

COLLEGE OF PUBLIC HEALTH CURRICULUM VITAE

Michelle "Shelly" Campo

March 2014

I. EDUCATIONAL AND PROFESSIONAL HISTORY

A. Education (least to most recent)

<u>Institution</u>	<u>Dates Attended</u>	<u>Field of Study</u>	<u>Degree Obtained</u>	<u>Degree Date</u>
Cornell University Ithaca, New York	1986-1990	Communication	BS	1990
The Ohio State University Columbus, Ohio	1992-1994	Sociology	MA	1994
Michigan State University East Lansing, Michigan	1994-1999	Communication	PhD	1999

B. Professional and Academic Positions

<u>Position Title</u>	<u>Dates of Service</u>	<u>Location/Institution</u>
Migrant Education Teacher	1988	Federal Migrant Education Program, Herkimer Co., NY
Survey Consultant/University Career Ctr.	1990-91	Cornell University, Ithaca, NY
Survey Research Assistant/Plant Science Dept.	1991-92	University of Rhode Island, Kingston, RI
Research Assistant/Plant Science Dept.	1992	University of Rhode Island, Kingston, RI
Research Associate/Sociology Dept.	1992-94	The Ohio State University Columbus, OH
Research Assistant/Communication Dept.	1994-98	Michigan State University East Lansing, MI
Research Assistant/Collaborator Sociology Dept.	1998-99	Michigan State University East Lansing, MI
Evaluation Specialist Dept. of Agriculture & Natural Resources Education, Communication Systems	1998-99	Michigan State University East Lansing, MI

Assistant Professor/Dept. of Communication	2000-2002	Cornell University, Ithaca, NY
Assistant Professor/Dept. of Community & Behavioral Health (75%) and Dept. of Communication Studies (25%)	2003-2006	University of Iowa, Iowa City, IA
Assistant Professor/Dept. of Community & Behavioral Health (100%) and Dept. of Communication Studies (0%)	2006- 2008	University of Iowa, Iowa City, IA
Associate Professor (with tenure)/Dept. of Community & Behavioral Health (100%) and Dept. of Communication Studies (0%)	2008- present	University of Iowa, Iowa City, IA
Director, Center for Health Communication & Social Marketing, Department of Community & Behavioral Health	2008- present	University of Iowa, Iowa City, IA

C. Honors, Awards, Recognitions, Outstanding Achievements
(least to most recent)

<u>Year</u>	<u>Title</u>
1989	Quill and Dagger Society, Cornell University Leadership Honor Society
1990	Gamma Sigma Delta, National Honor Society for Students in Agriculture
1996	Excellence-in-Teaching for Graduate Students Nominee, College of Communication Arts and Sciences, Michigan State University
1996-97	Outstanding Graduate Instructor, International Communication Association
1998	Dissertation Completion Fellowship Award, Michigan State University
2000	Article of the Year Award, Journal of Applied Communications
2002	Top 3 Paper Award, National Communication Association, Health Communication Division
2002	Young Faculty Teaching Excellence Award, College of Agriculture and Life Sciences, Cornell University
2004	New Investigator Award, College of Public Health and College of Medicine, University of Iowa
2006	Bronze Award for Excellence in Public Health Communication for the Iowa Department of Public Health's Colorectal Cancer Screening Campaign, National Public Health Information Coalition (NPHIC)
2008	Recognition Award. University of Iowa Cultural and Resource Centers.
2009	W ³ Silver Award for Integrated Health Marketing Campaign for AvoidtheStork.com, International Academy for the Visual Arts
2009	W ³ Silver Award for Public Service Web Video for AvoidtheStork.com, International Academy for the Visual Arts
2009	Davey Gold Award for Integrated Campaign: Not for Profit for AvoidtheStork.com, International Academy for the Visual Arts
2009	Davey Silver Award for Commercials: Not for Profit for AvoidtheStork.com, International Academy for the Visual Arts
2009	Davey Silver Award for Web sites: Health for AvoidtheStork.com, International Academy for the Visual Arts

2010	Up and Coming Faculty Teaching Award, College of Public Health, University of Iowa
2010	The 27 th Annual Healthcare Advertising Awards Merit Winner for Television Advertising Single Spot for The Amazing Choice (Avoidthestork.com)
2010	The 27 th Annual Healthcare Advertising Awards Merit Winner for Magazine Advertising/ Single Grocery Store (Avoidthestork.com)
2010	The 27 th Annual Healthcare Advertising Awards Merit Winner for Total Advertising Campaign (with Television) Avoid the Stork
2010	The 27 th Annual Healthcare Advertising Awards Gold Winner for Radio Advertising/ Single Spot Drive There (Avoidthestork.com)
2011	Article of the Year Award, Eastern Communication Association
2011	Delta Omega Honor Society in Public Health
2011-2012	Fellow, CIC Academic Leadership Program
2013	Top 3 Paper Award, National Communication Association, Health Communication Division

II. TEACHING

A. Teaching Assignments on semester-by-semester basis (least to most recent)

<u>Semester</u> <u>Year</u>	<u>Course Title/Number</u>	<u>Semester</u> <u>Hours</u>	<u># of</u> <u>Students</u>	<u>Role</u>	<u>Percent</u> <u>Responsible</u>
Michigan State University					
Fall 1994	Human Communication (COM 100)	3	600	Teaching Assistant	25%
	Section 1		95	Recitation	100%
	Section 4		64	Leader	
Spring 1995	Human Communication (COM 100)	3	600	Teaching Assistant	25%
	Section 1		95	Recitation	100%
	Section 4		40	Leader	
Fall 1995	Intercultural Communication (COM 391)	4	80	Co- Instructor	50%
Spring 1996	Intercultural Communication (COM 391)	4	9	Instructor	100%
Summer 1996	Intercultural Communication (COM 391)	4	24	Instructor	100%
Fall 1996	Persuasion and Conflict (COM 325)	3	60	Teaching Assistant	25%
Spring 1997	Intercultural Communication (COM 391)	4	88	Co- Instructor	50%

Summer 1997	Intercultural Communication (COM 391)	4	40	Instructor	100%
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Cornell University

Spring 1989	Effective Listening (COM 204)	3	200	Teaching Assistant	25%
Spring 2000	Research in Persuasion (COM 618)	3	4	Instructor	100%
Spring 2000	Communication and Persuasion (COM 418)	3	47	Instructor	100%
Fall 2000	Research in Public Opinion (COM 620)	3	2	Instructor	100%
Fall 2000	Public Opinion (COM 420)	3	44	Instructor	100%
Fall 2000	Health Communication (COM 497)	3	1	Indep. Study Supervisor	100%
Fall 2000	Program Evaluation (COM 497)	3	1	Indep. Study Supervisor	100%
Spring 2001	Communication and Persuasion (COM 418)	3	46	Instructor	100%
Spring 2001	Research in Persuasion (COM 618)	3	4	Instructor	100%
Spring 2001	Qualitative Methods (COM 697)	3	1	Indep. Study Supervisor	100%
Spring 2001	Health Communication (COM 697)	3	1	Indep. Study Supervisor	100%
Spring 2001	Persuasion, Activism, Lobbying (COM 697)	3	1	Indep. Study Supervisor	100%
Fall 2001	Public Opinion (COM 420)	3	39	Instructor	100%
Fall 2001	Communication and Emotion (COM 497)	3	1	Indep. Study Supervisor	100%
Spring 2002	Health Communication (COM 694)	3	16	Instructor	100%
Spring 2002	Communication and Persuasion (COM 418)	3	70	Instructor	100%
Fall 2002	Public Opinion (COM 420)	3	34	Instructor	100%
Fall 2002	Research in Public Opinion (COM 620)	3	3	Instructor	100%
Fall 2002	Participatory Action Research (COM 494/CRP 457)	2	10	Co-Instructor	50%

Fall 2002	Health Communication (COM 697)	3	1	Indep. Study Supervisor	100%
Fall 2002	Research in Persuasion (COM 697)	3	1	Indep. Study Supervisor	100%
University of Iowa					
Fall 2003	Persuasion and Health (172:242)	3	7	Instructor	100%
Spring 2004	Health Communication Campaigns (172:246/36G:340)	3	12	Instructor	100%
Fall 2004	Health Communication (172: 240/ 36G: 270)	3	15	Instructor	100%
Spring 2005	Emotion, Communication and Health (36:299)	3	1	Indep. Study Supervisor	100%
Spring 2005	Health Communication Campaigns (172:246/36G:340)	3	11	Instructor	100%
Summer 2005	Health Communication (172: 240/ 36G: 270)	3	10	Instructor	100%
Fall 2005	Applied Health Communication Research (36:299)	3	1	Indep. Study Supervisor	100%
Spring 2006	Health Communication Campaigns (172:246/36G:340)	3	6	Instructor	100%
Summer 2006	Health Communication (172: 240/ 36G: 270)	3	7	Instructor	100%
Spring 2007	Content Analysis (172:270)	3	1	Indep. Study Supervisor	100%
Spring 2007	Health Communication Campaigns (172:246/36G:340)	3	9	Instructor	100%
Summer 2007	Health Communication (172: 240/ 36G: 270)	3	17	Instructor	100%
Fall 2007	Health Communication Theory and Research (172:270)	3	1	Indep. Study Supervisor	100%
Spring 2008	Health Communication Theory (172:270)	3	1	Indep. Study Supervisor	100%
Summer 2008	Health Communication (172: 240/ 36G: 270)	3	14	Instructor	100%
Spring 2009	Qualitative Health Communication Research (172:270)	1	1	Indep. Study Supervisor	100%

Spring 2009	Using Radio to Deliver Health Education (172:270)	1	1	Indep. Study Supervisor	100%
Summer 2009	Health Communication (172: 240/ 36G: 270)	3	16	Instructor	100%
Fall 2009	Introduction to Health Promotion and Disease Prevention (172:101)	3	37	Course Supervisor (Florin Oprescu, Instructor)	10%
Spring 2010	Risk and Crisis Communication (172:270)	3	1	Indep. Study Supervisor	100%
Summer 2010	Health Communication (172: 240/ 36G: 270)	3	15	Instructor	100%
Fall 2010	Persuasion and Health (172:270)	3	1	Indep. Study Supervisor	100%
Spring 2011	Persuasion and Health (172:270)	3	1	Indep. Study Supervisor	100%
Summer 2011	Health Communication (172: 240/ 36G: 270)	3	16	Instructor	100%
Spring 2012	Health Literacy (172:270)	3	1	Indep. Study Supervisor	100%
Summer 2012	Service-Learning in Public Health (170:173)	1	1	Supervisor	100%
Summer 2012	Health Communication (172: 240/ 36G: 270)	3	14	Instructor	100%
Fall 2012	Principles of Scholarly Integrity (650:7270 /:7604 / :7614)	1/0/0	341	Faculty Facilitator	1%
Fall 2012	Grant Writing (172:270)	3	1	Indep. Study Supervisor	100%
Spring 2013	Health Communication Campaigns (172:246/36G:340)	3	11	Instructor	100%
Spring 2013	Principles of Scholarly Integrity (650:7270 /:7604 / :7614)	1/0/0	326	Faculty Facilitator	1%
Summer 2013	Service-Learning in Public Health (170:173)	1	1	Supervisor	100%
Summer 2013	Health Communication (172: 240/ 36G: 270)	3	13	Instructor	100%

