

VITAE

Rosemary Thackeray, Ph.D., M.P.H.

I. **CORRESPONDENCE**

Brigham Young University
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II. **EDUCATION**

Ph.D.	2000	University of Utah, Department of Health Education & Promotion Dissertation: Evaluation of a social marketing campaign to increase fruit and vegetable consumption among adolescents.
M.P.H.	1996	University of Utah, Department of Family & Preventive Medicine
B.S.	1991	Utah State University, Department of Health, Physical Education, Recreation and Dance Major: Community Health Education Minor: Nutrition and Food Science

III. **EMPLOYMENT EXPERIENCE**

A. **FULL-TIME EXPERIENCE**

Associate Professor, Department of Health Science, College of Health and Human Performance, Brigham Young University, Provo, UT (August 2006- present)

Teach undergraduate and graduate courses; advise public health students in course work and internships; serve on university and professional committees; and actively pursue scholarly works.

ORISE Research Participant, National Center for Health Marketing, Marketing and Communication Strategy Branch, Centers for Disease Control and Prevention, Atlanta, GA (July 2006- May 2007)

Provide health marketing and communication technical assistance to CDC centers, institutes and offices including National Center for Public Health Genomics, National Center for Environmental Health, National Institute for Occupational Safety and Health, and HIV Capacity Building Branch; assist with developing branch marketing plan; develop performance support tool for promoting health marketing products. Assist the research team in the Emergency Communication Branch with project design, data collection, and analysis.

Assistant Professor, Department of Health Science, College of Health and Human Performance, Brigham Young University, Provo, UT (August 2000-August 2006)

Teach undergraduate and graduate courses; advise public health students in course work and internships; serve on university and professional committees; and actively pursue scholarly works.

Public Health Program Manager, Physical Activity Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (October 1997-August 2000)

Responsible for the development of a new public health program (physical activity). Determined program priorities and direction. Administered (plan, implement, coordinate, evaluate and maintain) physical activity interventions for Utahns. Administered and monitored program budget; supervised staff; acted as a technical consultant for physical activity. Coordinated a comprehensive school health initiative. Served as liaison to the Southwest Utah Public Health Department for development of a community coalition to address cardiovascular health.

Public Health Program Manager, Healthy Utah Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (June 1996- October 1997; Interim, February 1996-June 1996)

Administered (plan, implement, coordinate, evaluate and maintain) a statewide worksite health promotion program for public employees; developed evaluations strategies; established relationships with insurance carriers; negotiated and managed contracts; determined program priorities and direction; facilitated staff in strategic planning; administered and monitored a \$475,000 program budget; supervised nine staff; acted as a technical consultant for worksite health promotion programs; provided public presentations and media communications.

Community Health Specialist III, Healthy Utah Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (August 1994- June 1996)

Coordinated lifestyle assessment and education workshops for state and public employees; supervised part-time staff; coordinated staff meetings; developed, implemented, evaluated health promotion activities; wrote news releases; negotiated and managed contracts with local health departments; monitored local health department contract budgets; represented the program at annual open enrollment meetings; provided presentations to state and community groups.

Community Health Specialist II, Violence and Injury Prevention Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (August 1993- August 1994)

Implemented and evaluated violence prevention programs. Provided consultation, expertise and coordination to other local agencies and community groups; surveyed, collected, interpreted and analyzed data to assess program priorities and needs; conducted teacher inservice training; provided presentations to school and community groups; developed educational materials.

Community Health Specialist I, Research and Development Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (October 1992- August 1993)

Developed and conducted research and evaluation on health promotion activities; compiled statistics and assisted in computer analysis of data; conducted process and impact evaluations on

local health department contracts; analyzed and compiled Behavioral Risk Factor Surveillance System (BRFSS) statistics; wrote BRFSS Summary Report and Trend Reports; developed and conducted surveys to determine implementation of *Strategic Plan 2000- Injury Prevention and Control*.

Community Health Technician, Healthy Utah Program, Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (May 1991- November 1992)

Assisted in developing, implementing and monitoring a statewide worksite health promotion program for state and public employees. Conducted lifestyle assessment testing (blood pressure, body fat, sub-maximal bike test, flexibility, curl-ups, height/weight). Provided group education presentations (fitness, nutrition, stress management, cholesterol, cardiovascular risk reduction, health risk appraisal). Assisted director in conducting process evaluations of program to monitor effectiveness and insure quality (development, restructuring, and evaluation of education sessions and materials; staff performance reviews). Supervised part-time staff members at workshops.

B. PART-TIME EMPLOYMENT

Coordinator, Utah Project LEAN (Low-Fat Eating for America Now), Bureau of Health Promotion, Utah Department of Health, Salt Lake City, UT (May 1991- September 1991)

Assisted director with Utah Project LEAN. Duties included: chairperson of a community coalition; program planning; developed and implemented a low-fat eating community education program; provided presentations to community groups; wrote news releases; participated as a guest in a radio talk show; prepared quarterly and final reports to Kaiser Family Foundation; conducted process evaluations with local health departments.

Health Educator, FHP Health Care, Salt Lake City, UT (August 1992- November 1992)

Provided individual patient education program services: fitness, nutrition, weight management, diabetes, alcohol, and smoking cessation.

