

BIOGRAPHICAL SKETCH

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

NAME		POSITION TITLE	
Lawrence Wallack		Principal Investigator	
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
Franklin and Marshall College, Lancaster, PA	BA	1968-72	Urban Studies
University of Arizona, Tucson	MS	1973-74	Addiction Studies
University of California, Berkeley	MPH	1978	Behavioral Sciences
University of California, Berkeley	DrPH	1982	Health Education

Comment [JG1]: For any page on which you wish to edit a Header or Footer, select "Unprotect Document" under the Tools menu, double-click in the Header/Footer, and enter text. Re-protect forms: Select "Protect Document for FORMS" under the Tools menu.
CAUTION: "Unprotecting" a document and subsequently "Protecting" a document may result in the loss of all other information that has previously been entered. To avoid this result: Place the cursor in front of the gray field box and enter information. DO NOT TYPE IN THE GRAY FIELD when the form is "unprotected" or the information may be lost when the form is "re-protected."

NOTE: The Biographical Sketch may not exceed four pages. Items A and B (together) may not exceed two of the four-page limit. Follow the formats and instructions on the attached sample.

A. Positions and Honors. List in chronological order previous positions, concluding with your present position. List any honors. Include present membership on any Federal Government public advisory committee.

POSITIONS

- Study Director, Social Research Group, School of Public Health, University of California, Berkeley (1976 - 81).
- Associate Director, Prevention Research Group, Medical Research Institute of San Francisco (1981-1983).
- Founding Director, Prevention Research Center, Pacific Institute for Research and Evaluation (1983 - 1986) (National Institute on Alcohol Abuse and Alcoholism national research center).
- Principal Investigator, Community Intervention Trial for Smoking Cessation (COMMIT), Division of Research, Kaiser Permanente Medical Care Program (1986 - 1995) (National Cancer Institute)
- Founding Director, Berkeley Media Studies Group, Public Health Institute (1993-95), Co-director (1995-98).
- School of Public Health, University of California, Berkeley, Assistant to Full Professor, (1983 - 2000). Emeritus Professor of Public Health, University of California, Berkeley
- Director and Professor, School of Community Health, College of Urban and Public Affairs, Portland State University, (1999 - present)

HONORS

- Innovator Award, Robert Wood Johnson Foundation, 2000-03.
- Distinguished Wellness Lecture Award, The California Wellness Foundation/ University of California, Berkeley, 1997.

- Alfred W. Childs Distinguished Service Award for Faculty, School of Public Health, University of California, Berkeley, 1996-97.
- University of California/Health Net Wellness Award Lecture, Berkeley, 1994.

B. Selected peer-reviewed publications (in chronological order). Do not include publications submitted or in preparation.

DeJong, W. and Wallack, L. "The Drug Czar's Anti-Drug Media Campaign: Continuing Concerns," Journal of Health Communication, 5: 77-82, 2000.

Wallack, L. "The California Violence Prevention Initiative: Advancing Policy to Ban Saturday Night Specials," Health Education and Behavior, 26(5): 841-857, December, 1999.

DeJong, W. and Wallack, L. "A Critical Perspective on the Drug Czar's Antidrug Media Campaign," Journal of Health Communication, 4: 155-160, 1999.

Buchanan, D. and Wallack, L. "This is the Partnership for a Drug-Free America: Any Questions?" Journal of Drug Issues, 28(2): 329-356, 1998.

Dorfman, L. and Wallack, L. "Alcohol in the News: The Role for Researchers," Contemporary Drug Problems, 25(Spring): 65-84, 1998.

Dorfman, L. Woodruff, K. Chavez, V. Wallack, L. "Youth and Violence on Local Television News in California," American Journal of Public Health 87(8): 1311-1316, 1997.

Winett, L. and Wallack, L. "Advancing Public Health Goals Through the Mass Media," Journal of Health Communication 1(2): 173-196, 1996.

Wallack, L. and Dorfman, L. "Media Advocacy: A Strategy for Advancing Policy and Promoting Health," Health Education Quarterly 23(3): 293-317, 1996.

The COMMIT Research Group. "Community Intervention Trial for Smoking Cessation (COMMIT): I. Cohort Results from a Four-year Community Intervention," American Journal of Public Health 85(2): February 1995.

The COMMIT Research Group. "Community Intervention Trial for Smoking Cessation (COMMIT): II. Changes in Adult Cigarette Smoking Prevalence," American Journal of Public Health 85(2): February 1995.

Wallack, L. "Media Advocacy: A Strategy for Empowering People and Communities." Journal of Public Health Policy, 15(4): 420-436, 1994.

Grube, J. and Wallack, L. "Television Beer Advertising and Drinking Knowledge, Beliefs, and Intentions among Schoolchildren," American Journal of Public Health 84(2): 254-259, 1994.

Dorfman, L. and Wallack, L. "Advertising Health: The Case for Counter-ads," Public Health Reports 108(6): 716-726, 1993.