Fall 2013	Principles of Scholarly Integrity (650:7270 /:7604 / :7614)	1/0/0	358	Faculty Facilitator/ PSEI Section Chair	2%
Spring 2014	Health Communication Campaigns (172:246/36G:340)	3	10	Instructor	100%
Spring 2014	Principles of Scholarly Integrity (650:7270 /:7604 / :7614)	1/0/0	327	Faculty Facilitator/ PSEI Section Chair	2%

B. Students Advised

<u>Name</u>	<u>Degree</u>	<u>Objective</u>	<u>Role</u>	<u>Outcome</u>
Cornell University				
Baseema Banoo	MS		Chair	MS
Deniz Birinci	BS w/research distinction		Co-Thesis Advisor	BS w/research distinction
Deanna Caputo	PhD		Committee Member	PhD
Hichang Cho	PhD		Committee Member	PhD
Siyong Chung	PhD		Committee Member	PhD
Brad Cohen	MS		Committee Member	MS
Janie-Diels Roll	MS		Committee Member	MS
Nicole Neroulias	BS w/research distinction		Thesis Advisor	BS w/research distinction
Gretchen Poulos	BS w/research distinction		Co-Thesis Advisor	BS w/research distinction
Jami Rothman	BS w/research distinction		Thesis Advisor	BS w/research distinction
Feng Shen	MS		Chair	MS
Laura Weisbein	PhD		Committee Member	PhD
University of Iowa				
Erin Abramsohn	MPH		Practicum Advisor	MPH
Nia Aitaoto	PhD		Chair/Advisor	PhD
Rebecca Arnold	MPH		Advisor	MPH
Natoshia Askelson	PhD		Chair	PhD

Zhanna Bagdasarov	PhD	Committee member (Rutgers University)	PhD
Karen Boulanger	PhD	Co-chair	PhD
Eva Fassbinder Brummel	MPH	Advisor, Practicum Advisor	MPH
LaShelle Christensen	MS	Committee Member	MS
Jay Cooper	MPH	Advisor, Practicum Advisor	MPH
Emily Cornish	MPH	Advisor	MPH
Ashley Cozad	PhD	Advisor	
Kathryn Field	MPH	Advisor	MPH
Leah Frerichs	MS	Committee Member	MS
Rachael Gehlbach	MA	Committee Member	MA
Mollie Giller	MPH	Advisor	MPH
Elizabeth Golembewski	MPH	Advisor	
Hunter Harig	MPH	Advisor	MPH
Erin Heiden	PhD	Committee Member	PhD
Hana Hinkle	MPH	Advisor	MPH
Emily Inman	MPH	Advisor	
Joanna Krajewski	MPH	Advisor	MPH
Kate LaVail	MA	Committee Member	MA
Christopher Layton	MA	Committee Member	MA
Megan Lessard	MPH	Advisor	MPH
Nicole Loew	PhD	Committee Member	
Larissa Luckel	MPH	Advisor	MPH
Ye (Cheryl) Ma	PhD	Committee Member	
Paige Madsen	PhD	Committee Member	
Michael Marquardt	MPH	Advisor	
Cristian Meier	MPH	Advisor	
Kimberly Merchant	MA	Committee Member	MA
Stephanie Miles	PhD	Committee Member	
Sarah Nebel Pederson	PhD	Committee Member	PhD
Gina Nicoli	PhD	Committee Member	PhD
Erin O'Gara	PhD	Committee Member	

Olayinka Oladimeji	PhD	Committee Member	PhD
Florin Oprescu	PhD	Co-Chair	PhD
Maurine Orwa	PhD	Co-chair	PhD
Ki Park	PhD	Chair/Advisor	PhD
Christina Paxman	PhD	Committee Member	
Ashley Peterson	MA	Committee Member	MA
Mark Pooley	PhD	Committee Member	Left program
Dana Popish	BA	Thesis exam Committee member	BA
Erin Robinson	MPH	Advisor	
Tracy Routsong	PhD	Co-chair	PhD
Ellen Schafer	PhD	Committee Member	
Kristina Scharp	PhD	Committee Member	
Joseph Schwartz	PhD	Committee Member	PhD
Traci Schwieger	PhD	Chair/Advisor	
Erica Spies	MS	Chair/Advisor	MS
	PhD	Chair/Advisor	PhD
Erin Thatcher	MS	Committee Member	MS
Lindsey Thomas	PhD	Committee Member	
Lance Till	MS	Advisor	MS
Mary White	PhD	Advisor	
Bianca Wolf	PhD	Committee Member	PhD
	MPH	Advisor	
Jeremy Youde	PhD	Committee Member	PhD
L. Brendan Young	PhD	Committee Member	PhD
Ni (Jenny) Zhang	PhD	Chair/Advisor	PhD
	MPH	Advisor	MPH

C. Other Advising/Mentoring

<u>Name</u>	<u>Position</u>	<u>Role</u>	<u>Outcome</u>
M. Somjen Frazer	Research Fellow	Mentor	Rhodes Scholar, Publications
Gretchen Poulos	Research Fellow	Mentor	Publication Program
Joseph Greg Rosen	Secondary School Training Program	Mentor	Program Completion

Madalina Coman	Fogarty Fellow	Mentor	Program Completion
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D. Other Contributions to Institutional Programs

Institutional Conferences, Grand Rounds, Journal Clubs

<u>Year</u>	<u>Title</u>	<u>Location</u>
1987-90	Coordinator, Trainer, Counselor for the Empathy Assistance and Referral Program	Cornell Univ.
1987-90	Trainer, Facilitator and Lecturer for The Zap Program	Cornell Univ.
1988-90	Coordinator for The Zap Program	Cornell Univ.
1989	Intern for the Human Relations Training Program	Cornell Univ.

E. Course Materials

Syllabi Development

<u>Course Title</u>	<u>Location</u>	<u>Percent Responsible</u>
Intercultural Communication (COM 391)	Michigan State University	100%
Communication and Persuasion (COM Public Opinion	Cornell University	100%
Research in Persuasion	Cornell University	100%
Research in Public Opinion	Cornell University	100%
Health Communication (COM 694)	Cornell University	100%
Participatory Action Research (COM 494/CRP 457	Cornell University	50%
Persuasion and Health (172:242)	University of Iowa	100%
Health Communication Campaigns (172:246/36G:340)	University of Iowa	100%
Health Communication (172: 240/ 36G: 270)	University of Iowa	100%

III. SCHOLARSHIP

A. Publications or Creative Works (least to most recent)

Peer-Reviewed Papers

1. Alm, S. R., Yeh, T., Campo, M. L., Dawson, C. G., Jenkins, E. B., & Simeoni, A. E. (1994). Modified trap designs and heights for increased capture of Japanese beetle adults (*Coleoptera: Scarabaeidae*). *Journal of Economic Entomology*, 87, 775-780.
2. Rogers, E., Dearing, J., Rao, N., Campo, S., Meyer, G., Betts, G., & Casey, M. (1995). Communication and community in a city under siege: The AIDS epidemic in San Francisco. Special issue: Urban Communication. *Communication Research*, 22, 664-678.

3. Dearing, J., Rogers, E., Meyer, G., Casey, M., Rao, N., Campo, S., & Henderson, G. (1996). Social marketing and diffusion-based strategies for communicating with unique populations: HIV prevention in San Francisco. *Journal of Health Communication, 1*, 343-363. PMID: 10947368
4. Suvedi, M., Campo, S., & Lapinski, M. K. (1999). Trends in Michigan farmers' information seeking behaviors and perspectives on the delivery of information. *Journal of Applied Communications, 83*, 33-50.
5. Suvedi, M., Lapinski, M. K., & Campo, S. (2000). Farmers' perspectives of Michigan State University Extension: Trends and lessons from 1996 and 1999. *Journal of Extension, 38*, www.joe.org/joe/2000february/a4.html.
6. Boster, F. J., Cameron, K., Campo, S., Liu, W., McKeon, J., Baker, E., & Ah Yun, J. K. (2000). The persuasive effects of statistical evidence in the presence of exemplars. *Communication Studies, 51*, 296-306.
7. Kaplowitz, S., Campo, S., & Chiu, W. T. (2002). Cancer patients' desires for communication of prognosis information. *Health Communication, 14* (2), 221-241. PMID: 12046799
8. Cameron, K., Campo, S., & Brossard, D. (2003). Advocating for controversial issues: The effects of activism on compliance-gaining strategy selection. *Communication Studies, 54*(3), 265-281.
9. Campo, S., Brossard, D., Frazer, S., Marchell, T., Lewis, D., & Talbot, J. (2003). Are social norms campaigns really magic bullets? Assessing the effects of students' misperceptions on drinking behavior. *Health Communication, 15*, 481-497. PMID: 14527868
10. Campo, S., Mastin, T., & Frazer, M. S. (2004). Predicting and explaining public opinion regarding U.S. slavery reparations. *Howard Journal of Communications, 15*, 115-130.
11. Kaplowitz, S., & Campo, S. (2004). Drinking, alcohol policy, and attitudes toward a riot. *Journal of College Student Development, 45*, 501-516.
12. Campo, S., Cameron, K.A., Brossard, D., & Frazer, M.S. (2004). Social norms and expectancy violation theories: Assessing the effectiveness of health communication campaigns. *Communication Monographs, 71*, 448-470.
13. Campo, S., Poulos, G., & Sipple, J. (2005) Prevalence and profiling: Hazing among college students and points of intervention. *American Journal of Health Behavior, 29*, 137-149. PMID: 15698981
14. Mastin, T., Campo, S., & Frazer, M. S. (2005). In black and white: Mainstream and specialized newspaper coverage of slavery reparations. *Howard Journal of Communications, 16*, 201-223.
15. Campo, S., & Cameron, K. (2006). Differential effects of exposure to social norms campaigns: A cause for concern. *Health Communication, 19*, 209-219. PMID: 16719724
16. Frerichs, L., Andsager, J.L., Campo, S., Aquilino, M.L. & Dyer, C.S.(2006). Framing breastfeeding and formula-feeding messages in popular U.S. magazines. *Women & Health, 44*, 95-118. PMID: 17182529
17. Mastin, T., & Campo, S. (2006). Conflicting messages: Overweight and obesity advertisements and articles in Black magazines. *Howard Journal of Communications, 17*, 265-285.
18. Cameron, K., & Campo, S. (2006). Stepping back from social norms campaigns: Comparing normative influences to other predictors of health behaviors. *Health Communication, 20*, 277-288. PMID: 17137419