Instructor, Slim For Life, American Heart Association, Salt Lake City, UT (October 1991- December 1992)

Taught a weight loss management program to community groups (15-20 individuals per quarter), including: behavioral modification, diet control and exercise program.

Health Educator, Salt Lake Community Health Centers, Salt Lake City, UT (October 1991- August 1992)

Provided individual patient education services on topics including physical activity, diabetes, smoking cessation, weight management, stress management, diet and weight loss. Editor of the employee newsletter; developed educational materials and community resource guides; assisted Director with Ryan White Title II/III Grant; maintained patient data files.

IV. **SCHOLARSHIP**

A. PAPERS APPEARING IN PEER-REVIEWED JOURNALS/PUBLICATIONS

Thackeray, R., & Hunter, M. (*in press*). Use of Empowering youth: Use of technology in advocacy to affect social change. *Journal of Computer Mediated Communication*

Page, R., Neiger, B. L., Thackeray, R., & Wheeler, M. (2009). Analysis of food and beverage brand websites targeting children: Internet marketing strategies, content, and features. *Journal of Health and Mass Communication, 1* (1/2), 90-108.

Neiger, B. L., Thackeray, R., Hanson, C. L., Rigby, S., Hussey, C., & Anderson, J. W. (2008). A policy and environmental response to overweight in childhood: An overview of Gold Medal Schools. *Preventing Chronic Disease, 5*(4) http://www.cdc.gov/pcd/issues/2008/oct/07_0163.htm

Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: Use of web 2.0 social media. *Health Promotion Practice, 9* (4), 338-343.

Hanson, C. L., Thackeray, R., Barnes, M. D., Neiger, B. L., & McIntyre, E. (2008). The changing face of Internet communication in the 21st century: Integrating Web 2.0 in Health Education Preparation and Practice. *American Journal of Health Education, 39*(3), 157-166.

Thackeray, R., Neiger, B. L., Hanson, & C. L. (2007). Developing a promotional strategy: Important questions for social marketing. *Health Promotion Practice, 8*(4), 332-336.

Wayman, J., Beal, T., Thackeray, R., & McCormack Brown, K. (2007). Competition. Friend or Foe? *Health Promotion Practice, 8*(2), 134-139

Thackeray, R. & Wheeler, M. (2006). Innovations in Social Marketing Education: A Team Based Learning Approach. *Social Marketing Quarterly, 12*(3) 42-48.

Slater, M. D., Kelly, K. J., & Thackeray, R., (2006). Segmentation on a Shoestring: Health Audience Segmentation in Limited-Budget and Local Social Marketing Interventions. *Health Promotion Practice, 7*(2), 170-173.

Thackeray, R., Neiger, B. L., & Roe, K. M. (2005). Certified Health Education Specialists' Participation in Professional Associations: Implications for Marketing and Membership. *American Journal of Health Education, 36*(6), 328-335.

Thackeray, R. & McCormack Brown, K. (2005). Social Marketing's Unique Contribution to Health Promotion Practice. *Health Promotion Practice, 6*(4), 365-368 .

Thackeray, R., Merrill, R. M. & Neiger, B. L. (2004). Disparities in diabetes management practices between racial and ethnic groups in the United States. *Diabetes Educator, 30*(4), 665-675.

Thackeray, R. & Neiger, B. L. (2004). Misconceptions of Focus Groups: Implications for Health Education Practice. *American Journal of Health Education, 35*(4), 214-219.

Neiger, B. L. & Thackeray, R. (2004). Safeguarding consumer preferences; use of the social marketing data to intervention checklist. *Health Education Monograph Series*, 21(1), 34-40.

Thackeray, R. & Neiger, B. L. (2003). Use of social marketing to develop population-based interventions for diabetes prevention and control. *On The Cutting Edge. Diabetes Care and Education*, 24(1), 7-10.

Barnes, M. D., Giles, M. A., Neiger, B. L., Thomsen, S. R., & Thackeray, R. (2003). Media relations for health educators: The inside story about the news media. *American Journal of Health Education*, 43(2), 72-77.

Neiger, B. L., Thackeray, R., Barnes, M. D., & McKenzie, J. F. (2003). Positioning social marketing as a planning process for health education. *American Journal of Health Studies*, 18(2/3), 75-80.

Thackeray, R. & Neiger, B. L. (2003). Use of social marketing to develop culturally-innovative diabetes interventions. *Diabetes Spectrum*, 16(1), 15-20.

Barnes, M. D., Penrod, C. A., Neiger, B. L., Thackeray, R., Eggett, D., & Thomas, E. (2003). Measuring the relevance of evaluation criteria among health information seekers on the Internet. *Journal of Health Psychology*, 8(1), 69-80.

Thackeray, R., Neiger, B. L., Leonard, H., Ware, J. & Stoddard, G. (2002). A comparison of a social marketing intervention and school-based curriculum to increase fruit and vegetable consumption among middle-school adolescents. *American Journal of Health Studies*, 18(1), 46-54.

Thackeray, R., & Neiger, B. L. (2002). Use of social marketing to develop diabetes self-management education interventions. *Diabetes Educator*, 28(4), 536-544.

