2018

Center for Health Behavior Research
University of Pennsylvania

Annual Report

Director: Karen Glanz, PhD, MPH

The Center for Health Behavior Research is a Center of Excellence in the Center for Clinical Epidemiology and Biostatistics (CCEB).
Vision

To become an epicenter for fundamentals of behavioral research on the Penn campus and advance the development, application and testing of health behavior measurement and theories in clinical and population-based research.

For more information about CHBR, contact:

Center for Health Behavior Research
Perelman School of Medicine
University of Pennsylvania
837 Blockley Hall, 423 Guardian Drive
Philadelphia, PA 19104
215-573-4529
shgreen@pennmedicine.upenn.edu
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Established in 2009, the University of Pennsylvania's Center for Health Behavior Research (CHBR) is an institution-wide collaborative effort, dedicated to conducting health behavior research, fostering advances in measurement of health behaviors, advancing the use of health behavior theory, and promoting collaboration among faculty, fellows and students. Through theory-based research and a broad focus on measurement of health behavior, the CHBR contributes to both fundamental and applied research to help individuals, populations, and clinicians improve health behaviors and outcomes. The CHBR is a Type I center that is housed within the Center for Clinical Epidemiology and Biostatistics (CCEB) at the Perelman School of Medicine at the University of Pennsylvania.

Together with collaborators from the UPenn community and other social science and public health and medical professionals, the CHBR works to advance the development, application and testing of health behavior measurement and theories in clinical and population-based research.

- We conduct and collaborate on innovative research on prevention, intervention, and program development for health behaviors.
- We collaborate with other researchers to develop and evaluate relevant health behavior measurement tools to answer research questions.
- We provide consultation to behavioral researchers who want to develop or refine a theoretical basis for their line of inquiry, engage with communities, and be more effective in completing their research as proposed.
- We provide a center for training, mentoring, and supporting students, postdoctoral fellows and junior scientists in health behavior research.
Center Director: Karen Glanz, PhD, MPH

Karen Glanz, PhD, MPH is George A. Weiss University Professor, Professor of Epidemiology in the Perelman School of Medicine, Professor of Nursing in the School of Nursing, and Director of the University of Pennsylvania Prevention Research Center. As part of her recent sabbatical, Dr. Glanz spent time at the University of Hawaii as a visiting professor from January-April 2018. In 2013, Dr. Glanz was elected to membership in the Institute of Medicine (IOM) of the National Academy of Sciences (now the National Academy of Medicine). In 2016, Dr. Glanz was appointed to the Advisory Council for the National Heart, Lung, and Blood Institute.
| MPH Students: Teniola Egbe, Obumneke Obi, and Areeba Shaikh |
| MSW Student: William Schneider |
| Undergraduate Students: Sophia Kim & Larissa Klufas |
| MPH Students: Yasaman Mirafzali & Ryan Quinn |
| Undergraduate Student: Dana Neigel |
| Undergraduate Student: Ime Nkanta |
| *Participating in the CTSA Summer Internship Program |
| MPH Student: Casey Stover |

### Mentees

Dr. Glanz has a strong commitment to the mentorship of students and junior faculty. She provides mentorship to the following fellows, faculty, and graduate students:

- **Shreya Kangovi, MD, MS**—Assistant Professor of Medicine at the Hospital of the University of Pennsylvania. Primary mentor on K23 award (K23 HL128837).
- **Tirza Calderon, MPH**—Epidemiology PhD Student.
- **Senbagam Virudachalam, MD, MSHP**—Assistant Professor of Pediatrics at the Children’s Hospital of Philadelphia (work on a K23 application).
Education & Training

This section represents examples of education and training activities that are affiliated with CHBR.

Sponsor the **Community Scholars-in-Residence program** in collaboration with the Community Engagement and Research Core (CEAR Core) and the Cancer Prevention and Control Research Network (CPCRN) of the UPenn Prevention Research Center. Two scholars—Joseph Benci and Akin Oyalowo—were funded from September 2017-June 2018.

Community scholars spend time with their community organizations to develop relationships with their community partners, conduct implementation science, identify research opportunities, and allow for projects to co-develop.

Support **Community Partner Training**, an online training program on responsible conduct of research in the community. This training features materials from the CIRTIfication curriculum (developed at the University of Illinois at Chicago), a human research protection program tailored to meet the unique needs of community research partners. It is relevant to the roles and responsibilities of community partners participating in a research project and focuses on skills-building.