19. Levinson, A., Campo, S., Gascoigne, J., Jolly, O., Zakharyan, A., & vu Tran, Z. (2007). Smoking, but not smokers: Self-labeling among college students who smoke cigarettes. *Nicotine and Tobacco Research*, 9, 845-852. PMID: 17654297
20. Campo, S., & Mastin, T. (2007). Placing the burden on the individual: Overweight and obesity in African American and mainstream women's magazines. *Health Communication*, 22, 229-240. PMID: 17967145
21. Bagdasarov, Z., Banerjee, S., Greene, K., & Campo, S. (2008). Indoor tanning and problem behavior. *Journal of American College Health*, 56, 555-562. PMID: 18400668
22. Banerjee, S., Campo, S., & Greene, K. (2008). Fact or wishful thinking? Biased expectations in "I think I look better when I'm tanned." *American Journal of Health Behavior*, 32, 243-252. PMID: 18067464
23. Campo, S., Askelson, N.M., Routsong, T., Graaf, L., Losch, M., & Smith, H. (2008). The Green Acres effect: The need for a new colorectal cancer screening campaign tailored to rural audiences. *Health Education & Behavior*, 35, 749-762. PMID: 18757773
24. Askelson, N. A., Campo, S., Mastin, T., & Slonske, M. (2009). The missing role of parents: A content analysis of newspaper coverage of parenting practices and communication strategies for addressing binge drinking. *Communication Research Reports*, 26, 50-61.
25. Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (2009). Using evidence-based research to redirect a conversation: Newspapers coverage of strategies to address college binge drinking. *Public Relations Review*, 35, 411-418.
26. Banerjee, S. C., Greene, K., Bagdasarov, Z., & Campo, S. (2009). "My friends love to tan": Examining sensation seeking and the mediating role of association with friends who use tanning beds. *Health Education Research*, 24, 989-998. PMID: 19574406
27. Askelson, N. M., Campo, S., Lowe, J., Smith, S., Dennis, L. K., & Andsager, J. (2010). Factors related to physicians' willingness to vaccinate girls against HPV: The importance of subjective norms and perceived behavioral control. *Women & Health*, 50, 144-158. PMID: 20437302
28. Greene, K., Campo, S., & Banerjee, S. (2010). Comparing normative, anecdotal, and scientific risk evidence to dissuade tanning bed use. *Communication Quarterly*, 58, 111-132.
29. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Preventing unintended pregnancies and improving contraceptive use among young adult women in a rural, Midwestern state: Health promotion implications. *Women & Health*, 50, 279-296. PMID: 20512746
30. Askelson, N. M., Campo, S., Lowe, J., Smith, S., Dennis, L. K., & Andsager, J. (2010). Using the Theory of Planned Behavior to predict mothers' intentions to vaccinate their daughters against HPV. *Journal of School Nursing*, 26, 194-202. PMID: 20335232
31. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Caution, the use of humor may lead to confusion: Evaluation of a video podcast of the Midwest Teen Sex Show. *American Journal of Sexuality Education*, 5, 201-216.
32. Ashwood, D., Farris, K., Campo, S., Aquilino, M., & Losch, M. (2011). Unlocking the condoms: Is theft really an issue. *Pharmacy Practice*, 9, 44-47.
33. Askelson, N. M., Campo, S., & Carter, K. (2011). Completely isolated? Health information-seeking among social isolates. *Health Education and Behavior*, 38, 116-122. PMID: 21191084

34. Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L. K., & Andsager, J. (2011). The birds, the bees and the HPV's. What drives mothers' intention to use HPV vaccination as a chance to talk about sex. *Journal of Pediatric Health Care*, 25, 162-170. PMID: 21514491
35. Campo, S., Askelson, N. M., Mastin, T., & Slonske, M (2011). The secondhand effects of college drinking: The need for media relations. *Public Relations Review*, 5, 1-21.
36. Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L. K., & Andsager, J. (2011). Assessing physicians' intentions to talk about sex when they vaccinate girls against HPV. *Sexual Education*, 11, 431-441.
37. Mastin, T., Campo, S., & Askelson, N. M (2012). African American women and weight loss: Disregarding environmental challenges. *Journal of Transcultural Nursing*, 23, 38-45. PMID: 21859923
38. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2012). Ambivalence, communication and past use: Understanding what influences women's intentions to use contraceptives. *Psychology, Health & Medicine*, 17, 356-365. PMID: 21895569
39. Askelson, N. M., Campo, S., & Smith, S. (2012). Mother-daughter communication about sex: The influence of authoritative parenting style. *Health Communication*, 27, 429-448. PMID: 21978128
40. Boulanger, K. T., Campo, S., Glanville, J., Lowe, J. B., & Yang, J. (2012). The development and validation of the client expectations of massage scale. *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice*, 5(3), 3-15. PMID: 23087774
41. Campo, S., Askelson, N. M., Carter, K., & Losch, M. (2012). Segmenting audiences and tailoring messages: Using the Extended Parallel Process Model and cluster analysis to improve health campaigns. *Social Marketing Quarterly*, 12, 98-111.
42. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Online information exchanges for clubfoot care: Key findings from an online support community. *Journal of Medical Internet Research*, 15(1), e16. PMID 23470259
43. Campo, S., Askelson, N. M., Spies, E. L., Boxer, C., Scharp, K., & Losch, M. L. (2013). "Wow, that was funny": The value of exposure and humor in fostering campaign message sharing. *Social Marketing Quarterly*, 19(2), 84-96.
44. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Managing uncertainty in the context of clubfoot care: Exploring the value of uncertainty management theory and the sense of virtual community. *Iowa Orthopedic Journal*, 33, 142-148. PMID: 24027474
45. Yang, J., Campo, S., Ramirez, M., Richards Krapfl, J., Gang, C., & Peek-Asa, C. (2013). Associations of family communication patterns, parent-teen discussions, and new teen drivers' attitudes toward driving safety. *Journal of Pediatric Health Care*, 27(5), 334-241. PMID: 22361241
46. Boulanger, K. T., & Campo, S. (2013) Are personal characteristics of massage therapists associated with their clinical, educational, and interpersonal behaviors? *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice*, 6(3), 25-34. doi:10.3822/ijtmb.v6i3.220 PMID: 24000306

47. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Parents managing clubfoot: A content analysis of internet based social support behaviors with a focus on uncertainty management and health communication. *International Journal of Interdisciplinary Social and Community Studies*, 7(3), 83-101.
48. Zhang, N., Campo, S., Janz, K., Eckler, P., Yang, J., Snetselaar, L., & Signorini, A. (2013). Electronic word of mouth on Twitter about physical activity in the United States: Exploratory infodemiology study. *Journal of Medical Internet Research*, 15(11), e261. doi:10.2196/jmir.2870. PMID: 24257325
49. Campo, S., Kohler, C., Askelson, N. M., Ortiz, C., & Losch, M. E. It isn't all about language: Communication barriers for Latinas using contraceptives. To be published in the *Journal of Transcultural Nursing*.

Non-Peer-Reviewed Papers

1. Campo, M. L., Alm, S. R., & Wallace, D. B. (1992). *NAPIAP special project to acquire pesticide use data on Christmas trees in Rhode Island*. Final report submitted to North America Pesticide Impact and Assessment Program.
2. Dearing, J., Rogers, E., Meyer, G., Casey, M., Rao, N., Campo, S., Henderson, G., & Betts, G. (1995). *Strategies of HIV prevention programs in San Francisco*. Second interim report submitted to the U. S. Agency for Health Care Policy and Research (grant number 5R01HS0760-02).
3. Dearing, J., Rogers, E., Meyer, G., Casey, M., Rao, N., Campo, S., Henderson, G., & Betts, G. (1995). *Strategies of HIV prevention programs in San Francisco*. Final report submitted to the U. S. Agency for Health Care Policy and Research (grant number 5R01HS0760-02).
4. Dearing, J. W., Meyer, G., Casey, M. K., & Campo, S. (1996). *Evaluation of the Technical Outreach Services for Communities pilot program*. First interim report submitted to the U. S. Environmental Protection Agency, Office of Exploratory Research, Hazardous Substance Research Centers Program.
5. Dearing, J. W., Meyer, G., Casey, M. K., Campo, S., & Baker, E. (1996). *Evaluation of the Technical Outreach Services for Communities pilot program*. Second interim report submitted to the U. S. Environmental Protection Agency, Office of Exploratory Research, Hazardous Substance Research Centers Program and the U. S. Environmental Protection Agency Superfund Community Involvement and Outreach Center.
6. Dearing, J. W., Meyer, G., Casey, M. K., Campo, S., & Baker, E. (1996). *Evaluation of the Technical Outreach Services for Communities pilot program*. Final report submitted to the U. S. Environmental Protection Agency, Office of Exploratory Research, Hazardous Substance Research Centers Program and the U. S. Environmental Protection Agency Superfund Community Involvement and Outreach Center.
7. Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. (1997). *Hunger in Michigan: Are we doing the right things? Are we doing things right?* Executive summary and full report submitted to the Family Independence Agency of Michigan and the United States Department of Health and Human Services. (authorship determined alphabetically)
8. Campo, S., Suvedi, M., Krueger, D., Geisler, M., & den Biggelaar, C. (1998). *Michigan Groundwater Stewardship Program: Summary of findings for fiscal year 1998 for the Home*A*Syst program*. Report submitted to the Michigan Department of Agriculture.

9. Campo, S., Suvedi, M., Krueger, D., Geisler, M., & den Biggelaar, C. (1998). *Michigan Groundwater Stewardship Program: Summary of findings for fiscal year 1998 for the Farm*A*Syst program*. Report submitted to the Michigan Department of Agriculture.
10. Hikawa, H., Campo, S., & Suvedi, M. (1998). *Results from the 1998 survey of literacy councils in the state of Michigan*. Report submitted to Michigan Literacy, Inc.
11. Campo, S., Momin-Khowaja, M., & Heyboer, G. (1999). *Summary of key findings of Michigan Agri-Business Association's members' perceptions of the Michigan Groundwater Stewardship Program*. Report submitted to the Michigan Department of Agriculture and the Michigan Agri-Business Association.
12. Suvedi, M., Lapinski, M. K., & Campo, S. (1999). *Farmers' perspectives of Michigan State University Extension: 1996 to 1999*. Report submitted to Michigan State University Extension.
13. Campo, S., & Routsong, T. (2004). *Determining CDC's Screen for Life's campaign appropriateness for use in rural Iowa: Focus group results*. Report submitted to the Iowa Department of Public Health.
14. Campo, S., Nathan, P.E., & Tyler, J. (2005). *Determining community leaders' understandings of college drinking and its negative consequences: A step toward mobilizing the community for change*. Report submitted to the College of Public Health and College of Medicine.
15. Campo, S., Routsong, T., & Askelson, N. (2005). *Determining CDC's Screen for Life's campaign appropriateness for use in rural Iowa: Survey results*. Report submitted to the Iowa Department of Public Health.
16. Campo, S., Routsong, T., & Askelson, N. (2005). *Perceptions of colorectal cancer screening among rural Iowans: Comparing those under 65 with those ages 65 and over*. Report submitted to the Iowa Department of Public Health.
17. Campo, S., Routsong, T., & Askelson, N. (2005). *Perceptions of colorectal cancer screening among rural Iowans: Gender differences*. Report submitted to the Iowa Department of Public Health.
18. Campo, S., Routsong, T., & Askelson, N. (2005). *Perceptions of colorectal cancer screening: Preliminary survey results for screened and unscreened rural Iowans*. Report submitted to the Iowa Department of Public Health.
19. Layton, C., Oprescu, F., & Campo, S. (2005). *Evaluating the effectiveness of the Extreme Drinking Campaign: Survey results*. Report submitted to Health Iowa and Stepping Up, 2005.
20. Lowe, J.B., Aquilino, M., Campo, S., Baker, E., Abramsohn, E., Gutierrez, M, & Williams, G. (2006). *Evidence-based best practices for smoking cessation in Iowa*. Report submitted to the Iowa Department of Human Services.
21. Campo, S. Askelson, N., & Routsong, T. (2006). *Focus group report for the testing of Iowa's colorectal cancer screening campaign*. Report submitted to the Iowa Department of Public Health.
22. Campo, S., & Askelson, N. (2006). *Evaluation of Iowa's new colorectal cancer screening promotion campaign*. Report submitted to the Iowa Department of Public Health.
23. Lowe, J. B., Aquilino, M. L., Campo, S., Baker, E. M., Abramsohn, E. M., & Bass, J. J. (2006). *2006 Iowa health care provider survey on smoking*. Report submitted to the Iowa Department of Public Health.
24. Campo, S., & Askelson, N. (2007). *The (lack of) transferability of rural Iowa's colorectal cancer screening campaign to Iowa's urban areas*. Report submitted to the Iowa Department of Public Health.