Neiger, B. L., & Thackeray, R. (2002). Application of the SMART model in two successful social marketing programs. *American Journal of Health Education*, 33(5), 301-303.

Thackeray, R., Neiger, B. L., Bartle, H., Hill, S., & Barnes, M. D. (2002). Elementary school teachers' perspectives on health instruction: Implications for health education. *American Journal of Health Education*, 33(2), 77-82.

Neiger, B. L., Barnes, M. D., Merrill, R. M., Murphy, R., Thackeray, R., Giles, R., & Chalkley, C. M. (2002). Measuring the effect of a tobacco media campaign among nonsmoking children and adolescents. *International Electronic Journal of Health Education*, 5, 35-40.

Barnes, M. D., Neiger, B. L., Lindsay, G. B., Thackeray, R. & Hill, S. (2001). Health Communication practices among professional health educators. *The International Electronic Journal of Health Education*, 4, 345-353.

Neiger, B. L., Barnes, M. D., Thackeray, R., & Lindman, N. (2001). Use of qualitative methods in market segmentation: Establishing priorities for physical activity. *American Journal of Health Studies*, 17(3), 111-119.

Neiger, B. L., Thackeray, R., Merrill, R., Larsen, L., Chalkley, C., & Miner, K.M. (2001). The impact of social marketing on fruit and vegetable consumption and physical activity among public health employees at the Utah Department of Health. *Social Marketing Quarterly*, 7, 9-28.

Thackeray, R. & Neiger, B. L. (2000). Establishing the relationship between behavior change theory and social marketing: Implications for health education. *Journal of Health Education*, 31, 331-335.

Fugal, S., Neiger, B. L., Thackeray, R., & Barnes, M. D. (1999)* The role of audience segmentation in social marketing. *The Health Educator*, 31, 11-15. (*work completed and accepted in 2000)

Xu, W., Friedrichs, M., Davis, K., & Thackeray, R. (1998). Changing Sedentary Lifestyle Among Adult Utahns. *Utah's Health. An Annual Review*, 5, 36-43.

B. JURIED ABSTRACTS

Howell, M. N., Suker, A. A., Fulkerson, K. N., & Thackeray, R. (2009). College environmental factors affecting body dissatisfaction among freshman females: A qualitative study. Proceedings of the 2009 Utah Conference on Undergraduate Research. USA.

Thackeray, R., Neiger, B. L., & Roe, K. M. (2004, November). A fresh look at professional associations in health education: Implications for marketing and membership. Proceedings of the Society for Public Health Education Annual Meeting. USA.

Thackeray, R., Hill, S. C., Neiger, B. L., & Barnes, M. D. (2001, October). Use of consumer research to understand elementary school health instruction: Implications for healthier children and adolescents. Proceedings of the American Public Health Association Annual Meeting, USA, Session 4319.0, Electronic Abstracts.

Neiger, B. L., Thackeray, R., Barnes, M. D., & Hill, S. C. (2001, October). Use of formative research and social marketing principles in the development of an adolescent physical activity program. Proceedings of the American Public Health Association Annual Meeting, USA, Session 4318.0, Electronic Abstracts.

Barnes, M. D., Neiger, B. L., Hill, S. C., Thackeray, R., & Penrod, C. (2001, October). Comparing consumer perceptions of Internet quality: Evaluation implications for health information seekers and providers. Proceedings of the American Public Health Association Annual Meeting, USA, Session 3145.0, Electronic Abstracts.

Hill, S. C., Barnes, M. D., Thackeray, R., Neiger, B. L., & Stonecipher, L. (2001, October). Ukrainian adolescent health risk behaviors: Implications for school health education. Proceedings of the American Public Health Association Annual Meeting, USA, Session 4075.0, Electronic Abstracts.

Thackeray, R., Neiger, B. L., Barnes, M. D., & Hill, S. C. (2001, June). Through the eyes of the teacher: Elementary school health education. Proceedings of the Southwest District AHPERD Regional Convention, Park City, Utah, 81-81.

Barnes, M. D., Thackeray, R., Hill, S. C., & Neiger, B. L. (2001, June). Designing effective

health messages for the internet: Know what your audience likes. Proceedings of the Southwest District AHPERD Regional Convention, Park City, Utah, 5-6.

Neiger, B. L., Hill, S. C., Thackeray, R., & Barnes, M. D. (2001, June). The effects of pornography on the health and well being of adolescents. Proceedings of the Southwest District AHPERD Regional Convention, Park City, Utah, 31-32.

Hill, S. C., Barnes, M. D., Neiger, B. L., & Thackeray, R. (2001, June). The role of health education in violence prevention. Proceedings of the Southwest District AHPERD Regional Convention, Park City, Utah, 67.

Thackeray, R., Neiger, B. L., & Leonard, H. (November, 2000). The impact of a social marketing initiative at increasing fruit and vegetable consumption among middle school adolescents. Proceedings of the Society for Public Health Education Annual Meeting, USA, 5, 42.

Neiger, B. L., Barnes, M. D., Lindman, N., & Thackeray, R. (2000, November). Use of qualitative methods in market segmentation: Establishing priorities for physical activity. Proceedings of the American Public Health Association Annual Meeting, USA, 5283, 629.