Provide training to individuals interested in learning more in-depth about assessing nutrition environments and specifically using the NEMS store (NEMS-S) and restaurant (NEMS-R) tools through the **NEMS online course**. The course covers consumer nutrition basics, enumerating food outlets in a neighborhood, completing the NEMS observational measures in stores and restaurants, customization of the tools, and analyzing and presenting results.
Websites Include: Center for Health Behavior • UPenn Prevention Research Center • Nutrition Environment Measures Survey • Community Engagement and Research Core • Pool Cool • Built Environment Assessment Training

Our Communication Coordinator, Betsy Kaage, started in September 2017. She manages the UPenn PRC website and social media, as well as graphic design, newsletters, and video editing.
Seminars & Academic Events

**FY 2018 Accomplishments**

1. Held two **“Built Environment Policies and Interventions for Better Health and Safety”** workgroup meetings: September 15th and December 18th. Funding from this workgroup came from the Fel’s Policy Research Initiative.

   - Speakers included Karen Glanz, PhD, MPH, Perelman School of Medicine and School of Nursing; Sarah Tishkoff, PhD, Perelman School of Medicine and the School of Arts and Sciences; and Dorothy Roberts, JD, Penn Law and School of Arts and Sciences.
   - The evening started with an introduction by Provost Wendell Pritchett.
   - Approximately 150 people attended and the event was held at the Law Auditorium in the Jordan Medical Education Center, with a reception following in the atrium.
   
   For more information about the forum, read the blog post—http://www.upennprc.org/pik-seminar-on-health-disparities/

3. Co-sponsored **Community Driven Research Day (CDRD)** on December 5th, 2017 and Research Readiness Day on February 9th, 2018 in partnership with CHOP, Drexel University, Thomas Jefferson University, and Temple University.

   For more information about CDRD visit https://injury.research.chop.edu/violence-prevention-initiative/other-violence-prevention-programs-chop/community-driven-research-day

4. Hosted two **Linking and Research and Practice** events, with the Center for Public Health Initiatives (CPHI):
   - October 25th: Amy Carroll-Scott, PhD, MPH (Drexel University, Dornsife School of Public Health); “Evaluating School Initiatives in the Philadelphia Promise Zone”
   - December 7th: Carolyn Cannuscio, ScD (University of Pennsylvania) and Liz Fitzgerald Free Library of Philadelphia); “Addressing Social Determinants of Health at the Free Library of Philadelphia”

5. Hosted a seminar titled, “The Examination of Indian Secondary School Food and Nutrition Landscapes,” on December 7th. The speaker, Neha Rathi, is a PhD candidate in Behavioural Nutrition at Deakin University in Australia and a Victoria India Doctoral Scholar.
Publications

This section represents only those activities/funding involving the faculty Director, and CHBR core staff, along with colleagues. Because CHBR does not provide seed/pilot grant funding, we feel it would not be accurate to list all the publications of CHBR fellows — of which there are many.

Papers in Journals

28 peer reviewed publications from the 2017-2018 academic year.


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**Other Professional Publication**


**Book Chapter**

**Flash Talks & Poster Presentations**


4. “Milk taste tests may encourage consumers to switch to lower-fat milk.” Flash talk at Drexel University WELL Symposium, Philadelphia, March 2018.


Presentations, Lectures, & Media Appearances

This section represents only those activities/funding involving the faculty Director, and CHBR core staff, along with colleagues.

Presentations and Lectures


Op Eds and Media Appearances

Electronic Medical Records

Dr. Glanz wrote an op ed that was published in the Philadelphia Inquirer on November 6, 2017, titled “Don’t let a single diagnosis define the patient.” She was a guest on Knowledge @ Wharton Radio, SiriusXM to discuss the patient experience of electronic medical records in November 2017.

Sunscreen Ban in Hawaii

Hawaii proposed and then passed a bill banning sunscreens containing oxybenzone and octinoxate in order to “preserve marine ecosystems.” In response, Dr. Glanz teamed up with Kevin Cassel, president of the Hawaii Skin Cancer Coalition, on an op-ed for the Honolulu Star-Advertiser titled, “Suncreens save lives, have limited impact on coral reefs.”