25. Campo, S., Askelson, N., & Routsong, T. (2007). *Evaluation of Iowa's new colorectal cancer screening campaign in Clay County*. Report submitted to the Iowa Department of Public Health.
26. Campo, S., Askelson, N. M., Baker, E., Lowe, J. B., & Aquilino, M. L. (2008). *Building an LGBT-sensitive model for smoking cessation services*. Final report submitted to the American Legacy Foundation.

Chapters

1. Kaplowitz, S. A., Osuch, J. A., Safron, D., & Campo, S. (1999). Physician communication with seriously ill cancer patients: Results of a physician survey. In B. de Vries (Ed.), *End of life issues: Interdisciplinary and multidimensional perspectives* (pp. 205-227). New York: Springer.
2. Campo, S., & Frazer, M. S. (2007). "I'm glad you feel comfortable enough to tell me that": Action research for better health care for women who partner with women. In L. Frey & K. Carragee (Eds.), *Communication and activism: Communication for social change* (volume 1, pp. 355-384). Cresskill, NJ: Hampton Press.* The book won the 2008 Outstanding Edited Scholarly Book Award from the Applied Communication Division of the National Communication Association.
3. Mastin, T., Campo, S., & Askelson, N. M. (2008). You are what you consume: The role of media in obesity. In H. D. Davies, H. Fitzgerald, & V. Missouli (Eds.), *Obesity in childhood and adolescence: Medical, Biological, and Social Issues* (volume 1, pp. 161-181). Westport, CT: Praeger Publishing.
4. Askelson, N. M., Aquilino, M., & Campo, S. (2011). Being convincing: talking to others persuasively. In M. McAllister & J. Lowe (Eds.), *Nurses making a difference: Strategies for empowering your practice*. New York: Springer.
5. Campo, S. (in press). Social norms. *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.
6. Campo, S. (in press). Women's health. *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.

Book Reviews

1. Campo, S. (2007). A review of Lederman and Stewart's *Changing the culture of college drinking: A socially situated health communication campaign*. *Journal of Health Communication* (invited), 12, 417-420.

Other Intellectual Property

1. Stork Trademark (stork character) from the Until You're Ready AvoidtheStork.com project to prevent unintended pregnancies among young adults. Issued March 28, 2013. Registration number 4,340,829. Serial number 85-515,050. United States Patent and Trademark Office.
2. Stork Trademark (stork silhouette) from the Until You're Ready AvoidtheStork.com project to prevent unintended pregnancies among young adults. Issued May 21, 2013. Registration Number 4,337,097. Serial number 85-515,017. United States Patent and Trademark Office.

B. Areas of Research Interest/Current Projects

1. Health Communication
2. Persuasion
3. Media Campaigns
4. Risk Communication

C. Grants Received (ALL grants, least to most recent)

(if you are not the PI, state your role or contributions – in a few sentences)

Title Source <u>P.I.</u>	% Effort <u>% Salary Support</u>	Direct Funds <u>Period of Funding</u>
US groundwater protection US Department of Agriculture PI: Scherer, C.	100% 100%	
Research Assistant: Campo, S. NAPIAP special project to acquire pesticide use data on Christmas trees in Rhode Island North America Pesticide Impact and Assessment Program PI: Alm, C.	100% 100%	
Survey Consultant: Campo, S. Strategies of HIV prevention programs in San Francisco US Agency for Health Care Policy and Research PIs: Dearing, J. & Rogers, E. Research Assistant: Campo, S.	25% 25%	
Evaluation of Technical Outreach and Services for Communities pilot program US Environmental Protection Agency PI: Dearing, J. Research Assistant: Campo, S.	25% 25%	
Hunger needs assessment: Provision of emergency food in Michigan Family Independence Agency of Michigan PI: Witte, K. Researcher: Campo, S.	25% 25%	
Physician communication with seriously ill cancer patients Michigan State University PI: Kaplowitz, S Researcher: Campo, S.	50% 50%	
Trends in farmers' information-seeking behaviors: perspectives on the delivery of information Michigan State University Extension PI: Suvedi, M. Project Manager: Campo, S.	10% 0%	
Evaluation of Farm*A*Syst and Home*A*Syst	100%	

Michigan Department of Agriculture PI: Suvedi, M. Researcher: Campo, S.	100%	
Evaluation of a literacy program Michigan Literacy, Inc. PI: Suvedi, M. Researcher: Campo, S.	5% 0%	
Active publics, persuasion and social problems USDA/HATCH NCY-131401 PI: Campo, S.	25% 0%	\$66,000 10/2000-12/2002 (actually funded through 9/2005)
Improving the health of the rural upper Midwest through community partnerships CDC PI: Lowe, J. Co-investigator: Campo, S.	2% 0%	\$574,604 9/30/2003-9/29/2004
Determining community leaders' understandings of college drinking and its negative consequences: A step toward mobilizing the community for change College of Public Health/College of Medicine PI: Campo, S.	10% 0%	\$9,994.49 1/1/04-12/31/04
Colorectal cancer awareness campaign, Screen for Life: Testing message appropriateness for rural Iowa Iowa Department of Public Health PI: Campo, S.	20% 20%	\$19,217 2/1/04-6/29/04
Tobacco cessation interventions in Iowa: Experimental smoking among youth, fax referral, and American Indian outreach. Iowa Department of Public Health/CDC PI: Lowe, J. Investigator: Campo, S.	15% 15%	\$115,738 10/1/04-6/29/05
Colorectal cancer screening campaign effectiveness in rural populations Iowa Department of Public Health PI: Campo, S.	20% 20%	\$90,229 7/1/04-6/29/05
Improving the health of the rural upper Midwest through community partnerships CDC PI: Lowe, J. Co-investigator: Campo, S.	2% 0%	\$228,571 5/01/05-9/30/06
Best practices in adult and child smoking cessation Iowa Department of Health and Human Services PI: Lowe, J. Co-investigator: Campo, S.	10% 10%	\$28,123 12/1/05-1/31/06
Developing and evaluating colorectal cancer screening campaigns for rural audiences Iowa Department of Public Health/CDC PI: Campo, S.	20% 20%	\$94,663 7/1/05-6/30/06
State of Iowa's tobacco Quitline programs and	20%	\$458,182

services Iowa Department of Public Health/CDC PI: Lowe, J. Co-investigator: Campo, S.	20%	7/1/05-6/30/06
Assessing health care providers' knowledge of Quitline Iowa and smoking cessation recommendations to patients Iowa Department of Public Health/CDC PI: Lowe, J. Co-investigator: Campo, S.	5% 5%	\$23,810 3/1/06-6/30/06
State of Iowa's tobacco Quitline programs and services Iowa Department of Public Health/CDC PI: Lowe, J. Co-investigator: Campo, S.	20% 20%	7/1/06-6/30/07 \$522,336
Iowa initiative to reduce unintended pregnancy Anonymous Foundation PI: Losch, M. PI (UI subcontract): Campo, S.	20% 20%	2/1/07-12/31/07 \$193,585
A colorectal cancer social marketing campaign for rural Iowans Iowa Department of Public Health PI: Campo, S.	20% 20%	7/1/06-6/30-07 \$89,362
Building an LGBT-sensitive model for smoking cessation services American Legacy Foundation PI: Campo, S.	20% 20%	3/1/07-2/29/08 \$92,499
State of Iowa's tobacco Quitline programs and services Iowa Department of Public Health/CDC PI: Aquilino, M. Co-Investigator: Campo, S.	20% 20%	7/1/07-12/31/07 \$370,660
Slowing the Stork: A Social Marketing Campaign to Reduce Unintended Pregnancies among 18-30 year old Iowans Anonymous Funder/University of Northern Iowa PI: Campo, S.	30% 30%	\$3,617,653 1/1/08-12/31/12
Second Semester, Not Third Trimester: A Social Marketing: A Social Marketing Campaign to Reduce Unintended Pregnancies among Iowa College Students Anonymous Funder//University of Northern Iowa PI: Campo, S.	25% 25%	\$1,437,088 1/1/08-12/31/12
Using Radio Serials to Create Change in Preventing Unintended Pregnancies among African American and Hispanic Audiences Anonymous Funder//University of Northern Iowa PI: Kohler, C. Co-PI: Campo, S.	40% 40%	\$2,038,938 1/1/08-12/31/12
Improving Women's Contraceptive Knowledge,	5% (YR 1 only)	\$1,235,461

Attitudes and Behavior via the Community Pharmacy		1/1/08-12/31/12
Anonymous Funder//University of Northern Iowa		
Co-PIs: Farris, K., & Aquilino, M.		
Investigator: Campo, S.		
Social Marketing Training		\$1424.00
Iowa Department of Public Health		6/2009
PI: Campo, S		
Resetting Nutritional Defaults: Testing the Effect of NuVal on Older Adults	4%	\$262,500
NIH (1 R01 AG037947-01)	4%	7/15/10-7/31/13
PI: Snetselaar, Linda		
Investigator: Campo, S.		
Faith in Action Research Alliance: Reducing diabetes among Pacific Islanders	20%	\$275,000
NIH (1 R21 MD005975-01)	20%	09/30/2010-08/30/2012
Aitaoto, N.		
Investigator: Campo, S.		
Personal Perspective and Provider Communication of Genomic Risk for T2DM	2%	\$346,836
NIH (1 K23 NR012972-01)	0%	9/1/11-8/31/14
PI: Daack-Hirsh, Sandra		
Co-Mentor: Campo, S.		
Contents and Contexts of Cyberbullying: An epidemiological study using electronic detection and social network analysis	0-8%	\$458,246.00
NIJ (2013-IJ-CX-0030)	0-8%	01/01/2014-12/31/16
PIs: Ramirez, M. & Paik, A.		
Investigator: Campo, S.		
Children at Play	1%	\$10,000
Marshfield Clinic Research Foundation	1%	09/30/13-09/29/14
PI: Roth, Lisa		
Investigator: Campo, S.		
Healthier Workforce Centers for Excellence	8.3%	\$631,117
CDC (5 U19 OH008868-07)	8.3%	09/01/2012-08/31/2015
PI: Merchant, James		
Center Investigator, Co-PI for the Education and Translation Project: Campo, S.		

