

CHARLENE A. CABURNAY, PhD, MPH

5899 Nina Place ♦ St. Louis, MO 63112 ♦ 314/721-6761 (Home) 314/935-3703 (Work)
EMAIL: ccaburnay@wustl.edu or ccaburnay@hcimpact.com

EDUCATION AND TRAINING

PhD
2007
Saint Louis University School of Public Health, St. Louis, MO
Behavioral Science and Health Education
Dissertation title: *Understanding and increasing cancer coverage in Black newspapers: A content analysis and intervention study in 24 U.S. cities*

MPH
1998
Saint Louis University School of Public Health, St. Louis, MO
Behavioral Science and Health Education

BA
1996
Northwestern University, Evanston, IL
Psychology

Other training

March 2008
Workshop on Behavioral Methodologies in Cancer Research for Underrepresented Investigators, San Diego, CA, March 24-26, 2008 (Competitively awarded). Sponsored by the National Cancer Institute and the Kellogg Health Scholars Program.

July 2002
University of Michigan School of Public Health, Ann Arbor, MI
Graduate Summer Session in Epidemiology
Courses taken: *Cancer Epidemiology, Epidemiologic Measures*

PROFESSIONAL POSITIONS

Feb. 2014 -
Present
Owner and President
Health Communication Impact, LLC
St. Louis, MO

July 2013 -
Present
Co-Director
Health Communication Research Laboratory
George Warren Brown School of Social Work
Washington University in St. Louis, St. Louis, MO

Oct. 2010 -
Present
Member
Institute of Clinical and Translational Sciences
Washington University School of Medicine, St. Louis, MO

June 2009 -
Present
Research Member
Prevention and Control Program
Alvin J. Siteman Cancer Center
Washington University School of Medicine, St. Louis, MO

Aug. 2008 -
Present
Research Assistant Professor
Health Communication Research Laboratory
George Warren Brown School of Social Work
Washington University in St. Louis, St. Louis, MO

Aug. 2008 - Present *Scholar*
Institute for Public Health
Washington University in St. Louis, St. Louis, MO

Aug. 2007 - July 2008 *Assistant Professor (non-tenure track)*
Department of Community Health, Division of Behavioral Science and Health Education
Saint Louis University School of Public Health, St. Louis, MO

2002 *Call Center Manager*
1998-2007 *Research Coordinator*
1996-1998 *Graduate Research Assistant*
Health Communication Research Laboratory
Saint Louis University School of Public Health, St. Louis, MO

HONORS AND AWARDS

2012 Honorable Mention, Article of the Year, *Communication Methods and Measures*.
Luke DA, **Caburnay CA**, Cohen EL (2011): How much is enough? New
recommendations for using constructed week sampling in newspaper content analysis of
health stories. 5(1): 76-91.

2010 *Ozioma*, winner of the Health 2.0/National Cancer Institute Developer Challenge:
Enabling Community Use of Data for Cancer Prevention and Control
Role: Project Director

2009-2013 NIH Health Disparities Loan Repayment Program Award
National Center on Minority Health and Health Disparities

2007-2008 Career Development Junior Faculty Award
Center of Excellence in Cancer Communication Research
Health Communication Research Laboratory
Saint Louis University School of Public Health

2003 Top 10 national finalist
2002-2003 Student Paper Competition: DHHS Secretary's Award for Innovations in
Health Promotion and Disease Prevention
Paper title: *Training coalition members to help shape coverage of health news on cardiovascular
disease*

2001-2003 Doctoral Research Assistantship
Saint Louis University School of Public Health

2000 Healthy People Objectives Award: The *ABC Immunization Calendar*® program.
Presented at the Technology Games of the Partnerships for Health in the New
Millennium: Launching Healthy People 2010 Conference, convened by the Office of
Disease Prevention and Health Promotion, US Department of Health and Human
Services, Washington, DC.

1998 Delta Omega, The Honorary Public Health Society
Alpha Delta Chapter, Saint Louis University School of Public Health

1998 Dean Richard Kurz, PhD award for Outstanding Student of the Year
Saint Louis University School of Public Health

1997-1998 Community Health Association of Students (CHAS)
Saint Louis University School of Public Health
Founder and President

PUBLICATIONS

Manuscripts under review

1. Deal C, Bogdan R, Miller JP, Rodebaugh TL, **Caburnay C**, Yingling M, Hershey T, Schweiger J, Lenze EJ: Is cable news bad for your brain? A study of stress and cognitive function in older adults. Under review at *The Gerontologist*.
2. Thompson VS, McQueen A, Waters EA, **Caburnay CA**, Kaphingst KA, Boyum S, Kreuter MW: Graphic cigarette warning labels: Insights into social reactions. Under review at *Journal of Psychosocial Oncology*.

Book chapters

1. Cohen EL, **Caburnay CA**, Stemmler J, Len-Rios M, Poor T, Powe B, Rath S, Robinson E., Semenkovich K, Cameron GT, Luke DA, Kreuter MW (2013): The Ozioma News Service: Targeting cancer communication to African American communities. In Dutta MJ and Kreps GL (Eds.). *Reducing health disparities: Communication interventions* (pp. 259-277). New York: Peter Lang.
2. Kreuter MW, Wray R, **Caburnay CA** (2007): Customized communication in patient education. Chapter in *Medical Adherence and Aging: Social and Cognitive Perspectives*, Park DC and Liu L, editors. Washington, DC: American Psychological Association.