C. BOOKS OR BOOK CHAPTERS

McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2009). *Planning, implementing and evaluating health promotion programs* (5th ed). Pearson Benjamin Cummings.

Kreps, G. L., Barnes, M. D., Neiger, B. L., & Thackeray, R. (2009). Health communication. In R. J. Bensley & J. Brookins-Fisher (Eds.), *Community health education methods: A Practical Guide* (3rd ed). Sudbury, MA: Jones and Bartlett.

Barnes, M. D., Neiger, B. L., & Thackeray, R. (2003). Health communication model. In R.J. Bensley & J. Brookins-Fisher (Eds.), *Community health education methods and strategies: A Practical Guide* (2nd ed). Sudbury, MA: Jones and Bartlett.

D. OTHER PUBLICATIONS

Utah Department of Health, Bureau of Health Education. (1998). Physical activity in Utah: 1985-1996. Salt Lake City, UT: R. Thackeray.

Utah Department of Health, Bureau of Health Promotion. (1994). Utah trend report. Hypertension awareness in Utah: A status report. Salt Lake City, UT: R. Thackeray.

Utah Department of Health, Bureau of Health Promotion. (1994). The effectiveness of retailer education in reducing youth access to tobacco. Salt Lake City, UT: R. Thackeray.

Utah Department of Health, Bureau of Health Promotion/Risk Reduction. (1993). Utah trend report. Smoking prevalence in Utah: A status report. Salt Lake City, UT: R. Thackeray.

Utah Department of Health, Bureau of Health Promotion/Risk Reduction. (1991). Behavioral Risk Factor Surveillance System annual report. Salt Lake City, UT: R. Thackeray.

E. INVITED PRESENTATIONS

National Presentations

Thackeray, R. (2009, June). Social Media Matters: Expanding Your Reach and Effectiveness in Social Marketing. Training Session. Social Marketing in Public Health Conference, Clearwater Beach, FL.

Wray R., Henderson N., Tardif R., Mitchell E., Jupka K., Vijaykumar S., Henderson C., Dimmick S., Elton J., Pollard W., Zielinski-Gutierrez E., Reissman R., Thackeray R.. (May 2008). Individual and community influences on adherence to directives in the event of a plague attack. Paper accepted for the Annual Meeting of the ICA, Montreal, Quebec.

Thackeray, R. (2008, January). Channel selection: Getting your messages to the target audience. Oral presentation. Mental Health America, San Diego, CA.

Thackeray, R. (2008, January). Segmentation: A process to identify target audiences. Oral presentation. Mental Health America, San Diego, CA.

Thackeray, R. (2007, September). Healthy, safe, and productive employees. How social marketing can help you design effective worksite programs. Oral presentation. National Institute for Occupational Safety and Health, Worklife Conference, Bethesda, MD.

Fridinger, F., Carnes, L.A., Cucchi, P.S. Marton, J.C. , Parker, D.M. Thackeray, R., Petty, J., Williams, K, Thomas, M., and Samuel, C. (2007, August). Health Marketing Consultations. Poster presentation. National Conference on Health Communication, Marketing and Media, Atlanta, GA.

Shaeffer, Z., Thackeray, R., Neiger, B.L., & Smith, S. (2007, June). Factors that influence fast food consumption during school lunch hour among Utah County high school students. Roundtable presentation. 2007 National Health Education Conference (SOPHE, CDC, DHPE), Seattle, WA

Thackeray, R., (2007, January). Social Marketing. A framework for success. Oral presentation. Mental Health America, Austin, TX.

Thackeray, R., Neiger, B. L., & Roe, K. M. (2004, November). A fresh look at professional associations in health education: Implications for marketing and membership. Paper presented at the Annual Meeting of the Society for Public Health Education, Washington, DC.

Thackeray, R., Hill, S. C., Neiger, B. L., & Barnes, M. D. (2001, October). Use of consumer research to understand elementary school health instruction: Implications for healthier children and adolescents. Paper presented at the Annual Meeting of the American Public Health Association, Atlanta, GA.

Neiger, B. L., Thackeray, R., Barnes, M. D., & Hill, S. C. (2001, October). Use of formative research and social marketing principles in the development of an adolescent physical activity program. Paper presented at the Annual Meeting of the American Public Health Association,

Atlanta, GA

Barnes, M. D., Neiger, B. L., Hill, S. C., Thackeray, R., & Penrod, C. (2001, October). Comparing consumer perceptions of Internet quality: Evaluation implications for health information seekers and providers. Paper presented at the Annual Meeting of the American Public Health Association, Atlanta, GA

Hill, S. C., Barnes, M. D., Thackeray, R., Neiger, B. L., & Stonecipher, L. (2001, October). Ukrainian adolescent health risk behaviors: Implications for school health education. Paper presented at the Annual Meeting of the American Public Health Association, Atlanta, GA

Thackeray, R., Neiger, B. L., & Leonard, H. (2000, November). The impact of a social marketing initiative at increasing fruit and vegetable consumption among middle school adolescents. Paper presented at the Annual Meeting of the Society for Public Health Education, Boston, MA.