D. Invited Presentations (least to most recent)

<u>Year</u>	<u>Title</u>	<u>Organization</u>
1995	Campo, S. Dissemination of qualitative analysis results to HIV service providers and study respondents.	HIV Prevention Programs San Francisco, CA
1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. What do the results of the hunger needs assessment mean for our day-to-day business?	Mid-Michigan Community Commodity Food Program Managers Lansing, MI

1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. Results of the hunger needs assessment and what it can mean for collaboration.	Michigan State University Extension, Children, Youth and Family meeting East Lansing, MI
1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. Results of the hunger needs assessment and development of a hunger resource box for food pantries.	Annual Food Bank Recognition Day Mt. Clemens, MI
1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. Results of the need assessment.	3 rd Annual Statewide Hunger Conference Lansing, MI.
1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. 2-hour satellite presentation to 200+ sites in North America.	National Hunger Video Teleconference Purdue University
1997	Campo, S. Twenty years of framing the pro-life abortion activists in national newspapers.	Michigan State University College of Communication
1998	Campo, S. Evaluation 101; or keeping your program alive.	Michigan Dept. of Agriculture, Lansing, MI.
1998	Campo, S. Effectively using the mass media to get your program message out.	Michigan Dept. of Agriculture Higgins Lake, MI.
1999	Baker, E., Bradshaw, K., & Campo, S. Creating a message media will understand and effectively marketing messages for media use.	Michigan Dept. of Agriculture Lansing, MI
1999	Campo, S. Research for the non-researcher.	Michigan State University East Lansing, MI
2000	Campo, S. What can I do with a degree in Women's Studies?	Cornell University Ithaca, NY
2000	Campo, S. Why there are no magic bullets.	Cornell University Ithaca, NY.
2000	Campo, S. Women on the academic job market.	Cornell University Ithaca, NY.
2001	Campo, S. Applications of the theory of planned behavior to health promotion.	Cornell University Ithaca, NY.
2002	Campo, S. Ethics in participatory action research.	Cornell University Ithaca NY.
2003	Campo, S. Health campaigns 101.	University of Iowa Iowa City, IA.
2003	Bylund, C. & Campo S. Health decision making: From birthing to hazing.	University of Iowa Iowa City IA.
2003	Campo, S. & Talbot, J. Development of a college anti-smoking media campaign.	Cornell University Ithaca, NY.
2003	Campo S. & Talbot, J. Development of a college anti-smoking media campaign.	Tompkins County Tobacco Coalition, Ithaca, NY.
2003	Campo, S. Alcohol campaigns on college campuses	University of Iowa Iowa City, IA
2004	Campo, S. College alcohol use, social norms and risk.	University of Iowa Iowa City, IA

2004	Campo, S. Women who partner with women's health behavior, health attitudes, and perceptions of health care: A participatory action research project.	University of Iowa Iowa City, IA
2004	Campo, S. Hazing and the Spiral of Silence	University of Iowa Iowa City, IA
2004	Campo, S. Determining CDC's Screen for Life's campaign appropriateness for use in rural Iowa: Focus group results.	Iowa Colorectal Cancer Task Force Iowa City, IA
2004	Campo, S. Substance abuse, violence, and college health campaigns.	University of Iowa Iowa City, IA
2004	Campo, S. The value of quantitative methods, or can country music drive you to suicide?	University of Iowa Iowa City, IA
2004	Campo, S. Transferring national colorectal cancer screening campaigns to Iowa: Opportunities and challenges.	Holden Cancer Center University of Iowa Iowa City, IA
2005	Campo, S., Prussing, E., & Wallis, A. B. Feminist theory and evaluation research.	University of Iowa Iowa City, IA
2005	Campo, S. Alcohol, injury and interpersonal violence: From the global to the local.	Global Health Conference, University of Iowa Iowa City, IA
2005	Campo, S., & Abrams, M. Tools for better health: The ABC's of health literacy and communication.	College of Public Health Outreach Lecture Series, Creston, IA
2005	Campo, S. Colorectal cancer screening campaigns: Testing and development.	University of Iowa, Iowa City, IA.
2005	Campo, S., Tyler, J., & Nathan, P. E. Community leaders' understandings of college drinking and its negative consequences: An important step in environmental change.	College of Public Health and College of Medicine's research week, University of Iowa Iowa City, IA.
2005	Layton, C., Oprescu, F., & Campo, S. Is boring better? Understanding the role of humor and expectancy violation in a college binge-drinking campaign.	College of Public Health and College of Medicine's research week, University of Iowa Iowa City, IA.
2005	Layton, C., Oprescu, F., & Campo, S. Evaluating the effectiveness of the Extreme Drinking Campaign: Survey results.	Stepping Up and Health Iowa Iowa City, IA.
2005	Campo, S. From hangovers to riots: Next steps in tackling normative influences on college drinking through health communication.	Alcohol and Substance Abuse Summit Mandon, ND
2006	Campo, S., & Asklelson, N. The development of Iowa's colorectal cancer screening campaign.	Iowa Colorectal Cancer Task Force Iowa City, IA
2006	Campo, S. "We're probably better off (than other college towns)": Iowa City community leaders' understandings of college drinking and its negative consequences.	College of Public Health, Iowa City, IA

2006	Andsager, J. & Campo, S. Health communication at the University of Iowa: An interdisciplinary endeavor.	Interdisciplinary Health Group, University of Iowa, Iowa City, IA
2006	Campo, S. Colorectal cancer prevention campaigns for rural Iowa.	Holden Comprehensive Cancer Center Forum, University of Iowa Iowa City, IA
2006	Campo, S. & Askelson, N. It's more than just good pictures: Developing more effective evidence-based health campaigns.	Iowa Society for Public Health Education Iowa City, IA
2006	Campo, S. Creating Iowa's new colorectal cancer screening campaign.	Iowa Consortium for Comprehensive Cancer Control Bi-Annual Meeting Johnston, IA
2006	Campo, S. Cracking the health care code: Keys for improving health literacy and communication.	College of Public Health Outreach Lecture Series, Marion, IA
2006	Campo, S. Tailored messages: The case of colorectal cancer screening campaigns for Iowa.	University of Iowa, Iowa City, IA.
2008	Campo, S. Why people aren't dogs: Barriers to effective health communication campaigns.	Keynote Speaker, 46 th Annual Junior Science and Humanities Symposium, University of Iowa, Iowa City, IA
2008	Campo, S. The persuasive power of social norms.	University of Iowa, Iowa City, IA.
2008	Faculty profile: Shelly Campo, PhD	MPH Seminar, University of Iowa, Iowa City, IA
2009	Hand, J., Campo, S., Ernst, M., & Ernst, E. It's my first academic position- Now what?	1 st Annual Women's Faculty Development Conference, University of Iowa, Iowa City, IA
2009	Campo, S. Designing effective health communication.	University of Iowa, Iowa City, IA
2009	Campo, S. Social norms, communication and health behaviors.	University of Iowa, Iowa City, IA.
2009	Campo, S. & Askelson, N. It's more than just good pictures: Developing more effective evidence-based health campaigns.	Iowa Department of Public Health, Des Moines, IA
2009	Campo, S. Social norms and health campaigns.	University of Iowa, Iowa City, IA.
2010	Campo, S., & Spies, E. Behind the feathers: Aavoidthestork.com	University of Iowa, Iowa City, IA
2010	Campo, S. Health communication: Future objectives and challenges	University of Iowa, Iowa City, IA
2011	What medical students need to know about health communication campaigns	University of Iowa, Iowa City, IA

2011	Campo, S., & Spies, E. Behind the feathers: Until You're Ready, Avoidthestork.com	University of Iowa, Iowa City, IA
2012	Campo, S. Negotiation.	University of Iowa, Iowa City, IA
2012	Campo, S., & Svetly, R. Job hunting: The drama	University of Iowa, Iowa City, IA
2012	Campo, S., Askelson, N.M., Spies, E., & Losch, M. (2012). Results from the Until You're Ready, AvoidtheStork.com surround campaign.	US Department of Health and Human Services, DC (via webinar)
2013	Campo, S. Map your future.	Graduate College Orientation, University of Iowa

E. Conference Presentations/Posters

<u>Year</u>	<u>Title</u>	<u>Organization</u>
1990	Campo, M. L. & Warland, S.G. Listening in a complex world.	National Risk Communication Workshop, Charlotte, NC & Denver CO
1994	Campo, M. L. Spreading the news. Newspaper coverage of national gay rights marches in Washington, DC.	North Central Sociological Association, Columbus, OH
1994	Campo, M. L. A movement of men? Newspaper framing of right to life marches.	North Central Sociological Association, Columbus, OH
1995	Rogers, E., Dearing, J., Rao, N., Campo, S., Meyer, G., Betts, G., & Casey, M. K. HIV/AIDS prevention in San Francisco	International Communication Assoc., Albuquerque, NM
1996	Campo, S. & Dearing, J. W. Cultural sense making with unique population groups.	Theory and Research on Culture and Communication Conference, Fullerton, CA
1996	Campo, S. & Dearing, J. W. Cultural sense making: Health with unique population groups	Kentucky Conference on Health Communication, Lexington, KY
1996	Dearing, J. W., Rogers, E. M., Meyer, G., Casey M. K., Rao, N., Campo, S., & Henderson, G. M. Social marketing and diffusion-based strategies for communicating health with unique populations.	International Communication Association, Chicago, IL.
1997	Meyer, G., Dearing, J. W., Rogers, E. M., Casey, M. K., Rao, N., & Campo, S. Designing health promotion programs for unique population groups.	Society for Consumer Psychology, Columbus, OH
1997	Burke, M., Campo, S., Lapinski, M. K., Slonim, A., Witte, K., Wruble, C., & Zhao, Z. Results of the needs assessment and poster of the development of a hunger toolbox.	Society for Nutrition Education, Montreal, Canada

1997	Campo, S. & Salmon, C. T. Men, crusaders, patriots and Christian zealots.	Center for Mass Communications Research inaugural conference, Framing in the New Media Landscape Columbia, SC
1997	Baker, E. & Campo, S. When a child becomes a national issue: The case of Jessica Dubroff.	Center for Mass Communications Research inaugural conference, Framing in the New Media Landscape Columbia, SC
1997	Boster, F., Cameron, K., Campo, S., Liu, W., McKeon, J., Baker, E., & Ah Yun, J. K. The grey thing they call meat The persuasive effects of statistical evidence in the presence of exemplars.	Speech Communication Association, Chicago, IL
1998	Campo, S. Argumentation and reasoning by activists and non-activists about two campus issues.	Central States Communications Assoc., Chicago, IL
1999	Campo, S. & Boster, F. J. Arguing for change: Argument by activists the campus community and media regarding partner benefits at Michigan State University.	International Communication Assoc., San Francisco, CA
1999	Suvedi, M., Lapinski, M. K., & Campo, S. Implementing self-managed teams and changes in agricultural producers' information and education.	American Evaluation Association, Orlando, FL
2000	Kaplowitz, S. A., Campo, S., & Chiu, W. T. Cancer patients' desires for communication of prognosis information.	International Communication Assoc., Acapulco, Mexico.
2000	Good, J. E., Krikorian, D. K., & Campo, S. Users and gratifications of the internet.	International Communication Assoc., Acapulco, Mexico.
2001	Good, J. E., Campo, S., & Krikorian, D. Gender matters: On the importance of exploring gender in uses and gratifications Internet research.	International Communication Association, Washington, DC.
2001	Cameron, K., Campo, S., & Brossard, D. Advocating for controversial issues.	National Communication Association, Atlanta, GA
2002	Frazer, M. S., Campo, S., & Mastin, T. Examining one medium's role in shaping public opinion regarding upstate New York land claims.	Midwest Assoc. for Public Opinion, Chicago, IL
2002	Mastin, T., Campo, S., & Frazer, M. S. In black and white: Public opinion about U.S. slave reparations.	Midwest Assoc for Public Opinion, Chicago, IL
2002	Campo, S., Mastin, T., Frazer, M. S. How attitudes influence public opinion about slave reparations.	Midwest Assoc for Public Opinion, Chicago, IL
2002	Campo, S., Brossard, D., Frazer, M. S., Marchell, T., Lewis, D., & Talbot, J. Are social norms campaigns really magic bullets?	National Communication Association, New Orleans, LA