Published manuscripts

1. Ginossar T, Shah SFA, West A, Bentley J, **Caburnay C**, Kreuter M, Kinney A (In press): Cancer-related content, usability and utilization of plain language: Systematic analysis of breast cancer smartphone applications. *J Medical Internet Research*.
2. McQueen A, Waters EA, Kaphingst K, **Caburnay C**, Thompson VS, Boyum S, Kreuter MW (2016): Examining interpretations of graphic cigarette warning labels among US Youth and adults. *Journal of Health Communication*. 21(8):855-867.
3. Patterson Silver Wolf DA, Tovar M, Thompson K, Ishcomer J, Kreuter MW, **Caburnay C**, Boyum S (2016): Speaking out about physical harms from tobacco use: Response to warning labels among American Indian/Alaska Native communities. *BMJ open*. 6(3):e008777. <http://dx.doi.org/10.1136/bmjopen-2015-008777>
4. Waters EA, McQueen A, **Caburnay CA**, Boyum S, Thompson VL, Kaphingst KA, Kreuter MW. (2015) Perceptions of the US National Tobacco Quitline Among Adolescents and Adults: A Qualitative Study, 2012-2013. *Preventing Chronic Disease*, Aug 20; 12:E131.doi:10.58888/pcd12.150139. PMID: PMC4556101
5. McQueen A, Kreuter M, Thompson V, **Caburnay C**, Waters E, Kaphingst K, Rath S, Boyum S (2015): Reactions to FDA-proposed graphic warning labels affixed to US smokers' cigarette packs. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntu339. PMID: PMC4542680
6. **Caburnay CA**, Graff K, Harris J, McQueen A, Smith M, Fairchild M, Kreuter MW (2015): Evaluating diabetes mobile applications for health literate designs and functionality, 2014. *Preventing Chronic Disease*. 12:140433. doi: <http://dx.doi.org/10.5888/pcd12.140433>

7. Harris J, Mart A, Moreland-Russell S, **Caburnay C** (2015): Diabetes topics associated with engagement on Twitter: An exploratory study. *Preventing Chronic Disease*. 12:140402. doi: <http://dx.doi.org/10.5888/pcd12.140402>
8. Kreuter MW, McBride TD, **Caburnay CA**, Poor T, Sanders Thompson VL, Alcaraz KI, Eddens KS, Rath S, Perkins H, Casey C (2014): What can health communication science offer for ACA implementation? Five evidence-informed strategies for expanding Medicaid enrollment. *Millbank Quarterly*. 92(1):40-62.
9. **Caburnay CA**, Babb P, Kaphingst KA, Roberts J, Rath S (2013): Characteristics of Genetics-Related News Content in Black Weekly Newspapers. *Public Health Genomics*. 2013 Sep 28. [Epub ahead of print] (PMID: 24080971)
10. **Caburnay CA**, Luke DA, Cameron GT, Cohen E, Stemmler J, McDaniels M, Paulen M, Kreuter MW (2012): Evaluating the *Ozioma* cancer news service: A community randomized trial in 24 U.S. cities. *Preventive Medicine*. 54(6): 425-430.
11. Hinnant A, Oh HJ, **Caburnay CA**, Kreuter MW (2011): What makes African American health disparities newsworthy? An experiment among journalists about story framing. *Health Education Research*. doi: 10.1093/her/cyr086
12. Cohen EL, **Caburnay CA**, Rodgers S (2011): Alcohol and Tobacco Advertising in Black and General Audience Newspapers: Targeting with Message Cues? *Journal of Health Communication*. 16(6): 566-582.
13. Luke DA, **Caburnay CA**, Cohen EL (2011): How much is enough? New recommendations for using constructed week sampling in newspaper content analysis of health stories. *Communication Methods and Measures*. 5(1): 76-91. (**Honorable Mention for Article of the Year, *Communication Methods and Measures***))
14. Cohen EL, **Caburnay CA**, Len-Ríos ME, Poor T, Cameron G, Luke DA, Powe B, Stemmler J, Kreuter MW. (2010). Engaging Ethnic Media to Expand the Reach and Effectiveness of Communication Strategies to Reduce Health Disparities. *Health Communication*. 25: 569-571.
15. Len-Ríos ME, Cohen EL, **Caburnay CA** (2010): How Black newspaper readers use Black newspapers for health and cancer information. *Newspaper Research Journal*. 31(1): 20-35.
16. **Caburnay CA** (2009): New opportunities for health communication using media-based technologies. A review of *Health Communication in the New Media Landscape* by Parker JC and Thorson E (Eds). *PsycCRITIQUES*. 54(32):Article 5.
17. **Caburnay CA**, Kreuter MW, Cameron GT, Luke DA, Cohen E, McDaniels LM, Wohlberg MT, Atkins P (2008): Black newspapers as a tool for cancer education in African American communities. *Ethnicity and Disease*. 18(4): 488-495.
18. Cohen EL, **Caburnay CA**, Luke DA, Rodgers S, Cameron GT, Kreuter MW (2008): Cancer coverage in general audience and Black newspapers. *Health Communication*. 23(5): 427-35.
19. Froehlich-Grobe K, Andresen E, **Caburnay CA**, Roberts J, White GW (2008): Measuring health-related quality of life for persons with physical disabilities: An enabled version of the Short-form 36 (SF-36E). *Quality of Life Research*. 17(7): 751-770.
20. Kreuter MW, **Caburnay CA**, Chen J, Donlin MJ (2004): Effectiveness of individually tailored calendars in promoting childhood immunization in urban public health centers. *American Journal of Public Health*. 94(1): 122-127.

21. **Caburnay CA**, Kreuter MW, Luke DA, Logan RA, Jacobsen HA, Reddy VC, Vempaty AR, Zayed HR (2003): The news on health behaviors: Coverage of diet, activity, and tobacco in local newspapers. *Health Education and Behavior*. 30(6): 709-722.
22. Jacobsen HA, Kreuter MW, Luke D, **Caburnay CA** (2001): Seat belt use in top-grossing movies and actual US rates, 1978- 1998. *American Journal of Public Health*. 91(9): 1395-1396.
23. Howard KI, Krause MS, **Caburnay CA**, Noel SB, Saunders SM (2001): Syzygy, science, and psychotherapy: the Consumer Reports study. *Journal of Clinical Psychology*. 57(7): 865-74.
24. **Caburnay CA**, Kreuter MW, Donlin MJ (2001): Disseminating effective health promotion programs from prevention research to community organizations. *Journal of Public Health Management and Practice*. 7(2): 81-89.

