkerala.com (India) – March 3

Cancerfacts.com – March 6

Innovations – Reports (Germany)

EurekAlert- March 2

PostChronicle.com

North Korea Times (North Korea) – March 2

WebIndia 123 (India) – March 3

Malaysia Sun (Malaysia) – March 2

Science Daily – March 3

Newswise.com – March 6

TMCnet – March 2

Psych Central.com – March 3

The Cancer Blog – March 3

Cancer Channel – March 6

Temple Times – April 6

Health Technology Trends – June 2006 issue

18. Risk Communication Issues during a Disaster – Statewide Survey- 2005

MedicalNewsToday.com (independent interview) – Dec. 15

Philadelphia Inquirer (independent interview) – Dec. 15

Lexington, KY – Lex18.com: TV – Dec. 15

Atlanta Journal – Constitution – Dec. 16

Dr. Koop.com – Dec. 16

HealthCentral.com – Dec. 16

KPHO Phoenix: TV – Dec. 16

WWAY 3 – Wilmington, NC: TV – Dec. 16

Philly.com – Dec. 15

Newswise.com – Dec. 15

Forbes.com – Dec. 15

Wilkes – Barre Times Leader – Dec. 15

WFIE 14 – Evansville, IN: TV – Dec. 15

KLASTV – Las Vegas: TV – Dec. 15

Yahoo News – Dec. 14

EurekAlert – Dec. 14

Austin American Statesman (Austin, TX) – Dec. 15

ContinuityCentral.com (United Kingdom) – Dec. 15

Healthfinder.gov – Dec. 15

14. Preliminary Data on Internet Study (2004)

Bucks County Courier Times (independent interview) January

Reader's Digest (independent interview) - February

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

Community-Based Program/Intervention Development

1. **Communities Addressing the Digital Divide, Fox Chase Cancer Center (2000)**

Intervention to address the digital divide in low-income urban and rural communities served by community nursing centers in Pennsylvania. Program included providing equipment but also staff training and the use of community lay educators to help users find and interpret online health information. Partners included the Cancer Information Service, Fox Chase Cancer Center and the Regional Nursing Centers Consortium.

2. **AIDS Home Nursing Program, American Red Cross, SEPA Chapter (1996)**

Developed Program to address needs of caregivers of people with HIV/AIDS. Training included home nursing techniques, psychological needs as well as basis information. **Funded by the Pew Charitable Trusts (\$125,000)** to the American Red Cross, SEPA Chapter. Partners included We the People with HIV/AIDS.

3. **Child Care Safety Training, American Red Cross, SEPA Chapter (1995)**

Developed program to train child care providers in health and safety training. **Funded by the Pew Charitable Trusts (\$150,000)** to the American Red Cross, SEPA Chapter.

4. **Puppet Show for Philadelphia Latino Children Addressing HIV/AIDS, American Red Cross, SEPA (1994)**

Developed program to address HIV/AIDS in culturally and developmentally appropriate way for low-income Latino children in child care and preschool centers in urban Philadelphia. **Funded by the Centers For Disease Control and Prevention (\$50,000)** to the American Red Cross, SEPA Chapter. Partners included Association of Puerto Ricans on the March and Taller Puertoriquenno.

5. **Teen HIV/AIDS Peer Education Program, American Red Cross, SEPA Chapter (1992)**

Developed program to address HIV/AIDS in developmentally appropriate way utilizing teen peer educators in junior and senior high school in the Philadelphia, four county region. Program included school education as well as training

for teens to become teen peer educators. **Funded by the Centers for Disease Control and Prevention** (\$50,000) to the American Red Cross, SEPA Chapter. Received the Better Business Bureau Award for Best Introduction of a Service.

Awards and Scholarships

1. **Outstanding Service Award**, Department of Social and Behavioral Sciences (2021)
2. **Best Professional Research Abstract**, Society for Behavioral Medicine, Women's Health SIG (2020)
3. **Outstanding Fieldwork Supervisor Award**, Department of Social and Behavioral Sciences, Temple University College of Public Health (2018)
4. **Riegelman Award** for Undergraduate Public Health Education. Association of Schools and Programs of Public Health (2014)
5. **Great Teacher** Award. Highest teaching honor at Temple University. (2012)
6. **"Best Practice" in undergraduate public health programs**. Healthy People 2020 Curriculum Task Force. (2011)
7. **Writing Intensive Award for Instructor/Student Achievement**, Temple University Writing Intensive Program (2009)
8. **Lindback Award for Distinguished Teaching**, Temple University (2007)
9. **Excellence in Teaching** Award, Temple University College of Health Professions (2006)
10. **"Partner Award in Use of New Technology"**, Cancer Information Service, Fox Chase Cancer Center **(2001)**
11. **"Distinguished Teaching"** Award, Temple University, College of Liberal Arts; Department of Women's Studies (1994)
12. **Research/Teaching Assistantship**, Temple University Department of Health Studies (1994-1998)
13. **Scholarship** for graduate education, Alpha Phi Sorority (1998)
14. **"Women in Science" national scholarship**, Wyeth Ayerst (1995)
15. **"Best Introduction of a Service"** Award for Teen Peer AIDS Education program, Better Business Bureau (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, Strategic Communication about COVID-19 – Temple University (Present)
2. Member, COVID-19 Taskforce – Temple University/TU Hospital (Present)
3. Member, *Graduate Committee* – Department of Social and Behavioral Sciences (Present)
4. Member, *Undergraduate Committee* – Department of Social and Behavioral Sciences (Present)
5. Member, *Strategic Communications Committee*, College of Public Health (Present)
6. Member, *Teaching Excellence Committee*, College of Public Health (2014-Present)
7. Member, *Pre-Health Professionals Advising Committee* - Temple University (2010-Present)
8. Member, *Great Teacher Awards Committee* – Temple University (2013 to Present)

Past:

1. Member, *Faculty Search Committee* – Director of General Education (2018)
2. Chair, *NTT faculty search committee* – Department of Social and Behavioral Sciences (2018)
3. Faculty Advisor, *Eta Sigma Gamma*, Undergraduate Public Health Student Society (2003-2017)
4. Chair, *Undergraduate Committee* – Department of Public Health (2003-2014)
5. Chair, *Online MPH Director search committee* – Department of Social and Behavioral Sciences (2016)
6. Member, *Social Behavioral Sciences Division* – Department of Public Health (2010-2015)
7. Member, *MPH Program Committee* – Department of Public Health (2003-2014)
8. Member, *Ph.D. Program Committee* – Department of Public Health (2010-2015)
9. Member, *Mobile Technology Committee* – College of Health Professions and Social Work (2013)
10. Member, *Undergraduate Committee* - College of Health Professions and Social Work (2003-2014)
11. Member, *Promotion and Tenure Committee* - College of Health Professions and Social Work (2006-2013)
12. Member, *Executive Steering Committee - C-PREP* (Center on Preparedness Research, Education and Practice)(2006-2010)
13. Member, *Executive Steering Committee - Center for Minority Health and Health Disparities*, Temple University Hospital (2008-2012)
14. Member, *Writing Intensive Course Oversight Committee* - Temple University (2008-2012)
15. 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
8. Sigma Xi, The Scientific Research Honor Society, Full member