

Health Education & Behavior

*Bridging the Gap
Between Scientific Knowledge
and Public Understanding of Health
to Promote Healthier Living*



Dr. Virginia Dodd

*“Early Detection of Oral Cancer
in a Rural Hispanic Population”*

Funded: Moffit Cancer Center (Tampa)/Shands Hospital

“Early Detection of Oral Cancer in a Rural Hispanic Population”

- Migrant farmworkers’ knowledge, attitudes, and behaviors toward oral cancer and oral health care.
- Culturally appropriate health messages
- How-When-Where to reach this mobile population



“Early Detection of Oral Cancer in a Rural Hispanic Population”

Significance

Empowering high risk population to identify the information they need, how they want it presented, where and by whom.

Prevent researchers erosion of trust and addition of culturally appropriate resources to **reduce disparities** in oral health care.



Dr. Virginia Dodd

“Oral Health Providers' Knowledge Attitudes and Perceived Roles Regarding HPV and Oral Cancer”

Funded: Moffit Cancer Center (Tampa)/Shands Hospital

“Oral Health Providers' Knowledge Attitudes and Perceived Roles Regarding HPV and Oral Cancer: An Exploratory Study in Florida”

- HPV : cancer-causing agent present in oral cavities
- Oral healthcare providers: critical role--prevention, early detection, treatment

This project will identify current curriculum and attitudes regarding the adoption and dissemination of HPV knowledge to students and licensed oral health care professionals.

Southeast Center for Research to Reduce Disparities in Oral Health (Co-Investigator)

Funding: National Institutes of Health (Total Direct Costs \$3,567,872)

Establishes a Center at UF to study oral health disparities.

- Project tests extent to which a community-based media intervention promoting oral cancer screening based on perspectives of urban Black/African American adults is effective in a rural setting.
- Goal: increase knowledge about oral cancer, its major risk factors and screenings, perceived susceptibility, and reduce perceived barriers to obtaining care.

“Preventing High-Risk Drinking Among First-Year College Students” and “Drug and Alcohol Prevention Models on College Campuses”

Funded: U.S. Department of Education (TDC: \$300K)

- Social marketing messages enhanced by new information regarding persuasion routes
- Focus: 1st-year UF students.
- Reduce high-risk drinking rate and negative consequences



Dr. Delores James

*“Developing Culturally Appropriate
Weight Management Materials”*

Funded: American Dietetic Association



*“Developing Culturally Appropriate Weight Management Materials
for African Americans Women with Limited Health Literacy”*

- Develop and evaluate culturally-based weight management educational materials for African American women with limited literacy.



*“Developing Culturally Appropriate Weight Management Materials
for African Americans Women with Limited Health Literacy”*

Goal:

Attractive, useful, compelling materials
that become an invaluable resource for
health care providers



Dr. Robert Weiler

*“Night Field Investigations:
Alcohol Abuse & Related Issues”*

“Prescription Drug Abuse and Alcohol Intoxication”

- Self-reported prescription drug abuse and alcohol intoxication among college students

“Assessment of Alcohol Intoxication and the Intent to Use Taxis”

- Nighttime field investigators collect breath alcohol concentration readings and face-to-face interviews from college students as they exit bars to examine alcohol intoxication and whether they intend to use taxis
- Help to guide the Gainesville City Commission in its effort to reduce impaired driving



Dr. Elizabeth Chaney

“Collaboration between 2-Year and 4-Year Institutions to Address High-Risk Drinking among College Students”

Funded: United States Department of Education (\$264,436)

“Collaboration between 2-Year and 4-Year Institutions to Address High-Risk Drinking among College Students”

- Establishes collaboration between university and community college to address high risk drinking of college students.
- Social norms campaigns.



“Collaboration between 2-Year and 4-Year Institutions to Address High-Risk Drinking among College Students”

Significance:

Correct misperceptions of “norms” of drinking in off-campus venues (bars, clubs, fraternity/sorority houses, apartment complexes).

Reaching out to community in a broad-based approach to decrease alcohol abuse among young adults.



Dr. Elizabeth Chaney

“Assessment of Stress, Depression and Coping Mechanisms of Migrant and Seasonal Farmworkers”

Funded: Eastern Carolina University (\$19,000)



Dr. Chad Werch

*“Multiple Behavior SBIRT Model of Drug Abuse
among Emerging Adults in Primary Care”*

NIH: National Institute on Drug Abuse

*“Multiple Behavior SBIRT Model of Drug Abuse
among Emerging Adults in Primary Care”*

- Develop and evaluate short-term efficacy of innovative multiple behavior screening, brief intervention and referral to treatment (MB-SBIRT) model.
- Comprehensive, integrated, community-friendly public health approach to delivering a spectrum of early detection, intervention and referral to treatment services addressing prescription and other drug abuse among underserved emerging young adults

*“Multiple Behavior SBIRT Model of Drug Abuse
among Emerging Adults in Primary Care”*

2 computer-based models suitable for the
constraints of medical care settings tested

Reduce time and enhance sustainability to
administer multiple behavior screening and brief
intervention by health care providers.