Neiger, B. L., Barnes, M. D., Lindman, N., & Thackeray, R. (2000, November). Use of qualitative methods in market segmentation: Establishing priorities for physical activity. Oral presentation at the Annual Meeting of the American Public Health Association, Boston, MA.

Thackeray, R. (1997, May). Creative stress management. Paper presented at the American Association of Certified Public Managers Annual Conference, Snowbird, UT.

Thackeray, R. (1996, April). Public Employees Health Plan and Healthy Utah. Paper presented at the State and Local Government Benefits Association 15th Annual Conference, Colorado Springs, Colorado.

Regional Presentations

Thackeray, R., Neiger, B. L., Barnes, M. D., & Hill, S. C. (2001, June). Through the eyes of the teacher: Elementary school health education. Annual Meeting of Southwest District AHPERD, Park City, Utah.

Barnes, M. D., Thackeray, R., Hill, S. C., & Neiger, B. L. (2001, June). Designing effective health messages for the internet: Know what your audience likes. Annual Meeting of the Southwest District AHPERD, Park City, Utah.

Neiger, B. L., Hill, S. C., Thackeray, R., & Barnes, M. D. (2001, June). The effects of pornography on the health and well being of adolescents. Annual Meeting of Southwest District AHPERD, Park City, Utah.

Hill, S. C., Barnes, M. D., Neiger, B. L., & Thackeray, R. (2001, June). The role of health education in violence prevention. Annual Meeting of Southwest District AHPERD, Park City, Utah.

Thackeray, R. (1995, April). Healthy Utah's Maintain, Don't Gain program. Paper presented at the Four Corners Chronic Disease Conference, Durango, Colorado.

State Presentations

Howell, M. N., Suker, A. A., Fulkerson, K. N., & Thackeray, R. (2009, February). College

environmental factors affecting body dissatisfaction among freshman females: A qualitative study. Oral presentation at the 2009 Utah Conference on Undergraduate Research, Salt Lake City, UT.

Thackeray, R. (2008, January). Social Marketing. 7 principles for improving public health programs. Training session for the Utah Association of Local Health Educators, Farmington, UT.

Thackeray, R. (2007, November). An insider look at the CDC: The place, people, politics, priorities and programs. Keynote presentation at the Health Education Association of Utah fall workshop, Provo, UT.

Thackeray, R., & Wheeler, M. (2005, March). Diabetes and Youth: The Coming Plague. Oral presentation at the annual conference of the Utah Association of Health Physical Education, Recreation and Dance, Provo UT.

Thackeray, R. (2002, April). Media Images of Health: Fact or Fiction? Oral presentation at the Annual Health Education Association of Utah Conference, Salt Lake City, UT.

Neiger, B. L., & Thackeray, R. (2001, April). Social Marketing: A Key to Our Success. Oral presentation at the Annual Health Education Association of Utah Conference, Salt Lake City, UT.

Neiger, B. L., & Thackeray, R. (2000, October). Evaluation in public health education. Oral presentation at the Quarterly Meeting of the Utah Local Affiliate of Community Health Education Specialists, Provo, UT.

Thackeray, R. (1999, November). Impact evaluations. Paper presented at the Utah Department of Health, Bureau of Health Education, Learning is Fundamental Series, Salt Lake City, UT.

Thackeray, R. (1999, October). Developing and finalizing an evaluation plan. Paper presented at the Utah Department of Health, Bureau of Health Education, Learning is Fundamental Series, Salt Lake City, UT.

Thackeray, R. (1999, August). Team up to win. Healthy food for healthy kids. Coordinated school health. Paper presented at the Utah Child Nutrition Programs, Going for the Gold Food Service Managers Training, Price, UT.

Thackeray, R. (1999, July). Are focus groups right for you? Paper presented at the Utah Department of Health, Division of Community and Family Health Services, Continuing Education Series, Salt Lake City, UT.

Thackeray, R. (1999, June). Consumer research and the Pregnancy Risk Line. Paper presented at the Utah Department of Health, Pregnancy Risk Line, Salt Lake City, UT.

Thackeray, R. (1999, May). Social marketing and consumer analysis. Paper presented at the Utah Department of Health, Bureau of Health Education, Learning is Fundamental Series, Salt Lake City, UT.

Thackeray, R. (1999, April). An overview of social marketing. Paper presented at the Utah Department of Health, Pregnancy Risk Line, Salt Lake City, UT.

Thackeray, R. (1999, April). Health education. Life in the real world. Paper presented at Utah State University, Department of Health, Physical Education, Recreation and Dance, Logan, UT.

Thackeray, R. (1999, March). Physical activity- you can do it! Paper presented at the East High School Staff Wellness Seminar, Salt Lake City, UT.

Thackeray, R. (1999, March). Planning a social marketing project. Paper presented at the Utah Department of Health, Bureau of Health Education, Learning is Fundamental Series, Salt Lake City, UT.

Thackeray, R. (1998, October). Stages of change: The transtheoretical model. Paper presented at the Utah Local Association of Health Education Specialists Quarterly Meeting, Salt Lake City, UT.

Thackeray, R. (1998, August). How to look good and feel good. Paper presented at the Salt Lake County Detention Center, Salt Lake City, UT.

