

BIOGRAPHICAL SKETCH

Provide the following information for the key personnel in the order listed on Form Page 2.
Follow this format for each person. **DO NOT EXCEED FOUR PAGES.**

NAME Barbara K. Rimer		POSITION TITLE Dean, School of Public Health and Alumni Distinguished Professor	
EDUCATION/TRAINING <i>(Begin with baccalaureate or other initial professional education, such as nursing, and include postdoctoral training.)</i>			
INSTITUTION AND LOCATION	DEGREE <i>(if applicable)</i>	YEAR(s)	FIELD OF STUDY
University of Michigan, Ann Arbor, MI	BA	1970	English
University of Michigan, Ann Arbor, MI	MPH	1973	Med. Care Org. & Health Ed.
Johns Hopkins School of Hygiene & Public Health	DrPH	1981	Health Education
Short Course on Genetics, Jackson Lab, Bar Harbor, ME		1995	

A. Positions and Honors**Positions and Employment**

1973-1975	Instructor, Department of Community Medicine, Wayne State University School of Medicine, Detroit, MI
1975-1977	Program Director, National Cancer Institute, Bethesda, MD
1977-1979	Intervention Coordinator, The Johns Hopkins Oncology Center; Research Association, School of Hygiene and Public Health, Baltimore, MD
1981-1987	Senior Health Educator, then Director Health Communication Research, Fox Chase Cancer Center, Philadelphia, PA
1987-1991	Director of Behavioral Research and Member w/ Tenure, Fox Chase Cancer Center, Philadelphia, PA
1991-1993	Associate Professor, Community and Family Medicine, Duke University, Durham, NC
1991-1997	Director of Cancer Prevention, Detection and Control Research, and Member, Duke Comprehensive Cancer Center, Senior Fellow, Aging Center, Duke University Medical Center, Durham, NC
1993-1997	Professor, Community and Family Medicine, Duke University, Durham, NC
1997-2002	Director, Division of Cancer Control and Population Sciences, National Cancer Institute, Bethesda, MD
2003-2005	Deputy Director for Population Sciences, UNC Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill, Chapel Hill, NC
2003-Present	Alumni Distinguished Professor, Department of Health Behavior and Health Education, University of North Carolina at Chapel Hill, Chapel Hill, NC
2005-Present	Dean, School of Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC

National Leadership Positions (Examples)

1993-1994	Cancer Centers' Support Committee, NCI
1994-1997	Chair and Member, National Cancer Advisory Board (Presidential Appointment)
2001-Present	Editorial Board, Am J Prev Med, Cancer Causes and Control
2003-2005	Editorial Board, Am J Health Behav, Amer J Health Promot, Patient Educ Couns
2003-Present	Task Force on Community Preventive Services, CDC; Vice Chair
2006-Present	Editorial Board, Morbidity and Mortality Weekly

Honors (From 22 honors)

1998	Distinguished Achievement Award, American Society of Preventive Oncology
1999	John McGovern Award in Health Promotion, University of Texas, School of Public Health
2000	DHHS Secretary's Award for Distinguished Service
2000	NIH Director's Award
2000	The American Cancer Society Distinguished Service Award
2002	NCI Health Diversity Award
2004	HealthTrac Award for Health Promotion

B. Selected peer-reviewed publications (From 234 peer-reviewed journal articles and reports, 42 book chapters, 8 editorials and 6 books)

1. Fletcher, S.W., Black, W., Harris, R., Rimer, B.K., Shapiro, S. Report of the International Workshop on Screening for Breast Cancer. **J Nat Cancer Inst** 1993;85(20):1644-1656.