Collaborators: Bian, Hui, Huang, I-Chan, Thombs, Dennis, Webb, Fern, Weiler, Robert,
Ames, Steven, Moore, Michele, Albarracin, Dolores, DiClemente, Carlo, and
Gibbons, Frederick



“Brief Integrative Alcohol Interventions for Adolescents”

NIH: National Institute on Alcohol Abuse and Alcoholism

Collaborators: Ames, Steven C., Bian, Hui., DiClemente, Carlo C., Huang, I.C., Moore, Michele J., Thombs, Dennis, and Weiler, Robert

“Brief Integrative Alcohol Interventions for Adolescents”

- The primary aim of this research is to test the efficacy of innovative, brief alcohol abuse prevention strategies in the form of an interpersonal consultation, parent communication, and combined strategy for adolescents in diverse high school settings.
- A secondary aim is to examine these strategies in various combinations as interventions and re-interventions (i.e., boosters) for sustaining or enhancing behavior change effects over time.

“Brief Integrative Alcohol Interventions for Adolescents”

- The proposed preventive intervention research reflects a significant departure from typical substance use prevention research, which commonly emphasizes risk and skills-based communications.
- Instead, the current application is designed to study preventive interventions founded upon an emerging conceptual model that integrates multiple behaviors, emphasizing positive and developmentally appropriate fitness and health promoting content.



A Selective Prevention Program for High School Seniors

National Institute on Drug Abuse

Werch, Chad, Moore, Michele, DiClemente, Carlo, Ames, Steven, and
Schroeder, Darrell

“A Selective Prevention Program for High School Seniors”

- Test the feasibility and efficacy of innovative drug abuse prevention strategies using positive career and personal development communications for diverse substance using young people who are transitioning from high school into careers and college.
- Using career counseling to convey prevention messages in the context of the adolescents’ goals, aspirations, and values for the future.

“A selective Prevention Program for High School Seniors”

- Imbedding messages in relevant and developmentally appropriate communications and materials potentially influences an age group that traditional prevention messages would not have typically reached.



Dr. W. William Chen

“The Needs, Barriers, and Challenges in Tobacco Prevention for Teacher Training in Florida Schools”

Funded: Florida Department of Education

“The Needs, Barriers, and Challenges in Tobacco Prevention for Teacher Training in Florida Schools”

- Assess barriers, challenges, needs of school districts regarding participation in the tobacco prevention and intervention teacher training grant.
- Office of Healthy Schools (OHS), Florida Department of Education, will use results to plan tobacco education grant projects to better support school districts in their tobacco prevention/intervention efforts.



Dr. Christine Stopka

*“Fitness & Sports Program for
Individuals with Intellectual Disabilities”*

“Fitness & Sports Program for Individuals with Intellectual Disabilities”

- Explores effective methods for improving physical fitness levels of young adults with intellectual disabilities.
- Cardiovascular disease physical fitness determinants include: level of participation in Physical Fitness enhancing Activities , Cardiorespiratory Fitness , and Body Composition .
- Evaluate motivations and intentions to volunteer and psychosocial variables involved in physical fitness behavior, volunteerism, and social networks of young adults and college-aged volunteers.

“The UF Inclusive Fitness & Sports Program Individuals with Intellectual Disabilities”

- This project is significant to society in that it explores and presents methods for improving the health and physical fitness of people with disabilities, and their caregivers (UF personal fitness trainers) who otherwise would not have engaged in fitness activities. So, the risk of CVD is reduced for both exercising groups. Furthermore, the project is looking at how to increase motivation towards physical activity and to increase health enhancing physical activity behaviors in the college students volunteers; thus the study will evaluate motivations and intentions to volunteer; and the psychosocial variables that are involved in the process of physical fitness behavior, volunteerism, and social networks in both groups.



Dr. Christine Stopka

“Community Based Participatory Research and
Cardiovascular Disease Prevention
in Firefighter Work Sites ”

“Community Based Participatory Research and Cardiovascular Disease Prevention in Firefighter Work Sites ”

- Develop an effective prevention intervention that will significantly improve risk factors of cardiovascular disease (CVD) in firefighter populations.
- Three year health behavior intervention
- Coronary Vascular Disease (CVD) is the leading cause of on-duty death and disability among firefighter populations, accounting for nearly half of all fatalities and injuries annually.



Dr. Christine Stopka

“Efficacy of a Computer Tailored Intervention to Promote Healthy Physical Activity, Nutrition, and Stress Management Behaviors in Freshman College Students ”

Funded : Prochange Behavior Systems

“Efficacy of a Computer Tailored Intervention to Promote Healthy Physical Activity, Nutrition, and Stress Management Behaviors in Freshman College Students ”

- Design an efficacious, effective, and translatable intervention that increases physical activity and improves nutritional behaviors in First Year Freshman.

- Compare
 - ✓ Computer Tailored (CT) program

 - ✓ Motivational Interviewing (MI) with trained health coaches.