Thackeray, R. (1997, July). Stress management at the worksite. Paper presented at the Governor's Office of Planning and Budget Retreat, Governor's Mansion, Salt Lake City, UT.

Thackeray, R. (1997, September). Healthy lifestyles during retirement. Paper presented at the Utah Retirement Systems Pre-retirement Planning Seminars, Provo, UT.

Thackeray, R. (1996, October). Healthy Utah and Maintain, Don't Gain. Oral Presentation at the Utah Governor's Council on Health and Physical Fitness, Worksite Health Promotion Conference, Salt Lake City, UT.

Thackeray, R. (1995, December). Stress management. Paper presented at the Professional Support Staff Workshop, Utah Department of Health, Salt Lake City, UT.

Thackeray, R. (1993, July). Healthy lifestyles during retirement. Paper presented at the Utah Retirement Systems Pre-retirement Planning Seminars, Salt Lake City, UT.

Thackeray, R. (1993, June). Healthy lifestyles during retirement. Paper presented at the Utah Retirement Systems Pre-retirement Planning Seminars, Ogden, UT.

Thackeray, R. (1991, October). Healthy lifestyles. Panel discussion at the Department of Human Services, Office of Social Services, Annual Support Staff Conference, Snowbird, UT.

Guest Lectures for University Health Education Courses

Thackeray, R. (2000, April). Health education in the real world: Preparing for a job interview. University of Utah, Department of Health Promotion and Education.

Thackeray, R. (2000, February). Social Marketing: A critical component of program planning. University of Utah, Department of Health Promotion and Education.

Thackeray, R. (1999, October). Health education in state government. Brigham Young University, Department of Health Science.

Thackeray, R. (1999, June). Social marketing and consumer analysis. Brigham Young University, Department of Health Science.

Thackeray, R. (1999, April). Health education in the real world: Preparing for a job interview. University of Utah, Department of Health Promotion and Education.

Thackeray, R. (1997, May). Healthy Utah: Reaching at-risk populations. University of Utah, Department of Health Education.

Thackeray, R. (1996, November). Health education theory: The transtheoretical model. University of Utah, Department of Health Education.

Thackeray, R. (1996, April). Health education in state government. University of Utah, Department of Health Education.

F. TRAININGS

Thackeray, R.. Social Marketing. A framework for enhancing research to practice. National Institute for Occupational Health and Safety, Cincinnati, OH. March 7-8, 2007

Thackeray, R.. Creative Concept and Message Testing. Centers for Disease Control and Prevention. Atlanta, GA. June 24-25, 2002; March 13-14, 2003; March 25-26, 2004

Second-Step Violence Prevention Teacher Trainings

- PTA Annual Statewide Conference, Provo, UT. (1994, May)
- Annual Utah School Nurses Conference, Salt Lake City, UT. (1994, May)
- Jackson Elementary (presentation), Salt Lake City, UT. (1994, July)
- Utah State University Extension Staff training, Ogden, UT. (1994, July)
- Ogden/Weber CARES Annual Training, Ogden, UT. (1994, August)
- Jordan School District, Sandy, UT. (1994, August)
- Sharon Elementary, Orem, UT. (1994, August)
- Millville Elementary, Millville, UT. (1994, September)
- Tooele Elementary, Salt Lake City, UT. (1994, September)

Medical Self-Care

- Women and self-care. Salt Lake Co. Government Center, Salt Lake City, UT. (1997, August)
- Men and self-care. Salt Lake Co. Public Works, Salt Lake City, UT. (1997, August)
- Wise use of the emergency room. Salt Lake Co. Public Works, Salt Lake City, UT. (1997, August)
- Wise use of medication. Salt Lake Co. Government Center, Salt Lake City, UT. (1997, August)

- Wise use of the health care system. Salt Lake Co. Government Center, Salt Lake City, UT. (1997, August)
- Choosing a doctor. Salt Lake Co. Government Center, Salt Lake City, UT. (1997, August)
- Choosing a doctor. Salt Lake Co. Fire Department, Salt Lake City, UT. (1997, August)
- Wise use of medications. Salt Lake Co. Metro Hall, Salt Lake City, UT. (1997, August)
- Wise use of the emergency room. Salt Lake Co. Public Works, Salt Lake City, UT. (1997, August)
- Men and self-care. Salt Lake Co. Public Works, Salt Lake City, UT. (1997, September)

FIT KIDS, Coordinated School Health

- Bella Vista Elementary, Sandy, UT. (1998, October)

G. EDITORIAL APPOINTMENTS

Associate Editor, *Health Promotion Practice*: 2004- 2011

Reviewer, *Health Promotion Practice*: 2003- present

Reviewer, *American Journal of Health Behavior*: 2003- present

Reviewer, *Journal of Health Care for the Poor and Underserved*: 2005- present

Reviewer, *Preventing Chronic Disease*: 2005- present

H. GRANTS AND RESEARCH AWARDS

Thackeray, R. (2009). Awarded a \$1,920 faculty fellowship from the College of Health and Human Performance to assess the impact of social media use on college-age women's overall life satisfaction and body satisfaction.