Wallack, L. "Some Proposals for the Alcohol Industry," (editorial reply) Addiction (formerly British Journal of Addiction) (1993) 88, 167-178.

Wallack, L. "WARNING: The Alcohol Industry is Not Your Friend?" (editorial) British Journal of Addiction, (1992) 87, 175-77.

Cummings, M. et al., "Comparison of the Cigarette Brand Preferences of Adult and Teenage Smokers -- United States, 1989, and 10 US Communities, 1988 and 1990," Morbidity and Mortality Weekly Report 41(10):169-73, 179-81, March 13, 1992. (Reprinted in JAMA 267(14):1893-1896, April 8, 1992.)

DeJong, W. and Wallack, L. "The Role of Designated Driver Programs in the Prevention of Alcohol-Impaired Driving: A Critical Reassessment," Health Education Quarterly 19:429-442, 1992.

DeJong, W., Atkin, C. and Wallack, L. "A Critical Analysis of 'Moderation' Advertising Sponsored by the Beer Industry: Are 'Responsible Drinking' Commercials Done Responsibly?" Milbank Quarterly 70(4): 661-678, 1992.

Wallack, L. and Montgomery, K. "Advertising for All By the Year 2000: Public Health Implications for Less Developed Countries," Journal of Public Health Policy 13(2): 76-100, 1992.

Wallack, L. and Dorfman, L. "Health Messages on Television Commercials," American Journal of Health Promotion, 6(3): 190-196, 1992.

Lichtenstein, E., Wallack, L. and Pechacek, T. "Introduction to the Community Intervention Trial for Smoking Cessation," International Quarterly of Community Health Education, 11(3): 173-185, 1990-91.

Wallack, L. and Sciandra, R. "Media Advocacy and Public Education in the Community Intervention Trial to Reduce Heavy Smoking (COMMIT)," Inter-national Quarterly of Community Health Education, 11(3): 205-222, 1990-91.

Thompson, B., Wallack, L., Lichtenstein, E. and Pechacek, T. "Principles of Community Organization and Partnership for Smoking Cessation in the Community Intervention Trial for Smoking Cessation (COMMIT)," International Quarterly of Community Health Education, 11(3): 187-204, 1990-91.

Wallack, L., Grube, J., Madden, P. and Breed, W. "Trends in Alcohol Portrayals on Prime Time Television, 1976-86," Journal of Studies on Alcohol, 51(5): 428-437, 1990.

Flora, J. and Wallack, L. "Health Promotion and Mass Media Use: Translating Research into Practice," Health Education Research, 5(1): 73-80, 1990.

Wallack, L. "Two Approaches to Health Promotion in the Mass Media," World Health Forum, 11(2): 143-164, 1990.

Breed, W., Wallack, L. and Grube, J. "Alcohol Advertising in College Newspapers: A Seven Year Follow-Up," Journal of American College Health, 38(6): 255-262, 1990.

Pasick, R. and Wallack, L. "Mass Media as an Instrument of Health Promotion: A Compilation of Expert Opinion," International Quarterly of Community Health Education, 9(2): 89-110, 1988-89.

C. Research Support. List selected ongoing or completed (during the last three years) research projects (federal and non-federal support). Begin with the projects that are most relevant to the research proposed in this application. Briefly indicate the overall goals of the projects and your role (e.g. PI, Co-Investigator, Consultant) in the research project. Do not list award amounts or percent effort in projects.

Wallack, PI, 1-1-00 to 12-31-03

Robert Wood Johnson Foundation

"Innovators Combatting Substance Abuse Award"

This is a career award provided for past innovative contributions to the field of substance abuse. The goals of the project are to identify and conduct research on innovative approaches to addressing alcohol, tobacco, and other drug problems. Role: PI

#2002-164, Wallack PI, 1-1-02 to 9-30-03

California Wellness Foundation

"To develop a qualitative evaluation report and other publications articulating the story of the Policy and Public Education Program of the Violence Prevention Initiative."

The purpose of this project is to conduct an assessment of a long-term violence prevention program in California designed to reduce violence among youth through a comprehensive community, policy, and media approach. It includes the development of a social capital model for measuring key progress across the state. Role: PI

Wallack PI, 1-1-00 to 9-30-01

University of California Berkeley (subcontract)

"Media Analysis of Breast Cancer"

The goal of this project was to assess how breast cancer (and selected other cancers) are portrayed in the media. The project included content analysis of print materials and a survey of journalists who have written on the topic of breast or cervical cancer. Role: PI

Wallack, PI, 3-1-2000 to 6-30-01

Nathan Cummings Foundation

"Developing a systems perspective on the environment and environmental health"

The purpose of this project is to propose a plan for working with NCF to advance their goal of increasing the salience of environmental issues on the media and policy agenda, and enhance understanding of the concept of ecological health as a systems issue. Role: PI