Dr. Glanz was interviewed on Hawaii News Now twice this Spring and upon her return, spoke with Don Loseey on SiriusXM Knowledge @ Wharton about this topic.
New and Current Research & Funding

NEW: June 2016—June 2017

1. R01 DK 111558-01A1 (Roberto) 09/1/17 - 06/30/22
   NIH/NIDDK
   The Impact of Sugar-Sweetened Beverage Warning Labels on Consumer Beliefs and Behaviors

   The primary objective of this project is to determine, before wide-scale implementation, to what degree sugar-sweetened beverage (SSB) warning labels increase consumers’ knowledge about the potential health harms of SSBs and reduce SSB intake. The study aims to evaluate which of several SSB labeling strategies most influences knowledge, beliefs, and purchase intentions. Additionally, it will examine how SSB warning labels influence snack and beverage purchases and intake among parents and children. Finally, the project will also examine how repeated exposure to SSB warning labels influence parents’ purchasing behaviors over time.

ONGOING

1. UL1-RR0241343-11 (FitzGerald) 07/01/16 - 06/30/21
   NIH
   Community and Collaboration Core

   To facilitate community-engaged participatory research by continuing to fund pilot projects that actively engage community partners and stakeholders in comparative effectiveness research; conducting a seminar series; developing and disseminating human subjects training for community members; and establishing patient advisory boards for UPenn Health System.

2. 1-R01-CA-202262-01A1 (Audrain-McGovern) 07/01/16 - 06/30/21
   NIH/NCI
   The impact of e-cigarettes on the uptake and persistence of conventional cigarette smoking: Who is most vulnerable?

   The growing popularity of electronic cigarette (e-cig) use among adolescents and their potential to promote conventional cigarette smoking is a cause for public health and regulatory concern. Evidence for whether, why and for whom e-cigs contribute to the uptake and persistence of conventional cigarette use in adolescents is necessary to inform the FDAs regulatory actions and public health campaigns.

3. R01-CA-204271-01A1 (Heckman) 12/1/16-11/30/21
   NCI/NIH
   Modifying Young Adult Skin Cancer Risk and Protective Behaviors (UV4.me2): A Hybrid Type 2 Dissemination/Effectiveness Trial

   The aims of the proposed project are to investigate the reach, effectiveness, implementation, maintenance, and cost of an enhanced UV4.me intervention and implementation strategies in a large national randomized controlled trial with young adults at moderate to high risk of developing skin cancer.

4. R21NR016507 (George) 04/01/17- 03/31/19
   NIH/NINR
   Self-care decision-making: Feasibility of the BREATHE asthma intervention trial

   This pilot study will (1) develop a brief shared decision-making intervention delivered by primary care providers (PCPs) to improve asthma control in Black adults receiving care in FQHCs.

Continued on the next page...
New and Current Research & Funding

ONGOING (continued)

5. Collaborative Research Grant (Glanz/Branas)  
   Fels Research Policy Initiative  
   Built environment policies and interventions for better health and safety  
   The goal of this project is to lead a series of faculty working group meetings to stimulate new discussions around innovative approaches to built environmental policies and interventions, especially for urban areas. The goals of this workgroup would be to accelerate exploration and early collaboration, and to identify policy advocacy and policy research projects for further development.

6. SIP 15-006 (Barg)  
   Centers for Disease Control and Prevention  
   Building Local Community Health Leadership  
   Develop and evaluate a mentored experience (Penn Health Leadership Institute) to train community leaders in the Philadelphia Promise Zone to assess, intervene and evaluate a project addressing a chronic health problem for their constituency; and disseminate the leadership institute model to two additional promise zones.

7. P30-CA016520 (Vonderheide)  
   NIH/NCI  
   University of Pennsylvania Cancer Center Core Support Grant  
   This grant supports the cancer research effort of the University of Pennsylvania Cancer Center. Dr. Glanz is a Staff Scientist for the P30 Cancer Center Support Grant during this funding cycle.

8. PC140667 (Ziegler-Johnson)  
   DOD (subcontract)  
   A Neighborhood-Based Intervention to Reduce Prostate Cancer Disparities  
   Specific Aims:  
   (1) To identify neighborhoods with disproportionately high rates of advanced prostate cancer and describe patient and neighborhood level risk factors associated with high risk neighborhoods  
   (2) To develop using a mixed methods approach a targeted educational intervention about prostate cancer for men who live in high risk neighborhoods  
   (3) To test the impact of the targeted intervention on levels of knowledge, anxiety, and informed decision making about PCa screening  
   (4) To observe the rates of PCa screening in the intervention and control groups

9. 10054093 (Roberto)  
   Robert Wood Johnson Foundation  
   Increasing the Impact of Restaurant Menu Labeling  
   The goals of this project are to explore, using focus groups, shop-along interviews, and survey research, how parents respond to restaurant calorie labeling and whether labeling can be augmented with innovative messages to more effectively promote lower-calorie purchases.
New and Current Research & Funding

**ONGOING (continued)**

10. R01-DK101629-01A1 (Glanz) 09/19/14 – 08/31/18
NIH/NIDDK
The Impact of Healthy Food Marketing Strategies in Supermarkets

The proposed study aims to evaluate, in a cluster randomized controlled trial design, the effects of in-store healthy food marketing strategies on sales and purchase of specific healthier items in three product categories (milk, frozen entrees, and beverage checkout coolers).