LeCheminant, J. D., Bailey, B. W., Thackeray, R., & Tucker, L. A. (2009). Awarded a \$20,000 Mentoring Environment Grant (Brigham Young University). Topic: A randomized-controlled trial of the effects of resistance training on body composition, strength, physical activity, and body satisfaction in postpartum women.

Thackeray, R. (2008). Awarded a \$2,400 grant from the Mary Lou Fulton Chair (College of Health and Human Performance) to continue the study assessing the socio-cultural factors that influence how college women feel about their bodies.

Thackeray, R. (2008). Awarded a \$16,890 Mentoring Environment Grant (Brigham Young University).

Thackeray, R., & Jackson, T.S. (2007). Awarded a \$3,400 grant from the Mary Lou Fulton Chair (College of Health and Human Performance) to assess the socio-cultural

factors that influence how college women feel about their bodies.

Neiger, B. L., Thackeray, R., Smith, T., & Schaefer, Z. (2005) Awarded a \$5,450 grant from the Mary Lou Fulton Chair (College of Health and Human Performance) to assess the relationship between density of fast food establishments and high school adolescent dietary practices.

Page, R., Thackeray, R., & Neiger, B.L. (2005) Awarded a \$2,710 from the BYU Family Studies Center to assess how child-targeted websites promote unhealthy food products.

Thackeray, R. & Neiger, B.L. (2005). Awarded a \$5,012 faculty fellowship award from the College of Health and Human Performance to assess diabetes management among Hispanic women in Utah.

Thackeray, R., & Neiger, B. L. (2004). Awarded a \$2,700 faculty fellowship award from the College of Health and Human Performance to assess how to promote student involvement in professional associations.

Lindsay, G., Neiger, B. L., Barnes, M., Thackeray, R., Merrill, R., & Hawks, S. (2001). Awarded \$200,000 from the Robert Wood Johnson Foundation as part of the Smokeless States Initiative to develop and implement effective tobacco prevention and control coalitions, policy, and education.

Thackeray, R., Neiger, B. L., & Barnes, M. (2000). Awarded a \$2,531 faculty fellowship award from the College of Health and Human Performance to measure health communication competencies among academicians and practitioners.

Barnes, M., Neiger, B. L., Thackeray, R., & Heiner, S. (2000). Awarded \$1,577 faculty fellowship award from the College of Health and Human Performance to measure the influence of matching health communication products to healthy senior adult preferences based on physiologic screening results.

Neiger, B. L., Barnes, M., Thackeray, R., & Lindsay, G. (2000). Awarded a \$2,447 faculty fellowship award from the College of Health and Human Performance to measure the use and preferences of program planning models among health education faculty and health education practitioners.

Hill, S. C., Barnes, M., & Thackeray, R. (2000). Awarded a \$1,212 faculty fellowship award from the College of Health and Human Performance to measure middle and high school students perceptions regarding school-related violence.

V. **SERVICE**

A. **UNIVERSITY COMMITTEES**

- Academic Unit Review Committee. (2007-2010).
- Faculty Advisory Council. (2003-2006)
- Faculty Women Association. Historian. (2002-2004)

- Faculty Women Association. Leadership Committee. (2001-2002)
- University Wellness Committee. (2000- 2003)

B. COLLEGE COMMITTEES

- Research Committee. (2002-2006)

C. DEPARTMENT COMMITTEES

- MPH Selection Committee. Member. (2002)
- MPH Committee. Member. (2000-2002)
- Faculty Search Committee. Member; Chair. (2001-2006)
- Advising and Internship Committee. Chair. (2000-2003)
- Public Health Education Committee. Member. (2002-present)
- Public Health Education Scholarship Committee. Member. (2003- 2006)
- Marketing Committee. Chair (2007-present)
- Website Committee. Member (2007-present)
- Teaching and Learning Committee. Member (2007-present)

D. PROFESSIONAL ASSOCIATIONS

- American Public Health Association
Member (2000- 2002)
- Society for Public Health Education
Member (1999- present)
Co-Chair Social Marketing/Health Communication Special Interest Group (2001-2007)
National Health Communication Trainer (2002-present)
- Utah Public Health Association
Member (1994-1996, 2000-present)
Vice President (2001- 2002)
Annual Conference Planning Committee Member (1994-1996)
- Health Education Association of Utah
Member (1993- 2000)
Program Committee Member (1993-1994)
Program Committee Chair (1994-1996)
Professional Development Committee Member (1996-1997)
Board Member (1998-2000)
- Utah Association for Health, Physical Education, Recreation and Dance
Member (1989-1991, 2001, 2005)

- Utah Governor's Council on Health and Physical Fitness
Member (1996-2000)
Worksite Health Promotion Conference Co-Chair (1997)
Worksite Health Promotion Conference Committee Member (1998)
- American Heart Association, Utah Affiliate, Heart At Work
Member (1995-1997)
Secretary (1996-1997)
- Association for Worksite Health Promotion
Member (1996-1998)
- National Association for Public Worksite Health Promotion
Member (1996-1998)
Treasurer (1996-1998)