2002	Campo, S. From counting votes to rabbleroxing: A program of research examining effective activists' social influence strategies.	National Communication Association, New Orleans, LA
2002	Frazer, M. S., Campo, S., & Becker, P. Why does he always ask me if I'm pregnant? Health care for women who partner with women on college campuses.	American Public Health Association, Philadelphia, PA
2002	Campo, S., Cameron, K., Brossard, D., & Frazer, M. S. Social norms, expectancy violation and assessing the effectiveness of health communication campaigns.	American Public Health Association, Philadelphia, PA
2003	Banoo, B., Campo, S., Wethington, E., & Boyce, A. Factors influencing formal service use by elderly: Implications for communication by formal health organizations.	American Public Health Association, San Francisco, CA
2003	Campo, S. & Cameron, K. A. What influences your health-related decisions? Assessing the impact of demographic, individual, and normative attitudes.	American Public Health Association, San Francisco, CA
2003	Campo, S. & Frazer, M. S. Correlates of sexual risk taking and risk perceptions among college women who partner with women.	American Public Health Association, San Francisco, CA
2003	Campo, S., Poulos, G., & Sipple, J. Factors predicting likelihood of refusing to be hazed: The role of public health and risk communication.	American Public Health Association, San Francisco, CA
2003	Caputo, D., Talbot, J., Campo, S., & Poulos, G. A university media campaign with messages targeting occasional smokers.	National Conference on Tobacco or Health Boston, MA
2003	Campo, S. & Cameron, K. Social norms, expectancy violations, and the processing of alcohol messages.	National Communication Association, Miami, FL
2003	Bylund, C., Campo, S., Depew, D., Hayes, J., & Ploeger, J. Engaging new communities through the rhetoric of science and technologies.	National Communication Association, Miami, FL
2004	Campo, S. & Poulos, G. Predicting a spiral of silence: Hazing among college students.	National Communication Association, Chicago, IL
2004	Poulos, G., Campo, S., & Marchell, T. Defeating the cultural acceptance of hazing at Cornell University.	US Dept. of Education's 18 th Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention, Arlington, VA
2005	Losch, M., Campo, S., & Lutz, G. The effect of introductory consent information on response rates and respondent understanding in a telephone interview.	American Association of Public Opinion Research, Miami, FL
2005	Zhao, S., Banerjee, S., Greene, K., & Campo, S. Affecting students' intentions to use tanning beds.	New Jersey Communication Association, New Brunswick, NJ
2005	Levinson, A., Gascoigne, J., Campo, S., & Senn, O. College "nonsmokers" who smoke: A case of mistaken identity?	National Conference on Tobacco or Health, Chicago, IL

2005	Campo, S., Tyler, J., & Nathan, P. E. Normative perceptions of college drinking among community influentials: Does it take a riot?	National Communication Association Boston, MA
2005	Campo, S. & Routsong, T. Transferability of national mediated health campaigns to rural audiences: The case of <i>Screen for Life</i> .	National Communication Association, Boston, MA
2005	Campo, S., Greene, K., Banerjee, S., & Zhao, S. Normative, anecdotal, and scientific risk messages: Comparing the effects for tanning beds.	National Communication Association Boston, MA
2005	Campo, S., Tyler, J., & Nathan, P. E. Community leaders' understandings of college drinking and its negative consequences: An important step in environmental change.	American Public Health Association, Philadelphia, PA
2005	Campo, S., Routsong, T., Askelson, N., & Losch, M. One size may not fit all: The transferability of colorectal cancer campaigns to rural audience.	American Public Health Association, Philadelphia, PA
2005	Mastin, T. & Campo, S. Overweight and obesity messages presented in Black women's magazine advertisements.	American Public Health Association, Philadelphia, PA
2005	Campo, S., Caputo, D., Lowe, J., & Talbot, J. Occasional smoking campaigns: A missed opportunity.	American Public Health Association, Philadelphia, PA
2006	Greene, K., Campo, S., & Banerjee, S. Comparing normative, anecdotal, and scientific evidence to dissuade tanning bed use.	National Communication Association, San Antonio, TX
2006	Layton, C., Oprescu, F., & Campo, S. The novelty effect: The role of expectancy violation in a humorous health campaigns.	National Communication Association, San Antonio, TX
2006	Oprescu, F., Layton, C., & Campo, S. Drink 'til you drop: College students' definitions of extreme drinking.	American Public Health Association, Boston, MA
2007	Campo, S., Askelson, N., Routsong, T., Graaf, L., & Smith, H. Tailoring prevention messages to rural audiences: The Development of the Iowa Department of Public Health's <i>new</i> colorectal cancer screening campaign.	Iowa Public Health Conference, Ames, IA
2007	Lowe, J. B., Aquilino, M. L., Campo, S., Baker, E. M., Abramsohn, E. M., & Bass, J. J. Putting tobacco cessation into practice: Iowa physician's use of the 5 A's.	Iowa Public Health Conference Ames, IA
2007	Askelson, N. M. & Campo, S. Do our networks make a difference? Social networks, isolates, and health information	International Communication Association, San Francisco, CA
2007	Bagdasarov, Z., Banerjee, S., Greene, K., & Campo, S. Indoor tanning and problem behavior theory: Systems of influence.	International Communication Association, San Francisco, CA
2007	Lowe, J. B., Aquilino, M. L., Campo, S., Baker, E. M., & Abramsohn, E. M. What do patient's receive: Result of a survey of health practitioners and smoking cessation practices.	International Union for Health Promotion and Education, Vancouver, BC

- 2007 Campo, S., Askelson, N., Routsong, T., Graaf, L., & Smith, H. Grounding health campaigns in communication research and theory: The development of the Iowa Department of Public Health's *new* colorectal cancer screening campaign. CDC/DHPE National Conference on Health Education and Health Promotion and the Society for Public Health Education Seattle, WA
- 2007 Askelson, N., Campo, S., Mastin, T., & Slonske, M. Where are the parents?: Newspaper coverage of parent strategies to address college drinking (1997-2006). American Public Health Association, Washington, DC
- 2007 Udeh, B., Askelson, N., & Campo, S. Behavior and economic barriers to colorectal cancer screening: Are current recommendations a barrier? American Public Health Association, Washington, DC
- 2007 Campo, S., Greene, K., Askelson, N., & Banerjee, S. Faking the rays: Gender, social norms, and tanning bed use. National Communication Association, Chicago, IL
- 2008 Campo, S., Askelson, N. A., Mastin, T., & Slonske, M. Ignoring the evidence: Newspaper coverage of strategies to address college binge drinking. International Communication Association, Montreal, QB
- 2008 Banerjee, S. C., Greene, K., Bagdasarov, Z., & Campo, S. "My friends love to tan": Examining sensation seeking and mediating role of association with friends who use tanning beds. National Cancer Research Institute's Cancer Conference, Birmingham, United Kingdom (nominated for British Oncological Association Young Investigator Award)
- 2008 Spies, E. L., Campo, S., Askelson, N. M., & Losch, M.E. Sex 101: Parents' support of sexuality education in schools and churches. American Public Health Association, San Diego, CA
- 2008 Campo, S., Askelson, N. M., Baker, E., Lowe, J. B., & Aquilino, M. L. Developing a more queer-friendly quiltline in a rural Midwest state. American Public Health Association, San Diego, CA,
- 2009 Ashwood, D., Farris, K. B., Aquilino, M. L., Campo, S., & Lang, J. Exploring access to contraceptives: What community pharmacies are carrying. American Pharmacist Association, San Antonio, TX
- 2009 Askelson, N., Campo, S., Smith, S., Lowe, J., Dennis, L., & Andsager, J. A teachable moment: What drives mothers' intentions to use the HPV vaccination as a chance to talk about sex? National Communication Association's Annual Meeting, Chicago, IL
- 2009 Kohler, C., Campo, S., Askelson, N. M., Galvez Ibarra, J. M., & Pintor Martinez, E. Translating to Spanish Isn't Enough: Using formative research to design a culturally appropriate radio novella to decrease unintended pregnancies. National Conference on Health Communication, Marketing, and Media, Atlanta, GA
- 2009 Askelson, N., Campo, S., & Smith, S. It is not about whether they are at risk: Examining communication between mothers and 9-15 year old daughters about sex. Presented at the American Public Health Association, Philadelphia, PA

2009	Askelson, N., Campo, S., Lowe, J., Dennis, L., Smith, S., & Andsager, J. Intending to have their daughters be 'one less?': Assessing mothers' intentions to vaccinate their daughters against HPV.	American Public Health Association, Philadelphia, PA
2009	Askelson, N., Campo, S., Lowe, J., Dennis, L., Smith, S., & Andsager, J. To vaccinate or not?: Using SEM to examine predictors of physicians' intentions to vaccinate against HPV.	American Public Health Association, Philadelphia, PA
2009	Spies, E., Campo, S., Aquilino, M., & Farris, K. Miss-Conceptions: 18- to 30-year-old women's contraceptive decision-making.	American Public Health Association, Philadelphia, PA
2009	Campo, S., Askelson, N., Spies, E., & Losch, M. An unintended pregnancy wouldn't be the worst thing: Using the EPPM to predict women's intentions to use contraceptives.	American Public Health Association, Philadelphia, PA
2009	Campo, S., Askelson, N., Spies, E., & Losch, M. The perfect storm of failing to plan and pregnancy ambivalence: Implications for health messages designed to decrease unintended pregnancies among 18-30 year old women.	American Public Health Association, Philadelphia, PA
2009	Campo, S., Askelson, N., & Spies, E. Using EPPM to develop campaign messages: A case for increasing perceptions of severity, response- and self-efficacy.	American Public Health Association, Philadelphia, PA
2009	Ashwood, D., Farris, K., Campo, S., Aquilino, M., & Losch, M. Unlocking the condoms: A study of increasing contraceptive access in pharmacies.	American Public Health Association, Philadelphia, PA
2009	Ashwood, D., Farris, K., Campo, S., Aquilino, M., & Lang, J. Reducing unintended pregnancies via community pharmacies: Development of intervention messages and materials.	American Public Health Association, Philadelphia, PA
2010	Peters, T., Campo, S., Askelson, N. M., & Losch, M. A new audience for unintended pregnancy prevention – a strategic look at the 4 P's.	Social Marketing and Public Health, Clearwater, FL
2010	Oprescu, F., Campo, S., White, M., & Zhang, N. Use of theory for the development of effective health promotion distance education courses using information technology.	International Union for Health Promotion and Education, Geneva, Switzerland
2010	Oprescu, F., Campo, S., Lowe, J. B., Nayar, S., & Morcuende, J. Connecting parents of children with clubfoot: Managing uncertainty and communicating social online.	National Communication Association, San Francisco, CA
2010	Oprescu, F., Campo, S., Lowe, J. B., Morcuende, J., & Nayar, S. How parents of children with clubfeet use online communities to manage illness-related uncertainty: What can we learn from them?	American Public Health Association, Denver, CO