GRANT WRITING EXPERIENCE

1. Innovative Communication in Cancer Prevention and Control. National Association of Chronic Disease Directors (PI: Matthew W. Kreuter, Co-Investigator: Charlene A. Caburnay). Funding period: Jan. 2017 – June 2017. Total costs: \$115,000. Not funded.
2. Helping the poor quit smoking: specialized quitlines and meeting basic needs. National Cancer Institute/Food and Drug Administration (PI: Matthew W. Kreuter, Co-Investigator: Charlene A. Caburnay). Funding period: Dec. 1, 2015 –Nov. 30, 2020 (original funding period; period will be modified). Total costs: \$3,531,685. Funded.
3. 2-1-1 to Kenan Foundation. Kenan Foundation/United Way North Carolina (HCRL/WU PI: Matthew W. Kreuter, Subcontract (HCI) PI: Charlene A. Caburnay). Funding period: April 1, 2015 – June 30, 2017. Total costs: \$304,000. Funded.
4. Recruiting underserved populations into clinical trials with customizable media. National Institutes of Health SBIR/National Cancer Institute (PI: Charlene A Caburnay (Health Communication Impact, LLC). Original (7/2014) and revised (12/2014) submission. Funding period: September 1, 2015 –July 31, 2017. Total costs: \$995,210. Funded.
5. The 2-1-1 Data Dashboard: Driving Minority Health Improvement in Communities. National Institutes of Health SBIR/National Institute on Minority Health and Health Disparities (PI: Charlene A Caburnay). Funding period: Dec. 1, 2015 –June 30, 2017. Total costs: \$140,164. Not funded.
6. Visual Design, Constitutional Law and the Effects of Tobacco Package Marketing. National Cancer Institute/Food and Drug Administration (PI: Matthew W. Kreuter, Co-Investigator: Charlene A. Caburnay). Original (1/2014) and revised (10/2014) submission. Funding period: July 1, 2015 –June 30, 2020. Total costs: \$459,509. Not funded.
7. Outreach that works: Increasing health insurance coverage in minority communities. Office of Minority Health (PI: Matthew W. Kreuter, Co-Investigator: Charlene A. Caburnay). Funding period: Sept. 1, 2014 –Aug. 31, 2016. Total costs: \$249,015. Not funded.
8. Using visual design research to inform marketing policies on tobacco packaging (sub-study 1; Cancer Center Support Grant). National Cancer Institute/Food and Drug Administration (Center PI: Tim Eberlein, Sub-Study PI: Matthew W. Kreuter, Co-Investigator: Charlene A. Caburnay). Funding period: Dec. 1, 2013 – June 30, 2015. Total costs: \$1,824,611. Not funded.

9. LocalHealthData.org: Making health data more relevant and accessible to produce healthier communities. Knight Foundation Health Data Challenge 2013 (PI: Charlene A. Caburnay). Funding period: 2013-2014. Total costs: \$275,000. Not funded.
10. Fact Sheet Project. Susan G. Komen for the Cure Foundation (PI: Charlene A. Caburnay). Funding period: Sept. 1, 2013 – Dec. 31, 2013. Total Cost \$9,139. Funded.
11. Science to action for tobacco regulation to protect vulnerable Americans. National Cancer Institute/Food and Drug Administration (PI: Laura J. Bierut and Matthew W. Kreuter, Core Manager: Charlene A. Caburnay). Funding period: Sept. 1, 2013 – Aug. 31, 2018. Total costs: \$19,968,957. Not funded.
12. Tobacco Awareness, Communication and Education for Disadvantaged Youth and Families in St. Louis. National Cancer Institute/Food and Drug Administration (PI: Regina Greer, Co-investigator: Charlene A. Caburnay). Funding period: Sept. 1, 2013 – Aug. 31, 2017. Total costs: \$10,289,823. Not funded.
13. Maximizing the impact of a worksite intensive lifestyle intervention by understanding motivating factors and improving diabetes management information. Washington University Center for Diabetes Translation Research: Pilot and Feasibility Project. National Institute of Diabetes and Digestive and Kidney Diseases (PI: Dominic Reeds, Co-investigator: Charlene A. Caburnay). Funding period: Aug. 1, 2013 – Jul. 31, 2015. Total costs: \$25,000. Funded.
14. Washington University Center for Diabetes Translation Research: Health Communication and Health Literacy Core, Dissemination and Implementation Research Core. National Institute of Diabetes and Digestive and Kidney Diseases (PI: Debra Haire-Joshu, Core investigator: Charlene A. Caburnay). Funding period: Sept. 20, 2011 – Aug. 30, 2016. Total costs: \$411,459. Funded.
15. Understanding reactions to graphic warning labels on cigarettes in diverse populations of youth and young adults at increased risk of smoking (Administrative Supplement to Center of Excellence in Cancer Communication Research: Communication-based Strategies to Reduce Disparities). National Cancer Institute (PI: Matthew W. Kreuter, Investigator: Charlene A. Caburnay). Funding period: April 1, 2012 – Aug. 31, 2014. Total costs: \$496,341. Funded.
16. Connecting journalists to survivor networks. Knight Foundation News Challenge 2012: Networks (PI: Charlene A. Caburnay). Funding period: 2012-2013. Total costs: \$275,000. Not funded.
17. LocalHealthData.org. Knight Foundation News Challenge 2012: Data (PI: Charlene A. Caburnay). Funding period: 2012-2013. Total costs: \$275,000. Not funded.
18. OziomaOnline for Black and Hispanic newspapers. Knight Foundation News Challenge 2010 (PI: Charlene A. Caburnay). Funding period: 2010-2011. Total costs: \$275,000. Not funded.
19. Getting DPP into Black newspapers: A translational study to eliminate disparities. National Institute of Diabetes and Digestive and Kidney Diseases (PI: Charlene A. Caburnay). Funding period: Dec. 1, 2011 – Nov. 20, 2013. Total costs: \$456,000. Not funded.
20. OziomaOnline for Black and Hispanic newspapers. Knight Foundation News Challenge 2010 (PI: Charlene A. Caburnay). Funding period: 2010-2011. Total costs: \$275,000. Not funded.
21. Newspaper Coverage of Diabetes and African Americans' Reporting Preferences. Washington University Diabetes Research and Training Core (PI: Charlene A. Caburnay). Funding period: Dec. 1, 2009 – Nov. 30, 2011. Total costs: \$136,207. Funded.