2. King, E., Rimer, B.K., Seay, J., Balshem, A., Engstrom, P.F. Promoting Mammography Use Through Progressive Interventions: Is It Effective? **Am J Public Health** 1994;84(1):104-106.
3. Rimer, B.K., Conway, M., Lyna, P., Glassman, B., Yarnall, K.S.H., Lipkus, I., Barber, L.T. Impact of Tailored Interventions on a Community Health Center Population. **Patient Educ Couns** 1999;37(2):125-140.
4. Hiatt, R.A., Rimer, B.K. A New Strategy for Cancer Control Research. **Cancer Epidemiol Biomarkers Prev** 1999;8(11):957-964.
5. McBride, C., Rimer, B.K. Using the Telephone to Improve Health Behavior and Health Service Delivery. **Patient Educ Couns** 1999;37(1):3-18.
6. Lipkus, I.M., Rimer, B.K., Halabi, S., Strigo, T.S. Can Tailored Interventions Increase Mammography Use Among HMO Women? **Am J Prev Med** 2000;18(1):1-10.
7. Rimer, B.K., Halabi, S., Skinner, C.S., Kaplan, E.B., Crawford, Y., Samsa, G.P., Strigo, T.S., Lipkus, I.M. The Short-Term Impact of Tailored Mammography Decision-Making Interventions. **Patient Educ Couns** 2001;43(3):269-285.
8. Legler, J., Meissner, H.I., Coyne, C., Breen, N., Chollette, V., Rimer, B.K. The Effectiveness of Interventions to Promote Mammography Among Women With Historically Lower Rates of Screening. **Cancer Epidemiol Biomarkers Prev** 2002;11:59-71.
9. McBride, C.M., Bastian, L.A., Halabi, S., Fish, L., Lipkus, I.M., Bosworth, H.B., Rimer, B.K., Siegler, I.C. A Tailored Intervention to Aid Decision-Making About HRT. **Am J Public Health** 2002;92(7):1112-1114.
10. Swan, J., Breen, N., Coates, R.J., Rimer, B.K., Lee, N.C. Progress in Cancer Screening Practices in the United States: Results from the 2000 National Health Interview Survey. **Cancer** 2003;97(6).
11. Glanz, K., Rimer, B.K., and Lewis, F.M. **Health Behavior and Health Education: Theory, Research and Practice**. Jossey-Bass: San Francisco: 2003.
12. Hall, I., Saraiya, M., Thompson, T., Hartman, A., Glanz, K., Rimer, B.K. Correlates of Sunburn Experiences Among U.S. Adults: Results from the 2000 National Health Interview Survey. **Public Health Reports** 2003;118:540-549.
13. Rakowski, W., Lipkus, I.M., Clark, M.A., Rimer, B.K., Ehrich, B., Lyna, P.R., Kornguth, P.J. Comparing A Reminder Letter, Tailored Stepped-Care, and Self-Choice for Repeat Mammography. **Am J Prev Med** 2003;25(4):308-314.
14. Briss, P.A., Rimer, B.K., Reilley, B., Coates, R.C., Lee, N.C., Mullen, P., Corso, P., Hutchinson, A.B. Promoting Informed Decision Making About Cancer Screening: What Can Communities and Healthcare Systems Accomplish? Conceptual Background and a Systematic Review. **Am J Prev Med** 2004;26(1):67-80.
15. Nelson, D., Rimer, B.K., Viswanath, V., Kreps, G., Hesse, B., Croyle, R., Alden, S. The Health Information National Trends Survey (HINTS). **J Health Comm** 2004;9 (5)
16. Rakowski, W., Breen, N., Meissner, H., Rimer, B.K., Vernon, S.W., Clark, M.A., Freedman, A.N. Prevalence and correlates of repeat mammography among women aged 55-79 in the 2000 NHIS. **Prev Med** 2004;39:1-10.
17. Rimer, B.K., Briss, P.A., Zeller, P.K., Chan, E., Woolf, S.H. Informed Decision Making: What is its role in cancer screening? **Cancer** 2004;101(5 Suppl):1214-1228.
18. Meissner, H.I., Smith, R.A., Rimer, B.K., Wilson, K.M., Rakowski, W., Vernon, S.W., Briss, P.A. Promoting Cancer Screening: Learning From Experience. **Cancer** 2004;101(5 Suppl):1251-1259.
19. Rimer, B.K., Schildkraut, J., Hiatt, R.A., Cancer Screening. In V.T. DeVita, S. Hellman, S.A. Rosenberg (eds.). **Cancer Principles and Practice of Oncology, Seventh Edition**. Lippincott, Williams and Wilkins: Philadelphia: 2005:567-579.
20. Hesse, B., Nelson, D.E., Kreps, G., Croyle, R., Arora, N.K., Rimer, B.K., Viswanath, K. Trust and Sources of Health Information: The Impact of the Internet and its Implications for Health Care Providers: Findings from the First Health Information National Trends Survey. **Arch Intern Med** 2005;165 (22): 2618-2624.
21. Kerner, J., Rimer, B.K., Emmons, K. Dissemination Research and Research Dissemination: How Can We Close the Gap? **Health Psych** 2005;24(5):443-446.
22. Rimer, Barbara.K., Kreuter, Matthew W. Advancing Tailored Health Communication: A Persuasion and Message Effects Perspective. **J Comm** 2006;56:S184-S201.
23. DeFrank, Jessica T., Bowling, J. Michael, Rimer, Barbara K., Gierisch, Jennifer M. Triangulating Differential Non-Response by Race in a Telephone Survey. **Prev Chron Dis** 2007;4(3):A60.
24. Breslow, R.A., Rimer, B.K. Coates, R.J., et al. Introducing the Community Guide's Reviews of Evidence on Interventions to Increase Screening for Breast, Cervical, and Colorectal Cancers. **Am J Prev Med (in press)**.
25. O'Neill, S.C., Bowling, J.M., Brewer, N.T., Lipkis, I.M., Skinner, C.S., Strigo, T.S., Rimer, B.K. Intentions to Maintain Adherence to Mammography. **Journal of Women's Health (in press)**.
26. Morrill, E.F., Brewer, N.T., O'Neill, S.C., Lillie, S.E., Dees, E.C., Carey, L.A., Rimer, B.K. The Interaction of Posttraumatic Growth and Posttraumatic Stress Symptoms in Predicting Depressive Symptoms and Quality of Life. **Psycho-Oncology (in press)**.