E. PROFESSIONAL CONSULTING

- Utah Department of Health, Violence and Injury Prevention Program. Facilitated statewide strategic planning meeting. Provo, UT. (2005)
- American Lung Association, Utah Division. N-O-T Tobacco Cessation Program Evaluation. (2004-2007)
- Centers for Disease Control and Prevention. Developed and conducted a 2-day health communication training for CDC employees. (2002, 2003)
- March of Dimes. Facilitated a 2-day strategic planning meeting for the Utah Birth Defects Registry Program. Midway, UT. (2001)
- March of Dimes. Developed and facilitated five focus groups to assess consumer opinion about birth defects. (2001)
- Utah Department of Health, Violence and Injury Prevention Program. Facilitated strategic planning meetings. Salt Lake City, UT. (2001, 2002)
- Utah Department of Health, Tobacco Prevention and Control Program. Reviewed grant proposals for the tobacco master settlement agreement funding. (2001)
- Utah Department of Health. Facilitated a 2-day strategic planning meeting for the Child Health Data Integration Project. Midway, UT. (2002)

F. PROFESSIONAL COMMITTEES/TASK FORCE APPOINTMENTS

- Social Marketing in Public Health, Annual Conference Planning Committee, (2006-present).
- Society for Public Health Education, Co-chair, Social Marketing/Health Communication Special Interest Group. (2001- 2007)
- A Healthier You 2002, Utah's Health Legacy. (1999)

- Coordinated School Health Committee, Division of Community and Family Health Services, Utah Department of Health. (1997- 2000)
- Chronic Disease Workgroup, Utah Department of Health, Division of Community and Family Health Services. (1998)
- Social Marketing Opportunities Group, Utah Department of Health, Division of Community and Family Health Services. (1997-1998)
- Continuing Education Committee, Division of Community and Family Health Services, Utah Department of Health. (1997-1998)
- FIT KIDS Utah, Staff Wellness Committee. (1996-1997)
- Children Education Subcommittee, Salt Lake Domestic Violence Coalition. (1994)
- Safe Schools/Communities. (1993-1994)
- Coalition for Childhood Injury Prevention. (1993-1994)
- Healthy Foods, Healthy Kids Committee. (1993-1994)

G. SPECIAL RECOGNITIONS

- Brigham Young University. Young Scholar Award. (2008).
- Brigham Young University, College of Health and Human Performance. Excellence in Research Award. (2006).
- Society of National Association Publications. Silver EXCEL Award, Feature Article, Scholarly Journals. Article: *Use of Social Marketing to Develop Culturally Innovative Diabetes Interventions* (2004).
- Society for Public Health Education. National Health Communication Trainer. (2002)
- Utah Public Health Association, President's Award. (2002)
- American Heart Association, Five Years Volunteer Award. (1997)
- Health Education Association of Utah, President's Award. (1995)
- Secretary's Community Health Promotion Award. Utah Project LEAN, Minority Program. (1993)

H. ACADEMIC AFFILIATIONS

- Women's Research Institute. Faculty Affiliate. (2009).
- Phi Kappa Phi. Member. (2009)

VI. TEACHING

A. COURSES TAUGHT AT BRIGHAM YOUNG UNIVERSITY

HLTH 618	Survey and Research Methods
HLTH 395	Social Marketing
HLTH 457	Health Communication
HLTH 450	Women's Health
HEPE 129	Healthy Lifestyles (consumer health section)

B. GRADUATE COMMITTEES

M.S.	Natalie Taylor Lindman	(Member)	Graduated
M.S.	Darren Brooks	(Member)	Graduated
M.S.	Matt Jensen	(Member)	Graduated (BYU Communications)
M.S.	Whitney Diamond Smith	(Member)	Graduated (BYU Nutrition)
M.P.H.	Sabrina Yrungary	(Chair)	Graduated
M.P.H.	Alicia Kelley	(Member)	Graduated
M.P.H.	Heidi Voegler	(Chair)	Graduated
M.P.H.	Danelle Holdaway	(Chair)	Graduated
M.P.H.	Amy Christensen	(Member)	Graduated
M.P.H.	Ben Crookston	(Member)	Graduated
M.P.H.	Heather Sanders	(Member)	Graduated
M.P.H.	Zane Schaefer	(Member)	Graduated
M.P.H.	Marin Poole	(Member)	Graduated
M.P.H.	Kelly Johnson	(Chair)	Active
M.P.H.	Emily Mecham	(Chair)	Graduated
M.P.H.	Rich Millar	(Member)	Graduated
M.P.H.	Emily Richards	(Member)	Graduated
M.P.H.	Ashley Suker	(Chair)	Active
M.P.H.	Brea Didenhover	(Member)	Active
M.S.	Tianna Smith	(Member)	Active (BYU Nutritional Science)

C. UNDERGRADUATE ADVISEMENT

Responsible for academic and career advisement for approximately 50 community health majors. (2000-2003)

Responsible for academic internship placement and advisement for all public health majors in the health promotion track. (2008-present)

VII. OTHER TRAININGS and CERTIFICATIONS

- Utah Certified Public Management Course [Level 1]. (July 1997)
- How to Manage Worksite Health Promotion Programs. American Journal of Health Promotion. Boston, MA. (June 1995)
- Domestic Violence Certification Training. Utah Department of Human Services. (1993)