



Assessing the Effectiveness of Public Education Campaigns

Speaker Biographies and Contact Information April 27, 2006

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Marian Huhman, Ph.D. leads the evaluation of the Centers for Disease Control and Prevention's (CDC's) VERB campaign. In this role, she oversees the formative research for the campaign, supervises a continuous tracking survey that monitors the VERB brand, and directs a nationally representative longitudinal survey of children and their parents which is conducted annually.

Dr. Huhman came to the CDC in 2001 at the beginning of the VERB campaign and assumed leadership of the evaluation after completing a Ph.D. in communication from the University of Washington in Seattle. She began her career in nursing, receiving a Bachelor of Science degree in Nursing from Avila College in Kansas City, Missouri followed by a Masters in Psychosocial Nursing from the University of Washington in Seattle. She worked as a clinical nurse specialist for several years and taught at the University of Washington before pursuing her Doctorate in Communication.

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Seth M. Noar, Ph.D. is an Assistant Professor and Associate Member of the graduate faculty in the Department of Communication at the University of Kentucky. Before joining the University of Kentucky, he was a postdoctoral scholar at the Institute for HIV Prevention Research for 2 years, also located at the University of Kentucky. His research interests focus on health promotion and disease prevention from a health communication perspective, and are mostly concentrated in the area of HIV prevention and safer sexual behavior. His research articles address health behavior theories, sexual communication, health message design, mass media campaigns, and methodological topics, and have appeared in a wide range of journals including *Health Communication*, *Journal of Health Communication*, *Health Education Research: Theory & Practice*, *AIDS Education and Prevention*, and *Health Education & Behavior*. Dr. Noar received his Bachelor of Science in education and his Masters and Doctorate in Social Psychology at the University of Rhode Island.

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Victoria Rideout, M.A. is a Vice President at the Kaiser Family Foundation and director of the Foundation's Program for the Study of Entertainment Media and Health. Ms. Rideout oversees the Foundation's research agenda on children, media and health. She has directed numerous studies on topics such as: media use by children and teens; the nature of sexual content on television; the impact of health content embedded in entertainment media; use of media ratings and parental advisories; parental opinions of TV and other media; teens' use of the Internet for health information; and viewers' responses to public service campaigns. She has also conducted numerous focus groups of children and teens regarding sexual content of media.

In addition, Ms. Rideout helped establish several national youth-focused public education campaigns in partnership with popular TV networks such as MTV, BET and UPN. The public service ads and full-length programming she helped develop have received numerous awards, including a National Emmy Award for best public service announcement, a Cine Golden Eagle Award, and several Telly and Aegis Awards for advertising.

Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *American Behavioral Scientist*, and other national peer-reviewed journals. She has testified on children and media before the U.S. Congress, the Federal Trade Commission, the Institute of Medicine, and the Federal Communications Commission. Ms. Rideout graduated with honors from Harvard University and received her M.A. in American history from Syracuse University.

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Donna Vallone, Ph.D. joined Legacy in July 2003 to direct the Foundation's research and evaluation efforts, and help ensure scientific findings are accurately communicated within the Foundation's broad portfolio of counter-marketing. She is a public health scientist with more than 10 years of experience in the areas of applied research and program evaluation.

Dr. Vallone joined Legacy from the Mailman School of Public Health at Columbia University where she served as the Evaluation Director of the Center for Applied Public Health's Downstate NY Healthy Start program.

Dr. Vallone received her Doctoral degree in Sociomedical Sciences, an interdisciplinary degree between public health and sociology, from Columbia University, and her Masters degree in International Community Health Education from New York University.