22. Recovery Act Administrative Supplement to Parent Grant 2P50CA095815-06: Communication-based Strategies to Eliminate Cancer Disparities (Development of *OziomaOnline* web application). National Cancer Institute (Center PI: Matthew W. Kreuter, Project Director: Charlene A. Caburnay). Funding Period: Sept. 30, 2009 – Sept. 29, 2011. Total costs: \$891,979. Funded.
23. Black Newspaper Coverage of Genetics and its Implications for African Americans. National Human Genome Research Institute (PI: Charlene A. Caburnay). Funding period: April 3, 2009 – March 31, 2012. Total costs: \$152,000. Funded.
24. *Ozioma*: Localization of Cancer News Stories in Black Newspapers (project in Centers of Excellence in Cancer Communication Research: Communication-based Strategies to Reduce Disparities). National Cancer Institute (Study PI: Charlene Caburnay; Center PI: Matthew W. Kreuter). Funding period: Sept. 1, 2008 – Aug. 31, 2014. Total costs: \$1,792,165. Funded.
25. Cancer Communication in Black Newspapers (project in Centers of Excellence in Cancer Communication Research). National Cancer Institute (Study PI: Douglas Luke; Center PI: Matthew W. Kreuter). Funding period: Sept. 1, 2003 – Aug. 31, 2008. Total costs: \$1,474,446. Funded.
26. Immunization Calendar Program. Greater St. Louis Health Foundation (PI: Matthew W. Kreuter). Funding period: Sept. 2000 – Dec. 2000. Total costs: \$25,000. Funded.
27. BSE Cards in English/Spanish/Arabic/African-Americans. Susan G. Komen Breast Cancer Foundation (PI: Matthew W. Kreuter). Funding period: April 2000 – Dec. 2000. Total costs: \$101,343. Funded.
28. Using Computer-Tailored Calendars to Promote Immunization Urban St. Louis Public Health Centers. Deaconess Foundation (PI: Matthew W. Kreuter). Funding period: April 1999 – March 2000. Total costs: \$63,500. Funded.
29. Optimal Segmentation Strategies for Health Communication. Centers for Disease Control and Prevention (PI: Matthew W. Kreuter). Funding period: Sept. 29, 1999 – Sept. 28, 2001. Total costs: \$160,473. Funded.
30. Chronic Disease Prevention in High-Risk Communities. Centers for Disease Control and Prevention (PI: Ross C. Brownson). Funding period: Feb. 1, 1999 – Jan. 31, 2004. Total costs: \$428,593. PRC Renewal: Communication/Dissemination activities. Centers for Disease Control and Prevention (PI: Ross C. Brownson). Funding period: Sept. 2004- Aug. 2009. Funded.
31. Testing Immunization Calendars in Inner-City Clinics. Centers for Disease Control and Prevention (PI: Matthew W. Kreuter). Funding period: Jan. 1997 - Sept. 1998. Total costs: \$89,877. Funded.

RESEARCH EXPERIENCE

Health communication research studies conducted

Recruiting underserved populations into clinical trials with customizable media (2015-Present)

Funding agency: National Cancer Institute

Role: Principal Investigator

- development and testing of a clinical trials module to *MIYO* (Make It Your Own) – an online tool for promoting registration into a clinical trials registry;
- clinical trials module is focused on underrepresented populations in clinical trials, including minorities and those from rural populations;

- randomized trial among 18 cancer and health centers;
- results will inform adoption and commercialization efforts of the Clinical Trials MIYO module.

Understanding reactions to graphic warning labels on cigarettes in diverse populations of youth and young adults at increased risk of smoking (2012-Present)

Center of Excellence in Cancer Communication Research, Administrative supplement

Funding agency: National Cancer Institute

Role: Investigator; Director of Field Research

- audience research study among diverse groups of smokers, at-risk to become smokers, and non-smokers in three age groups: youth (13-17), young adults (18-24) and older adults (25+);
- recruited 1,571 total participants to view the FDA's new graphic health warning labels on cigarette packages, complete surveys, sorting exercises, interviews, and a follow-up study;
- results will inform awareness and promotion campaigns to coincide with implementation of the label policy.

Newspaper Coverage of Diabetes and African Americans' Reporting Preferences (2009-2011)

Funding agency: Washington University Diabetes Research and Training Core (NIDDK-funded).

Role: Principal Investigator

- pilot study to identify and content analyze all diabetes stories (n=399) from 24 Black newspapers and 12 general population newspapers; and
- randomized experiment to identify features of diabetes stories that increase interest and understanding among African American adults.

Black Newspaper Coverage of Genetics and its Implications for African Americans (2009-2012)

Funding agency: National Human Genome Research Institute

Role: Principal Investigator

- sought to address the limited knowledge and often negative perceptions of genetic research among this group;
- content analysis of genetics-related information in Black newspapers; and
- randomized experiment to identify which features of stories about genetics are most appealing and understandable to African American populations.

Enhancing Localization of Cancer News Stories in Black Newspapers (2008-Present)

Center of Excellence in Cancer Communication Research, Study 2

Funding agency: National Cancer Institute

Role: Principal Investigator

- national intervention trial to disseminate cancer information through Black newspapers in 36 cities;
- content analysis of 36 Black newspapers' coverage of cancer-related information;
- development of tailored intervention materials for 24 intervention communities in order to increase media coverage of cancer-related information; and
- coordinate collaboration with American Cancer Society local affiliates.

Enhancing Cancer Coverage in Black Newspapers (2003-2008)

Center of Excellence in Cancer Communication Research, Study 2

Funding agency: National Cancer Institute

Roles: Co-Investigator (2007-Present); Project Manager (2003-2007)

- national intervention trial to disseminate cancer information through Black newspapers in 24 cities;
- content analysis of 24 Black and 12 mainstream newspapers' coverage of cancer-related information;

- development of tailored intervention materials for 12 intervention communities in order to increase media coverage of cancer-related information;
- programmed computer-assisted telephone interviewing (CATI) databases for random digit dial (RDD) community surveys; and
- managed and conducted data analyses.

PRISM (Prevention Research In Small-market Media) (1999-2003)

Funding agency: Centers for Disease Control and Prevention

Roles: Project Manager, Data Manager

- community intervention trial to disseminate prevention research findings through media outlets among smaller communities in Missouri;
- content analysis of media (newspapers, TV, radio) coverage of prevention research, and scientific journals to determine coverage of prevention research findings;
- developed tailored intervention materials for each community in order to increase media coverage of prevention research;
- programmed computer-assisted telephone interviewing (CATI) databases for random digit dial (RDD) community surveys; and
- managed and conducted data analyses.