C. Research Support

Ongoing Research Support

49152 Rimer (PI)

9/01/03 – 2/28/07

Robert Wood Johnson Foundation

Health eCommunities: The Impact of Listservs on Cancer Patients

This project assesses the impact of participation on patients and others (including caregivers) in 11 cancer-related online listservs managed by the Association of Cancer Online Resources on quality of life and other outcomes. This project is in a no-cost extension.

Role: PI

1 R01 CA105786 Rimer (PI)

9/30/03 – 6/30/08

NIH/NCI

Finding the M.I.N.C. for Mammography Maintenance

The major goal is to identify the M.I.N.C., Minimum Intervention Needed for Change to achieve regular mammography adherence. We propose to refine an adaptive intervention system, based on our previous work using stepped care models and tailored interventions. The research is being implemented within North Carolina's State Health Plan.

Role: PI

55815 Rimer (PI)

12/15/05 – 12/14/06

Robert Wood Johnson Foundation

After Health eCommunities (HeC): Disseminating Best Practices For Online Cancer Mailing Lists (MLs)

Our goals are to disseminate to three major audiences: online cancer resource users and advocacy groups, researchers, and health care practitioners. We will do this through a combination of online trainings, journal articles for different audiences, creation of a website portal and a working group meeting to review/refine recommendations.

Role: PI until April 2006 when grant was transferred to K. Ribisl, PhD, due to Rimer's responsibilities as Dean.

9 R01 PH000018-03 Glanz (PI)

9/1/04 – 8/31/08

CDC

Increasing CRC Screening in Health Plan Members

The major goal is to test the transferability of community-based behavioral interventions to increase provision of colorectal cancer screening in health plan member populations. UNC is collaborating with Emory University, the lead organization, to disseminate an evidence-based decision aid throughout AETNA's medical practices in NC and GA.

Role: Co-Investigator

5 U48 DP000059-03 Rimer (PI)

9/30/04 – 9/29/09

CDC

SIP 16-04: Comprehensive Cancer Control Collaborative NC (4CNC)

This grant supports the development of infrastructure to accelerate population level behavioral changes to eliminate unnecessary colorectal, breast and tobacco-related cancer deaths by developing and/or adapting CPC interventions, and adopting, replicating and implementing effective programs in communities. UNC is one of eight grantees funded as part of the CDC/NCI Cancer Prevention and Control Research Network.

Role: PI until Rimer became Dean in 6/2005 and then grant transferred to C. Melvin, PhD

5 R01 CA105786-04S1

Rimer (PI Parent)

9/01/05 – 12/31/06

NIH/NCI

Supplement: Evidence Base for Personal Health Record Usability

Parent: Finding the M.I.N.C. for Mammography Maintenance

This project aims to define a procedure for developing a set of usability guidelines for PHR development, use, and sharing; and relate PHR usability to the Health Maintenance Consortium grant as a user-oriented way to maintain (and extend) behavior changes. This supplement is in a no cost extension.

Role: PI Parent