11. R01-DK102324 (Glanz/Karpyn: Dual PI) 02/25/14 – 01/31/18
NIH; Subcontract from U. Delaware
Does a New Supermarket Improve the Diet and Food Environment of Residents?

The purpose of this study is to evaluate whether a new supermarket opening in an underserved urban area, with healthy food retail funding, favorably influences the dietary intake of residents in the neighboring community.

12. U48-DP005053 (Glanz/Volpp: Dual PI) 09/30/14 – 09/29/19
CDC
University of Pennsylvania Prevention Research Center

The primary goal of the UPenn PRC is to become established as a hub of interdisciplinary chronic disease prevention research, training, and dissemination. The UPenn PRC will serve as a catalyst for prevention research, training, and practice activities; use new and emerging technology for research and communication; and link public health and disease management in a variety of settings, including employee health.

13. U48-DP005053-01S1 (Glanz) 09/30/14 - 09/29/18
CDC
Reducing UV Exposure to Prevent Skin Cancer: Media Communication Messages and Strategies

This 4-phase study will assess knowledge, attitudes and beliefs of adults aged 18 to 49 years in order to develop effective messages and communication strategies for two categories of skin cancer risk behaviors: indoor tanning and outdoor sun exposure; for young adults aged 18-25 and adults aged 26-49; and for males and females. Specific target behaviors will include avoidance of indoor tanning, use of sunscreen, protective clothing, and shade.

14. U48-DP005053-01SA (Glanz) 09/30/14 - 09/29/19
CDC
UPENN PRC Cancer Prevention and Control Research Network (CPCRN) Collaborating Center

The main activities of the UPenn PRC collaborating center will be CPCRN Network participation, participation in CPCRN Network workgroup projects, and three Center-specific initiatives: 1) implementing and studying evidence-based strategies to increase systematic and opportunistic screening for colorectal cancer in primary care settings, especially for disadvantaged and minority adults; 2) the Community-Engaged Scholars Program; and 3) Evidence Academies.

Continued on the next page...
1. Dr. Glanz will be on sabbatical in September and October 2018.

2. Two new staff started with CHBR towards the end of FY18—Data Analyst, Pui Lui (Flora) Kwong and Program Coordinator, Seraphina Ferraro.

3. Dr. Glanz was approached about a development opportunity and CHBR received a gift of $75,000 ($60,000 available) towards the end of FY18. These funds will be used to support a postdoctoral fellow to begin in FY19.

4. The Cancer Prevention and Control Research Network (CPCRN; Directed by Karen Glanz), in collaboration with CHBR and the UPenn PRC, is hosting an Evidence Academy on Tobacco Control and Lung Cancer in November 2018. A planning committee has been convened and includes representatives from Penn, CHOP, Drexel, Jefferson, Fox Chase Cancer Center, and the Philadelphia Department of Public Health.

5. CHBR will continue to host and co-sponsor a variety of seminars and events. Funding mechanisms to expand this work will be identified, specifically internal funds through the Office of the Vice Provost for Research and the University Research Foundation.

6. The renewal for the UPenn Prevention Research Center was submitted to the CDC on June 25, 2018. The next funding cycle will begin on September 30, 2019 through September 29, 2024.
   a. The UPenn PRC will continue to build the Center as a hub of interdisciplinary, community-based chronic disease prevention research, training, and practice at the University of Pennsylvania and will expand this work by engaging key academic partners, the Children’s Hospital of Philadelphia (CHOP) and the Drexel University Dornsife School of Public Health.
   b. During the next funding cycle, the proposed research project will test the comparative effectiveness of scaling-up evidence-based strategies to increase physical activity among older adults and their families in Philadelphia.

Continue to identify opportunities to collaborate, support, expand, and advise health behavior and community engagement in clinical and population-based research.
“An ounce of prevention is worth a pound of cure.”

- Ben Franklin