Dissemination of the ABC Immunization Calendar® software (1999-Present)

Funding agency: Deaconess Foundation (St. Louis, MO)

Role: Project Manager

- implementation and dissemination of the software program to six health centers across the St. Louis metropolitan area;
- development of user's manual and implementation guide;
- acquired sponsorship funds to maintain program in the health centers;
- conducted training of health centers to adopt the program; and
- serve as liaison to parties interested in adopting the program.

Optimal Segmentation Strategies for Health Communication (1999-2001)

Centers for Disease Control and Prevention

- determination and testing of optimal communication strategies to promote physical activity among middle- to low-income adults in St. Louis; and
- designed and conducted in-depth interviews as part of formative research methods.

Health communication programs developed

Localhealthdata.org (2011-Present)

Funding agency: National Cancer Institute

Role: Project Director

- developed a new automated tool to increase the community relevance of cancer news. Targeted to journalists and other media specialists, *localhealthdata.org* provides community-level cancer-related data in plain language in a free, online system.

Ozioma News Service (2005-Present)

Funding agency: National Cancer Institute

Role: Principal Investigator

- developed a cancer news service delivering locally relevant, race-specific cancer news stories to Black weekly newspapers.

Breast Health Education Materials That Make a Difference (1999)

Funding agency: The Susan G. Komen Breast Cancer Foundation

Role: Project Manager

- developed a comprehensive set of over 50 different educational materials about breast cancer risk, prevention, epidemiology, detection, diagnosis, treatment, and prognosis; and
- helped to oversee formative evaluation of the materials among women and their families, as well as cognitive response testing activities in pretesting phase of development.

Partners for Women's Health (1998)

Funding agency: Innovative Health Solutions

- developed tailored newsletter program designed to promote drug compliance among post-menopausal women; and
- developed content, variable formulas, and algorithms for compliance with hypertension medication.

ABC Immunization Calendar® software program (1997)

Health Communication Research Laboratory

Role: Project Manager

- developed and tested the software program generating customized computer-generated calendars to promote childhood immunization; and
- managed a year-long CDC-funded community intervention trial evaluating the effectiveness of the software program among families in inner-city public health centers.

Integrated Health and Lifestyle Management (1996)

Funding agency: Monsanto Company

- assisted in the development of a resources matching program for smoking; and
- tested the effectiveness of expert-matched versus self-selected smoking cessation programs.

PEER REVIEWED SCIENTIFIC PRESENTATIONS

1. **Caburnay CA**, Graff K, Smith M. Evaluation of diabetes mobile applications for health literate designs and functionality. Presented at APHA Annual Meeting, Chicago, IL, November 2015.
2. Powe B, **Caburnay C**, Cooper D, Cameron G. Health information seeking behaviors among African Americans who have and do not have Internet access. Presented at International Nursing Research Congress, Prague, Czech Republic, October 2013.
3. Casey C, Robinson E, **Caburnay C**, Kreuter MW. A natural match: Linking the Missouri Tobacco Quitline with Food Stamps. Presented at the National Conference on Tobacco or Health, Kansas City, MO, August 2012.
4. **Caburnay CA**, Sanchez L, Lamb C, Singh L, Gonsalves A. The Scoop on Diabetes: Characteristics of news coverage in Black and general audience newspapers. Presented at the Washington University Diabetes Research Training Center's (DRTC) Diabetes Day Symposium, St. Louis, MO, Nov. 2011.

5. Robinson E, **Caburnay CA**, Stephens K, Thomas S, Casey C, Golla B, Kreuter MW. Improving access to community-level health data for journalists. Presented at the Behavioral Risk Factor Surveillance System (BRFSS) Conference and Training Workshop, Atlanta, GA, March 2011.
6. **Caburnay CA**, Bassett J, Prusaczyk P, Rath S. Comparing genetics news coverage in Black and general population newspapers. Presented at the 4th National Conference on Genomics and Public Health, Bethesda, MD, Dec. 2010.
7. Gardiner G, **Caburnay CA**, Nicholson R, Kreuter MW. Effects of framing race-specific health information on a Caucasian audience. Presented at Society of Behavioral Medicine Annual Meeting, Seattle, WA, April 2010.
8. Robinson E, Luke DA, Cameron G, **Caburnay CA**. Increased coverage of cancer stories in Black newspapers leads to a displacement of disparity-framed health stories. Presented at APHA Annual Meeting, Philadelphia, PA, Nov. 2009.
9. O'Neil C, **Caburnay CA**, Morris D. What characteristics of news releases lead to more successful adoption by Black newspapers? Presented at SOPHE (Society of Public Health Education) Midyear Scientific Conference, Chicago, IL, May 2008.
10. Sweet A, **Caburnay CA**. Health Education opportunities for African American populations: Comparing HINTS to Black newspaper readers. Presented at SOPHE (Society of Public Health Education) Midyear Scientific Conference, Chicago, IL, May 2008.
11. Betsworth S, Luke DA, Cameron GT, **Caburnay CA**, Kreuter MW. Media-directed intervention increases likelihood of cancer stories in Black newspapers. Presented at APHA Annual Meeting, Washington, DC, Nov. 2007.
12. Cohen EL, **Caburnay CA**, Luke DA, Kreuter MW, Rodgers S, Cameron GT. Cancer coverage in general audience and Black newspapers. Presented at the USC-IPR/NIH Conference on Interdisciplinary Science, Health Promotion, and Disease Prevention, Pasadena, CA, May 2007.
13. Paulen ME, **Caburnay CA**, Luke DA, Langford AT: Diet- and nutrition-related cancer coverage in Black newspapers. Presented at APHA Annual Meeting, Boston, MA, Nov. 2006.
14. Cohen EL, **Caburnay CA**, Luke D, Kreuter MW, Cameron GT, Rodgers S: Evidence of health disparities in cancer coverage of African American communities. Presented at the International Communication Association Annual Meeting, Dresden, Germany, June 2006.
15. Miller JS, Kreuter MW, **Caburnay CA**: Tracking obesity prevention recommendations in television news coverage of physical activity and diet related stories in two Missouri communities. Presented at APHA Annual Meeting, Philadelphia, PA, Dec. 2005.
16. McDaniels L, Luke DA, **Caburnay CA**: Does the media cover breast and prostate cancer equally? A comparison study of two black newspapers' cancer coverage. Presented at APHA Annual Meeting, Philadelphia, PA, Dec, 2005.
17. Lim J, Bae J, **Caburnay C**, Stemmler J, Rodgers S, Cameron G, Luke D, Kreuter M: Cancer stories in Black vs. mainstream newspapers: Is there a public health perspective? Presented at the Association for Education in Journalism & Mass Communication Conference, San Antonio, TX, August 2005.
18. Davidson KA, **Caburnay CA**, Kreuter MW: Examining newspaper coverage among nationally and locally produced news stories regarding prevention focus, physical activity, diet, and tobacco. Presented at APHA Annual Meeting, Washington, DC, Nov. 2004.

