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
Lawrence Wallack

POSITION TITLE
Principal Investigator

EDUCATION/TRAINING (Begin with baccalaureate or other initial professional education, such as
nursing, and include postdoctoral training.)

<table>
<thead>
<tr>
<th>INSTITUTION AND LOCATION</th>
<th>DEGREE (if applicable)</th>
<th>YEAR(s)</th>
<th>FIELD OF STUDY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin and Marshall College, Lancaster, PA</td>
<td>BA</td>
<td>1968-72</td>
<td>Urban Studies</td>
</tr>
<tr>
<td>University of Arizona, Tucson</td>
<td>MS</td>
<td>1973-74</td>
<td>Addiction Studies</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>MPH</td>
<td>1978</td>
<td>Behavioral Sciences</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>DrPH</td>
<td>1982</td>
<td>Health Education</td>
</tr>
</tbody>
</table>

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


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