2010	Campo, S., Askelson, N. M., Carter, K., & Losch, M. What's my motivation?: Segmenting 18-30 year old women for unintended pregnancy prevention.	American Public Health Association, Denver, CO
2010	Askelson, N. M., Spies, E., Campo, S., & Losch, M. Revisiting a contraceptive risk-taking model: Results and implications from a study of Midwestern women.	American Public Health Association, Denver, CO
2010	Spies, E. L., Campo, S., Askelson, N. M., & Losch, M. Talking all the time?: Young adult women's contraceptive information seeking behaviors and perceptions.	American Public Health Association, Denver, CO
2010	Spies, E. L., Cunningham, C., Campo, S., Askelson, N. M., & Losch, M. E. What about the boys? Using behavioral theory to understand young adult males' attitudes and behaviors related to contraceptives and unintended pregnancy.	American Public Health Association, Denver, CO
2010	Kohler, C., Campo, S., & Galvez Ibarra, M. Miguel Sabido and entertainment education through soap operas: Bringing his ideas to Iowa.	12 th Annual Strengthening and Valuing Latin@ Communities in Iowa Conference, Iowa City, IA
2011	Spies, E. L., Campo, S., & Askelson, N. M. Understanding how adult women's reproductive health information networks are related to contraceptive knowledge, attitudes, and behaviors.	American Public Health Association, Washington, DC
2011	Askelson, N. M., Campo, S., Campos-Castillo, C., Spies, E. L., & Losch, M. E. Factors associated with sexual regret in a college sample: The differential impact of alcohol.	American Public Health Association, Washington, DC
2011	Campo, S., Kohler, C., Askelson, N.M., Ortiz, C., Spies, E.L., & Losch, M. E. Language barriers and access are not the only obstacles Latinas face in using family planning: A qualitative examination of the role of communication.	American Public Health Association, Washington, DC
2012	Campo, S., Askelson, N. M., Spies, E. L., Hansen, S., & Villhauer, T. Often clueless or missing: Parent-child communication about college alcohol use.	Kentucky Conference on Health Communication (11 th biennial), Lexington, KY
2012	Campo, S., Askelson, N. M., Spies, E. L., & Scharp, K. Looking beyond the target audience: Examining positive unintended effects in an unintended audience.	Kentucky Conference on Health Communication (11 th biennial), Lexington, KY

2012	Boulanger, K., & Campo, S. The relationship of client expectations of massage to changes in pain and affect: Results from a practice-based research study.	International Research Congress on Integrative Medicine and Health, Portland, OR
2012	Campo, S., Askelson, N. M., Spies, E. L., Boxer, C., & Losch, M. Creating interpersonal communication: The value of humor in a surround campaign strategy.	Sixth Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA
2012	Campo, S., Askelson, N. M., Spies, E. L., Campos-Castillo, C., & Losch, M. Behind the Feathers: Evaluation of Until You're Ready, AvoidtheStork.com®, a surround campaign to prevent adult unintended pregnancy.	Sixth Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA
2012	Kohler, C., Campo, S., Askelson, N. M., & Losch, M. Community interactions in entertainment education radio programs: Results of a content analysis.	Sixth Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA
2012	Losch, M. E., Aquilino, M. L., Askelson, N. M., Campo, S., Farris, K. B., Kohler, C., & Roberts-Dobie, S. Iowa Initiative Research Program: One stork, one state, and five studies.	American Public Health Association's Annual Meeting, San Francisco, CA
2012	Kohler, K., Campo, S., Askelson, N. M. & Losch, M. The use of radio dramas to prevent unintended pregnancies in Latina and African American women.	American Public Health Association's Annual Meeting, San Francisco, CA
2012	Campo, S., Askelson, N. M., Spies, E. L., Scharp, K., & Losch, M. Avoiding the Stork: A statewide social marketing campaign to reduce unintended pregnancy.	American Public Health Association's Annual Meeting, San Francisco, CA
2012	Boulanger, K., & Campo, S. Incorporating massage therapists into the public health work force to promote health and reduce musculoskeletal symptoms.	American Public Health Association's Annual Meeting, San Francisco, CA
2012	Zhang, N., Campo, S., Janz, K., Snetselaar, L., Ecker, P., & Yang, J. Buzz on social network sites to promote leisure-time physical activity among college students: Fad or fabulous?	American Public Health Association's Annual Meeting, San Francisco, CA
2013	Zhang, N., Campo, S., Yang, J., Janz, K., Ecker, P., & Snetselaar, L. Examining the impacts of social support and social negativity on social network sites regarding leisure time physical activity among college students.	National Communication Association's Annual Meeting, Washington, DC

2013	Campo, S., Spies, E. L., & Askelson, N. M. Applying the Theory of Normative Social Behavior to predict parents' perceptions of the first year college student's alcohol use.	National Communication Association's Annual Meeting, Washington, DC
2013	Park, K., Campo, S., & Steuber, K. Examining disclosure of gambling problems using the Integrated Model of Health Disclosure Decision-Making.	National Communication Association's Annual Meeting, Washington, DC
2013	Heiden, E. O., Campo, S., Yang, J., Ramirez, M., Peek-Asa, C. & Lowe, J. B. Perceived threat of and communication about subsequent injury among individuals with spinal cord injury.	American Public Health Association's Annual Meeting, Boston, MA
2013	Heiden, E. O., Yang, J., Peek-Asa, C., Shields, R. K., Ramirez, M., & Campo, S. Injury hospitalizations and associated costs between individuals with pre-existing quadriplegia versus paraplegia.	American Public Health Association's Annual Meeting, Boston, MA
2013	Spies, E. L., Campo, S., Ramirez, M., Skinstad, An. H., Steuber, K. R., & Woods-Jaeger, B. A. Understanding parents' motivation to communicate with their first-year college student about alcohol: A modification and extension of the Theory of Normative Social Behavior.	American Public Health Association's Annual Meeting, Boston, MA
2014	Schwieger, T., Campo, S., Weinstein, S., Clarke, W., Woods-Jaeger, B., & Steuber, K. Body image in brace treated and untreated patients: Preliminary results from BrAIST.	International Congress for Scoliosis Orthopaedic Rehabilitation and Treatment, Wiesbaden, Germany
2014	Schwieger, T., Campo, S., Weinstein, S., Clarke, W., Woods-Jaeger, B., & Steuber, K. Body image and brace wear adherence: Preliminary results from BrAIST.	International Congress for Scoliosis Orthopaedic Rehabilitation and Treatment, Wiesbaden, Germany

F. Pending Information (grant proposals, book contracts, submitted publications etc.)
Grants

<u>P.I.</u>	<u>% Effort</u> <u>% Salary Support</u>	<u>Direct Funds</u> <u>Period of Funding</u>
PIs: Aitaoto, N. and Snetselaar, L. Co-Investigator: Campo, S. Diabetes Education and Motivation Research Initiative Submitted to NIH (R18)	5%	\$3,334,075 04/01/14-03/31/17
PI: Tolbert, C. J. & Pacheco, J. Co-Investigator, Campo, S. Mapping Digital Health Literacy and Population Health Outcomes Across	7.5%	\$252,393.00 8/15/14-8/14/16

Communities, Counties and States
Submitted to NIH

PI: Rudolphi, J.	1%	\$5,000
Faculty consultant: Campo, S.	0%	7/1/14-6/30/13

Identifying Agricultural Safety of Iowa's
Young Farmers
Submitted to student pilot grant to the
Great Plains Center for Agricultural Health

Publications (submitted articles, including name of journal submitted to. In- press articles would go under publications section)

1. Spies, E. L., Campo, S., Scharp, K., Askelson, N. M., & Losch, M. L. Factors that impact men's and women's contraceptive use: A comparative study. Submitted to *Emerging Adulthood* (revise and resubmit).
2. Park, K., Campo, S., Steuber, K., & Skinstad, A. H. Examining disclosure of gambling problems using the integrated model of health disclosure decision-making. Submitted to *Health Communication*.
3. Park, K., Campo, S., Lutz, G., & Skinstad, A. H., Treatment completion among problem gamblers in a Midwestern state gambling treatment program: An ecological approach. Submitted to *Journal of Gambling Issues*.
4. Zhang, N., Campo, S., Janz, K., Snetselaar, L., Ecker, P., & Yang, J. Effects of social influence on social network sites about leisure-time physical activity among college students: An application of the Theory of Planned Behavior. Submitted to *Health Communication* (revise and resubmit).
5. Aitaoto, N., Campo, S., Snetselaar, L. G., Janz, K. F., Farris, K. B., Parker, E., Belyeu-Camacho, T., & Jimenez, R. P. Formative research to inform nutrition interventions in Chuuk and the US Pacific. Submitted to the *Journal of the Academy of Nutrition and Dietetics*.
6. Zhang, N., Campo, S., Yang, J., Eckler, P., Snetselaar, L., & Janz, K. Buzz on social networking sites about physical activity among college students: Antecedents and consequences of online word-of-mouth. Submitted to *Social Marketing Quarterly*.

Publications in Preparation

1. Campo, S., Snetselaar, L., Hockenberry, J., & Ahrens, L. The impact of the NuVal™ labeling systems on nutrition perceptions in older adults.
2. Campo, S., Spies, E. L., & Askelson, N. M. Applying the Theory of Normative Social Behavior to predict parents' perceptions of the first year college student's alcohol use. To be submitted to *Journal of Applied Communication Research*.
3. Spies, E., Campo, S., Ramirez, M., Steuber, K., & Skinstad, A. H. Exploratory cluster analysis of parents' perceptions of college students' alcohol use: Implications for using the Theory of Normative Social Behavior to tailor parent-based interventions aimed at reducing heavy episodic drinking. To be submitted to *Social Marketing Quarterly*.
4. Spies, E., Campo, S., Steuber, K., Ramirez, M., & Skinstad, A. H. Understanding parents' motivation to communicate with their first-year college student about alcohol: A modification and extension of the theory of normative social behavior. To be submitted to *Journal of Alcohol and Drugs*.

5. Spies, E., Campo, S., Steuber, K., Ramirez, M., & Skinstad, A. H. Exploring parents' communication with their first-year college student about alcohol using the Model of Family Decision Making. To be submitted to *American Journal of College Health*.
6. Aitaoto, N., Campo, S., Janz, K. F., Snetselaar, L. G., Farris, K. B., Parker, E., Belyeu-Camacho, T., & Jimenez, R. P. Formative research to inform sedentary behavior interventions in Chuuk and the US Pacific. To be submitted to the *Journal of Physical Activity and Health*.
- 7.

Conference Presentations/Papers

1. Rohlman, D., Campo, S., Robinson, R., Hall, J., & Kelly, K. Promoting adoption of Total Worker Health: Lessons learned from small businesses. To be submitted to the 1st International Symposium to Advance Total Worker Health, Bethesda, MD.
- 2.
- 3.
- 4.