19. Graves M, **Caburnay CA**, Kreuter MW: Heart disease in women: Is the message getting out? A look at four Missouri communities. Presented at APHA Annual Meeting, Washington, DC, Nov. 2004.
20. Atkins P, Luke DA, **Caburnay CA**, Ekunno N, Councilor M: HIV/ AIDS Coverage in Black and Mainstream Newspapers. Presented at APHA Annual Meeting, Washington, DC, Nov. 2004.
21. Councilor M, **Caburnay CA**, Ekunno N, Atkins P, Luke DA: A comparison of alcohol advertisements between mainstream and black newspapers. Presented at APHA Annual Meeting, Washington, DC, Nov. 2004.
22. **Caburnay CA**, Luke DA, Stemmler J, Cameron GT: Opportunities to build cancer communication with African American media outlets. Presented at APHA Annual Meeting, Washington, DC, Nov. 2004.
23. **Caburnay CA**, Luke DA, Cameron GT: Health information in national and community newspapers: Content analysis and evaluation. Presented at the National Communication Association Annual Meeting, Chicago, IL, Nov. 2004.
24. Collie VL, Kreuter MW, Boslaugh S, **Caburnay CA**, Luke D: Examining newspaper coverage and competition of national news service stories regarding physical activity, diet and nutrition, and tobacco. Presented at APHA Annual Meeting, San Francisco, CA, Nov. 2003.
25. Davidson KA, **Caburnay CA**, Kreuter MW: Examining coverage of public and private institutions among health stories in small market newspapers. Presented at APHA Annual Meeting, San Francisco, CA, Nov. 2003.
26. Bacon CL, **Caburnay CA**, Kreuter MW: Tracking television news broadcast coverage of tobacco related stories in two Missouri communities. Presented at APHA Annual Meeting, San Francisco, CA, Nov. 2003.
27. **Caburnay CA**, Luke DA, Kreuter MW: Attributes of highly enterprising health news stories: Tools for media advocates. Presented at APHA Annual Meeting, San Francisco, CA, Nov. 2003.
28. Varanasi JP, Kreuter MW, Luke D, **Caburnay CA**: A content analysis of tobacco stories in television and newspaper for the prominence of women. Presented at APHA Annual Meeting, Philadelphia, PA, Nov. 2002.
29. Collie VL, Kreuter MW, Luke D, **Caburnay CA**: Examining coverage of obesity and specific recommendations for reducing weight in two mid-size market media areas. Presented at APHA Annual Meeting, Philadelphia, PA, Nov. 2002.
30. **Caburnay CA**, Luke DA, Kreuter MW: Development of a measure of journalistic enterprise for health stories. Presented at APHA Annual Meeting, Philadelphia, PA, Nov. 2002.
31. **Caburnay CA**, Wackerman BL, Kreuter MW, Jacobsen HA, Brown DC, Varanasi JP, Collie VL: Comparing coverage of locally-produced health news across television and newspapers in two Missouri communities. Presented at APHA Annual Meeting, Philadelphia, PA, Nov. 2002.
32. Herrmann NB, Scharff DP, Kreuter MW, Naleid K, **Caburnay CA**, Weaver NL, Jacobsen HA, Carroll J, Hurst AP, Williams C, Konieczka M, Anwuri V: Using in-depth interviews to characterize audience segments. Presented at APHA Annual Meeting, Atlanta, GA, Oct. 2001.
33. Wackerman BL, Brown DC, Kreuter MW, Luke DA, **Caburnay CA**: Content analysis of cancer articles in black newspapers. Presented at APHA Annual Meeting, Atlanta, GA, Oct. 2001.

34. Brown DC, Wackerman BL, Kreuter MW, Luke DA, **Caburnay CA**: Minority media coverage of cancer in black newspapers. Presented at APHA Annual Meeting, Atlanta, GA, Oct. 2001.
35. **Caburnay CA**, Lukwago SN, Kreuter MW, Luke DA, Zayed HR, Bacon C: Tracking newspaper coverage of prevention research published in scientific journals. Presented at APHA Annual Meeting, Atlanta, GA, Oct. 2001.
36. **Caburnay CA**, Kreuter MW, Donlin MJ: Disseminating an Effective Immunization Promotion Program to Community Organizations. Presented at CDC's National Immunization Conference, Atlanta, GA, May 2001.
37. Jupka KA, Kreuter MW, Luke DA, Reddy VC, Vempaty A, Zayed H, Jacobsen HA, **Caburnay CA**, Lukwago SN: Prevention Research Coverage In Small Market Media. Presented at APHA Annual Meeting, Boston, MA, Nov. 2000.
38. Jacobsen HA, Kreuter MW, **Caburnay CA**, Luke DA: Seat belt use in top-grossing U.S. films from 1978-1998. Presented at APHA Annual Meeting, Boston, MA, Nov. 2000.
39. **Caburnay CA**, Kreuter MW, Donlin MJ: Preparing an Effective Health Promotion Program for Dissemination to Community Organizations. Presented at APHA Annual Meeting, Boston, MA, Nov. 2000.
40. Kreuter MW, **Caburnay CA**: Meeting the challenge: Translating research into practice. The ABC Immunization Calendar program. Presented at CDC/ATPM Annual Meeting: Prevention Research for Public Health Action, Atlanta, GA, Feb., 2000.
41. **Caburnay CA**, Kreuter MW, Reddy V, Jacobsen HA, Zayed H, Vempaty A, Luke D: Tracking coverage of prevention research in local media. Presented at the Prevention Research Centers Scientific Conference (Centers for Disease Control and Prevention), Atlanta, GA, Feb. 2000.
42. Kreuter MW, Luke D, Arnold B, Jacobsen HA, Reddy V, Zayed H, Vempaty A, **Caburnay CA**: Mass media coverage of prevention research findings. Presented at APHA Annual Meeting, Chicago, IL, Nov. 1999.
43. **Caburnay CA**, Brennan LK, Thompson G, Frame LL, Scharff DP, Bucholtz DC, Herrmann NB, Kreuter MW: Building a comprehensive set of breast health educational materials: A successful university-private foundation collaboration. Presented at APHA Annual Meeting, Chicago, IL, Nov. 1999.
44. **Caburnay CA**, Kreuter MW, Donlin MJ: Using computer-tailored calendars to increase immunization rates among African American babies in urban public health centers. Presented at APHA Annual Meeting, Chicago, IL, Nov. 1999.
45. Kreuter MW, **Caburnay CA**, Donlin MJ: Increasing childhood immunization rates among African Americans in public health centers: Effects of an individually tailored immunization calendar intervention. Presented at National Immunization Conference (CDC), Dallas, TX, June 1999
46. **Caburnay CA**, Kreuter MW, Donlin MJ: Using tailored immunization calendars to increase immunization rates. Presented at CDC, National Center for Environmental Health, Division of Birth Defects and Developmental Disabilities, Atlanta, GA, Feb. 1999.
47. Kreuter MW, **Caburnay CA**, Brown TE, Donlin MJ: Using computer-tailored calendars to increase rates of immunization among children in inner-city clinics. Presented at APHA Annual Meeting, Washington, DC, Nov. 1998.

48. **Caburnay CA**, Kreuter MW, Brown TE, Donlin MJ: A tailored computer-software program to promote childhood immunization rates. Presented at APHA Annual Meeting, Washington, DC, Nov. 1998.
49. Brennan LK, Kreuter MW, **Caburnay CA**, Wilshire BL: Linking smokers to smoking cessation programs: does perceived importance of specific program characteristics predict cessation? Presented at The Society of Behavioral Medicine Annual Scientific Sessions, New Orleans, LA, March, 1998.
50. Wilshire BL, Kreuter MW, Kunyosying A, Brennan LK, Scharff DP, **Caburnay CA**, Mlady VL: Development of the 'STARLITE' personal interest scale: A preliminary validation study. Presented at APHA Annual Meeting, Indianapolis, IN, Nov. 1997.
51. Brennan LK, Kreuter MW, Newton DL, **Caburnay CA**, Wilshire BL, Kunyosying A, Brown TE: Using assessment-based matching to link smokers to appropriate cessation programs: results from a randomized trial. Presented at APHA Annual Meeting, Indianapolis, IN, Nov. 1997.
52. Brown TE, Kreuter MW, **Caburnay CA**, Olevitch LR, Mlady VL, Brennan LK, Scharff DP: Bringing computer tailored health communication into the mainstream: a process for program development. Presented at APHA Annual Meeting, Indianapolis, IN, Nov. 1997.
53. **Caburnay CA**, Kreuter MW, Newton DL, Brennan LK, Wilshire BL: Using individuals' learning styles to enhance health promotion and disease prevention programs. Presented at APHA Annual Meeting, Indianapolis, IN, Nov. 1997.

INVITED PRESENTATIONS

1. Kreuter MW, **Caburnay CA**, McQueen A: Audience research on graphic cigarette warning labels in diverse populations. Presented to FDA and NCI, Bethesda, MD, Oct. 2012.
2. **Caburnay CA**: *LocalHealthData.org*. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, Madison, WI, Oct. 2012.
3. **Caburnay CA**: *Ozioma*. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, Madison, WI, Oct. 2012.
4. **Caburnay CA** and Poor T: *Ozioma*: Increasing reach and community relevance of cancer news coverage. Presented at the American Cancer Society, April 2012.
5. **Caburnay CA**: *LocalHealthData.org*. Presented at the Missouri Health Data Summit, St. Louis, MO, Feb. 2012.
6. **Caburnay CA**: *LocalHealthData.org*. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, St. Louis, MO, Oct. 2011.
7. **Caburnay CA**: *Ozioma*. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, St. Louis, MO, Oct. 2011.
8. **Caburnay CA**: *Ozioma* and *localhealthdata.org*: Increasing reach and community relevance of cancer news coverage. Presented at the NCI Population Sciences SIG Teleconference, Sept. 2011.
9. **Caburnay CA** and Poor T: *Ozioma*: Good news for your community. Presented at the IOM/DHHS Health Data Initiative Forum, Washington, DC, June 2011.
10. **Caburnay CA**: *Ozioma*: A tool to increase community relevance of cancer news coverage. Presented at the *Cyberinfrastructure for Public Health Impact: Challenges and Opportunities for Practitioners and*

Researchers Workshop, Hawaii International Conference on System Sciences, Kauai, HI, Jan. 3, 2011.

11. **Caburnay CA:** Findings from the Ozioma News Service for Black newspapers. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, Philadelphia, PA, April 2010.
12. **Caburnay CA:** Findings from the Ozioma News Service for Black newspapers. Presented at the Centers of Excellence in Cancer Communication Grantee Meeting, Denver, CO, May 6-8, 2009.
13. **Caburnay CA:** Using and disseminating a computer-based immunization promotion program. Presented at Southern Illinois Perinatal Network Conference, Mount Vernon, IL, Sept. 2001.