Grant Preparation

Title Source <u>P.I.</u>	<u>% Salary Support</u>	<u>Direct Funds Period of Funding</u>
Impacting Youth Farm Workers Using the Social Ecological Model Co-PIs: Rohlman, D., & Campo, S. Marshfield Clinic Research Foundation	10%	\$400,000 9/1/14-8/31/19
PI: Chui, S.	1%	\$5,000
Faculty consultant: Campo, S. Total Worker Health and the Transition from College to the Workplace Student Pilot Grant Program, Iowa Healthier Workforce Center for Excellence	0%	7/1/14-6/30/13

IV. SERVICE

A. Offices/appointments held in professional organizations (least to most recent)

1. *Editorial Board*

<u>Year</u>	<u>Position</u>
2005	<i>Communication Studies</i>
2006-2008	<i>Communication Quarterly</i>

2. Review Panel

<u>Year</u>	<u>Position</u>
2003-2004	Minnesota Partnership for Action Against Tobacco
2004-2005	NIH Community Level Health Promotion Section (June 2004, October 2004, June 2005)
2008	CDC Special Emphasis Panel, Elimination of Health Disparities through Translation Research
2009	NIH Special Emphasis Panel/Scientific Review Group 2009/10 ZRG1 HDM-G (58) R meeting for Challenge Grants
2010	ARRA RC4 Sustainable Community - linked Infrastructure Panel 2 (RFA-OD-09-10)
2010	Marchionne Foundation Small Grants Program
2005-Present	NIH Special Review Panel on Health Literacy (March 2005, March 2006, March 2007, November 2007, March 2009, November 2009, June 2010, July 2010- ARRA: Health Literacy Competitive Revision, October 2010, March 2011, June 2011, October 2011, March 2012, June 2012, October 2012, December 2012, March 2013, December 2013, chair, March 2014, May 2014)
2012-Present	NIH Academic Research Enhancement Award (October 2012, February 2013, November 2013, chair)
2012-Present	NIH Special Emphasis Panel for Member Conflict on Risk, Prevention and Health Behavior [ZRG1 RPHB-P (02), April 2012, chair; January 2013, chair; February 2013, chair, February 2014, chair]
2012-Present	PCORI (February 2012, November 2012, July 2013, May 2014)
2013	NIH Special Emphasis Panel on Healthcare Delivery and Methodologies (June 2013, chair)
2013	Chronic, Non-Communicable Diseases and Disorders Across the Lifespan: Fogarty International Research Training Award (November 2013, chair)

3. Departmental, Collegiate or University Service Positions

<u>Year</u>	<u>Position</u>
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4. Professional Organizations (state and/or national)

<u>Year</u>	<u>Position</u>
1999-2001	Research chair, Internships and Careers Interest Group, Association of Educators in Journalism and Mass Communication

B. Other Professional Service

1. Referee Manuscripts

<u>Year</u>	<u>Title</u>
2003, 2006, 2014	<i>Human Communication Research</i>
2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013,	<i>Health Communication</i>

2014	
2005, 2008	<i>Communication Reports</i>
2005, 2006, 2011	<i>Journal of Studies on Alcohol and Drugs</i>
2006, 2008, 2011, 2012, 2013	<i>Journal of Health Communication</i>
2008, 2009, 2010, 2011, 2012, 2013	<i>Health Education & Behavior</i>
2009	<i>Journal of Computer Mediated Communication</i>
2010, 2011	<i>Communication Research</i>
2010, 2013	<i>Health Education Research</i>
2010	<i>Communication Quarterly</i>
2011	<i>Cases in Public Health Communication & Marketing</i>
2011	<i>American Journal of Preventive Medicine</i>
2012	<i>Youth & Society</i>
2013	<i>Chinese Journal of Communication</i>
2013	<i>American Journal of Public Health</i>

2. *Organize Conference, Paper Session, etc.*

<u>Year</u>	<u>Title</u>
2001-2002	Member, Faculty Advisory Committee, Student Leadership and Public Service Conference, Cornell University

3. *Departmental, Collegiate or University Committees (other than teaching)*

<u>Year</u>	<u>Title</u>
1995-1997	Social committee co-chair, Association of Graduate Students in Communication, Michigan State University
1994-1995, 1997	Doctoral student representative, Diversity Committee, Communication Department, Michigan State University
1995-1997	Doctoral student representative, Faculty Search Committee, Communication Department, Michigan State University
1997-1998	Doctoral student representative, College of Communication Arts and Sciences Dean's Advisory Committee, Michigan State University
2000-2002	Member, Graduate Studies Committee, Communication Dept., Cornell University
2000-2002	Member, Diversity Committee, Communication Department, Cornell University
2000-2003	Board member, Lesbian, Gay, Bisexual and Transgendered Resource Center, Cornell University
2001	Member, Lecturer Search Committee, Communication Department, Cornell University
2001-2002	Member, President's Advisory Council on the Status of Women, Cornell University
2001-2002	Member, Space and Equipment Committee, Communication Department, Cornell University
2001-2002	Member, University Tobacco Task Force, Cornell University
2001-2002	Board member, Bartels' Participatory Action Research Fellowship, Cornell University
2001-2002	Member, University Committee on Human Subjects, Cornell University

2001-2002	Member, President's Council on Alcohol and Other Drugs, Cornell University
2002	Member, Assistant Dean of Students for Student Support Search Committee, Cornell University
2002	Member, Health Careers Evaluation Committee, Cornell University
2002	Member, Faculty Fellows In-Service Planning Committee, Cornell University
2003-2007	Member, Faculty Search Committee, Community and Behavioral Health Department, University of Iowa
2004	Member, Faculty Search Committee, Communication Studies Dept., University of Iowa
2004-present	Member, Graduate Program Committee, Community and Behavioral Health Dept., University of Iowa
2006-2007	Chair, Faculty Search Committee for Health Communication, Community and Behavioral Health Department, University of Iowa
2007-2008	Member, College of Public Health Dean's Search Committee, University of Iowa
2007-2008	Member, College of Public Health New Building Design Committee, University of Iowa
2008	Member, Biostatistics Department Review Committee, College of Public Health, University of Iowa
2008	Member, New Investigator Research Awards Review Committee, College of Public Health, University of Iowa
2008-2009	Member, College of Public Health Community and Behavioral Health Department Head Search Committee, University of Iowa
2008-2012	Member, College of Public Health Research Council
2008-present	Member, Department of Community and Behavioral Health Consulting Group
2008-present	Member, Partnership for Alcohol Safety
2009-present	Member, Breaking the First Year Cycle for Alcohol Abuse
2009-present	Member, University of Iowa Advisory Committee on Alcohol Harm Reduction
2010-present	Member, College of Public Health Promotion & Tenure Committee
2010-2011	Member, College of Public Health Self-Study Committee for CEPH Reaccreditation
2011-2012	Member, College of Public Health, Faculty Search for Aging Cluster Hire, University of Iowa
2012-present	Member (2012-2013), Chair (2013-present), Council on Teaching, University of Iowa
2012-present	Member, Graduate College Council
2012-present	Chair, Faculty Senate Awards and Recognition Committee, University of Iowa
2012-present	Member, Faculty Council, College of Public Health, University of Iowa
2012-2013	Member, committee to review of College of Public Health Dean, University of Iowa
2012-present	Chair, Curriculum committee, Department of Community & Behavioral Health, College of Public Health, University of Iowa
2013	Chair, 5 year post-tenure review committee, College of Public Health, University of Iowa
2013	Member, Strategic Initiative Funds Selection Committee, Graduate

2013	College, University of Iowa Member, Vice President for Strategic Communications search committee, University of Iowa
2013-2014	Chair, Faculty search committee, Community and Behavioral Health, University of Iowa
2013-present	Member, University committee to review teaching evaluation options, Provost's Office, University of Iowa
2013-present	Co-Chair, Faculty Senate Special Committee to create recommendation related to a new online evaluation tool for teaching
2014	Planning Committee Member and Facilitator, Global Leadership Starts Here Student Workshop for US-China undergraduate experience at the University of Iowa
2014-present	Member, Faculty Senate

4. *State or National Committees*

<u>Year</u>	<u>Organization</u>
1994-present	Member, National Communication Association
1994-present	Member, International Communication Association
2000-present	Member, American Public Health Association
2003-2004	Member, Bylaws Committee, Health Communication Division, National Communication Association
2004-2005	Member, Distinguished Book Award Selection Committee, Health Communication Division, National Communication Association
2004-2005	Member, Distinguished Article Award Selection Committee, Health Communication Division, National Communication Association

5. *Professionally Relevant Community Involvement*

<u>Year</u>	<u>Organization</u>
1997-1999	Co-chair, Copywriting Committee, WKAR TV Auction, WKAR Public Television, East Lansing, MI
2003-present	Member, Stepping Up Executive Council, University of Iowa
2004-present	Member, Alcohol Awareness Working Group, Iowa City

6. *Professional Consulting*

<u>Year</u>	<u>Organization</u>
2005	OriginalThought (formerly Drapin-Lieber Network). Provided health literacy consulting for the implementation of new low-cost health insurance plans to uninsured workers in fortune 500 companies.
2006-2007	Commetrika, Inc. Provided consulting on a tobacco youth prevention campaign for Florida and Discovery Inc.

7. **Other: Membership in Professional Organizations**

<u>Year</u>	<u>Organization</u>
1994-present	International Communication Association
1994-present	National Communication Association
2002-present	American Public Health Association

2007-present Society for Public Health Education

8. Other: Examples of Non-Profits Assisted Through Service Learning Courses

Action Ribs (bicycle recycling program)
ALANA (anti-racism, pro-diversity organization)
Beverly J. Martin Elementary School
Big Brothers/Big Sisters of Tompkins County
Cedar Rapids, Iowa, Blue Zones Project
College of Agriculture and Life Sciences, Cornell University
Community School for Music and the Arts
Cornell Companions (a community pet therapy program)
Cornell Outdoor Education Program
Cornell Women's Resource Center and the Ithaca Rape Crisis Center (joint fundraiser)
Cornell Office of the Vice President for Student Services (hazing)
Dilmun Hill Organic Farm
Empathy Assistance and Referral Service, Cornell University (peer counseling service)
Fall Creek and Cinemapolis Pictures
Gannett Health Center Health Promotion Office, Cornell University (alcohol and other drugs, sexually transmitted diseases, women's health, smoking)
Groton Friendship Network's Food Pantry Program
Greater Ithaca Activities Center
Habitat for Humanity of Tompkins County
Health Iowa
Ithaca Breast Cancer Alliance
Ithaca Catholic Workers (Vieques Support Group)
Johnson Museum of Art
Loaves and Fishes (food service for low-income and homeless)
Make a Wish Foundation
Mann Library Laptop Program
Mercy Hospital
Planned Parenthood of Tompkins County
Red Cross of Central New York
Savoyards Theatre Company
Shelter House
Society for the Prevention of Cruelty to Animals of Tompkins County
Student Agencies
Tompkins County Coalition for Better Housing
Tompkins County Public Library
University of Iowa Wellness Program
Women's Opportunity Center
YMCA Youth Programs