TEACHING EXPERIENCE

- | | |
|-------------------------|---|
| Fall 2016-
Present | MPH Culminating Experience CACE Prep Course and CACE Exam
Brown School of Social Work, Washington University in St. Louis
<i>Coursemaster for Fall, Spring and Summer semesters</i> |
| Summer 2013-
Present | MPH Culminating Experience 1 and 2
Brown School of Social Work, Washington University in St. Louis
<i>Coursemaster for Fall, Spring and Summer semesters</i> |
| February
2017 | Introduction to Dissemination and Implementation Science
School of Medicine, Washington University in St. Louis
<i>Guest Presenter: "Evidence-based strategies for public health impact"</i> |
| February
2016 | Introduction to Dissemination and Implementation Science
School of Medicine, Washington University in St. Louis
<i>Guest Presenter: "Evidence-based strategies for ACA Implementation"</i> |
| April
2015 | Introduction to Advanced Research
PhD Program, Brown School of Social Work, Washington University in St. Louis
<i>Guest Co-Presenter: "From Abstract to Impact: Poster Presentations with Punch"</i> |
| February
2015 | Introduction to Dissemination and Implementation Science
School of Medicine, Washington University in St. Louis
<i>Guest Presenter: "Evidence-based strategies for ACA Implementation"</i> |
| November
2014 | Prevention and Promotion of Child Mental Health
Brown School of Social Work, Washington University in St. Louis
<i>Guest Presenter: "Health Communication Overview"</i> |
| November
2014 | Cross-Cutting Themes in Public Health
PhD Program, Brown School of Social Work, Washington University in St. Louis
<i>Guest Presenter: "Creating more persuasive communications: Keys for translating science to practice"</i> |
| April
2014 | Health Behavior and Health Promotion
Brown School of Social Work, Washington University in St. Louis
<i>Guest Presenter: "Expanding reach and increasing relevance of health communications"</i> |
| February
2014 | Popular Culture and Public Health
Brown School of Social Work, Washington University in St. Louis
<i>Guest Presenter: "Increasing reach and community relevance of cancer news coverage"</i> |

- February 2014 **Introduction to Dissemination and Implementation Science**
School of Medicine, Washington University in St. Louis
Guest Presenter: "Evidence-based strategies for ACA Implementation"
- November 2013 **Cross-Cutting Themes in Public Health**
PhD Program, Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "Creating more persuasive communications: Keys for translating science to practice"
- April 2013 **Health Behavior and Health Promotion**
Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "Expanding reach and increasing relevance of health communications"
- March 2013 **MPH Culminating Experience lectures**
Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "From Abstract to Impact: Poster Presentations with Punch"
- November 2012 **Cross-Cutting Themes in Public Health**
PhD Program, Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "Creating more persuasive communications: Keys for translating science to practice"
- March 2012 **MPH Professional Development Colloquium Series**
Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "From Abstract to Impact: Poster Presentations with Punch"
- January 2012 **Introduction to Advanced Research**
PhD Program, Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "From Abstract to Impact: Successful Submissions"
- Dec. 3, 2010 **Professional Development Program Workshop**
Brown School of Social Work, Washington University in St. Louis
Co-Presenter: "From Abstract to Impact: Poster Presentations with Punch"
- Fall 2010 **Introduction to Advanced Research**
PhD Program, Brown School of Social Work, Washington University in St. Louis
Guest Co-Presenter: "From Abstract to Impact: Poster Presentations with Punch"
- Spring 2010 **586H Humanities selective: Health and Human Rights**
Washington University Medical School, St. Louis, MO
Guest Presenter: "Understanding and increasing health information coverage in news media"
- Fall 2009 **S55 5001 01: Foundations of Public Health Behavior and Health Education**
MPH Program, Brown School of Social Work, Washington University in St. Louis
Guest Presenter: "Understanding and increasing health coverage in general population and Black news media"
- Spring 2004 **BSHE 531: Health Communication**
School of Public Health, Saint Louis University, St. Louis, MO
Guest Presenter: "Tailored messaging in health communication"

- Sept. 26, 2003 **Disseminating Successful Programs: Conference Presentations & Manuscript Preparation**
Conference Abstract & Manuscript Development Seminar
St. Louis County Health Department
Seminar Instructor
- June 26, 2003 **Tailored Messaging in Health Communications**
Continuing Education Series, Department of Public and Community Health
University of Maryland, College Park, MD
Co-Instructor; 7 CHES credits offered
- Summer 2003 **BSHE 601: Research Methods in Behavioral Science**
School of Public Health, Saint Louis University, St. Louis, MO
Guest Presenter: "Data quality and data cleaning"
- Fall 2002 **RMI 602: Application of Measurement Theories**
Department of Research Methodology, Saint Louis University, St. Louis, MO
Guest Presenter: "Evaluating a measure of journalistic enterprise of health stories in local newspapers"
- Fall 2000 **CMHC 543: Understanding Health Disparities**
School of Public Health, Saint Louis University, St. Louis, MO
Guest Presenter: "Vaccine-preventable communicable diseases"
- Fall 1999 **BSHE 531: Health Communication**
School of Public Health, Saint Louis University, St. Louis, MO
Teaching Assistant
- Summer 1999 **BSHE 601: Research Methods in Behavioral Science**
School of Public Health, Saint Louis University, St. Louis, MO
Teaching Assistant

SERVICE

- Nov. 2014 - Present **Culminating Experience Committee**
MPH Program, Brown School of Social Work, Washington University in St. Louis
- Feb. 2013 - 2014 **One School Task Force**
Brown School of Social Work, Washington University in St. Louis
- Fall 2013 - Present **Delta Omega Committee**
MPH Program, Brown School of Social Work, Washington University in St. Louis

JOURNAL MANUSCRIPT REVIEW ASSIGNMENTS

American Journal of Community Psychology
American Journal of Preventive Medicine
Communication Methods and Measures
Diabetic Medicine
Ethnicity and Disease
Health Communication

Health Education
Health Education and Behavior
Health Education Research
Journal of Health Communication
Journal of Physical Activity and Health
Journal of Public Health Management and Practice
Preventive Medicine

PROFESSIONAL ASSOCIATIONS

American Public Health Association (APHA)
National Communication Association (NCA)
Missouri Society for Public Health Education (MOSOPHE): *Trustee*, 1998-2001
Delta Omega Public Health Honor Society, Alpha Delta Chapter: *Secretary/Treasurer*, 1998-2008

REFERENCES AVAILABLE UPON REQUEST