

## BIOGRAPHICAL SKETCH

NAME Campo, Michelle "Shelly"	POSITION TITLE Associate Professor
eRA COMMONS USER NAME scampo	

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
Cornell University Ithaca, New York	BS	1986-1990	Communication
The Ohio State University Columbus, Ohio	MA	1992-1994	Sociology
Michigan State University East Lansing, Michigan	PhD	1994-1999	Communication

### **A. PERSONAL STATEMENT**

My research and teaching have centered on health communication and social marketing. My work focuses on how to encourage more informed decision making and to encourage healthy behaviors. Most of my work has focused on reducing risk through identifying and attempting to influence individual, family and health care provider variables which impact behaviors in a wide variety of populations particularly those with health disparities (rural, ethnic minorities, LGBT, low income).

### **B. Positions and Honors**

#### **Positions**

1990	Research Assistant, Communication Department, Cornell University, Ithaca, NY
1990-91	Survey Consultant, University Career Center, Cornell University, Ithaca, NY
1991-92	Survey Research Assistant, Plant Science Department, University of Rhode Island, Kingston, RI
1992	Research Assistant, Plant Science Department, University of Rhode Island, Kingston, RI
1992-94	Research Assistant, Sociology Department, The Ohio State University, Columbus, OH
1994-98	Research Assistant, Communication Department, Michigan State University, East Lansing, MI
1998-99	Research Assistant/Collaborator, Sociology Department, Michigan State University, East Lansing, MI
1998-99	Evaluation Specialist, Department of Agriculture & Natural Resources Education, Communication Systems, Michigan State University, East Lansing, MI
2000-02	Assistant Professor, Department of Communication, Cornell University, Ithaca, NY
2003-08	Assistant Professor, Department of Community and Behavioral Health, College of Public Health, and the Department of Communication Studies, The University of Iowa, Iowa City, IA
2008-present	Associate Professor (with tenure), Department of Community and Behavioral Health, College of Public Health, and the Department of Communication Studies, The University of Iowa, Iowa City, IA
2008-present	Director, Center for Health Communication and Social Marketing, Department of Community and Behavioral Health, College of Public Health

#### **Other Experience and Professional Memberships**

1994-	International Communication Association
1994-	National Communication Association
2002-	American Public Health Association

**Honors** (Selected from 24 honors and awards)

- 1989 Quill and Dagger Society, Cornell University's leadership honor society.
- 1990 Gamma Sigma Delta, national academic honor society for students in agriculture.
- 1996 College of Communication Arts and Sciences and Department of Communication nominee for the Michigan State University's Excellence-in-Teaching Citation for Graduate Students.
- 1996-97 Outstanding Graduate Instructor, International Communication Association, Instructional and Development Communication Division
- 1998 Dissertation Completion Fellowship, Graduate School, Michigan State University
- 2000 Agricultural Communicators in Education's Journal of Applied Communications Article of the Year Award for "Trends in Michigan Farmers' Information Seeking Behaviors and Perspectives on the Delivery of Information."
- 2002 National Communication Association Health Communication Division Top 3 Paper Award for "Are social norms campaigns really magic bullet? Assessing the effects of students; misperceptions on drinking behavior."
- 2002 Young Faculty Teaching Excellence Award, College of Agriculture and Life Sciences, Cornell University
- 2004 New Investigator Award, College of Public Health and College of Medicine, University of Iowa
- 2006 Bronze Award for Excellence in Public Health Communication for the Iowa Department of Public Health's Colorectal Cancer Screening Campaign, National Public Health Information Coalition (NPHIC)
- 2008 Recognition Award. University of Iowa Cultural and Resource Centers.
- 2009 W<sup>3</sup>Silver Award for Integrated Health Marketing Campaign for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 W<sup>3</sup>Silver Award for Public Service Web Video for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Gold Award for Integrated Campaign: Not for Profit for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Commercials: Not for Profit for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Web sites: Health for AVOIDtheStork.com, International Academy for the Visual Arts
- 2010 Up and Coming Faculty Teaching Award, College of Public Health, University of Iowa
- 2010 The 27<sup>th</sup> Annual Healthcare Advertising Awards Merit Winner for Television Advertising Single Spot for The Amazing Choice (AVOIDthestork.com)
- 2010 The 27<sup>th</sup> Annual Healthcare Advertising Awards Merit Winner for Magazine Advertising/ Single Grocery Store (AVOIDthestork.com)
- 2010 The 27<sup>th</sup> Annual Healthcare Advertising Awards Merit Winner for Total Advertising Campaign (with Television) AVOID the Stork
- 2010 The 27<sup>th</sup> Annual Healthcare Advertising Awards Gold Winner for Radio Advertising/ Single Spot Drive There (AVOIDthestork.com)
- 2011 Article of the Year Award, Eastern Communication Association
- 2011 Delta Omega Honor Society in Public Health
- 2011-2012 Fellow, CIC Academic Leadership Program

**C. Selected Peer-Reviewed Publications** (Selected from 37 peer-reviewed publications)

**Most relevant to the current application**

Alm SR, Yeh T, Campo ML, Dawson CG, Jenkins EB, Simeoni AE. Modified trap designs and heights for increased capture of Japanese beetle adults (*Coleoptera: Scarabaeidae*). J Econ Entomol 87(3):775-780, 1994.

**Additional recent publications of importance to the field (in chronological order)**

- Rogers E, Dearing J, Rao N, Campo S, Meyer G, Betts G, Casey M. Communication and community in a city under siege: The AIDS epidemic in San Francisco. Special issue: Urban Communication. Commun Res 22(6):664-678, 1995.
- Dearing J, Rogers E, Meyer G, Casey M, Rao N, Campo S, Henderson G. Social marketing and diffusion-based strategies for communicating with unique populations: HIV prevention in San Francisco. J Health Commun 1:343-363, 1996. PMID: 10947368
- Suedi M, Campo S, Lapinski MK. Michigan farmers' information seeking behaviors and perspectives on the delivery of information. J Appl Commun 83:33-50, 1999.
- Kaplowitz SA, Osuch JA, Safron D, Campo S. Physician communication with seriously ill cancer patients: Results of a physician survey. In: deVries B (ed) End of life issues: Interdisciplinary and multidimensional perspectives. New York: Springer, 1999.
- Suedi M, Lapinski MK, Campo S. Farmers' perspectives of Michigan State University Extension: Trends and lessons from 1996 and 1999. J Extension; 38, www.joe.org/joe/2000february/a4.html, 2000.
- Boster FJ, Cameron K, Campo S, Liu W, McKeon J, Baker E, Ah Yun JK. The persuasive effects of statistical evidence in the presence of exemplars. Commun Studies 51:296-306, 2000.
- Kaplowitz S, Campo S, Chiu WT. Cancer patients' desires for communication of prognosis information. Health Commun, 14(2), 221-241, 2002.
- Cameron K, Campo S, Brossard D. Advocating for controversial issues: The effects of activism on compliance-gaining strategy selection. Commun Studies, 54:265-281, 2003.
- Campo S, Brossard D, Frazer S, Marchell T, Lewis D, Talbot J. Are social norms and campaigns really magic bullets? Assessing the effects of students' misperceptions on drinking and behavior. Health Commun, 15(4), 481-497, 2003. PMID: 14527868
- Campo S, Mastin T, Frazer MS. Predicting and explaining public opinion regarding U.S. slavery reparations. Howard J Commun, 15, 115-130, 2004.
- Kaplowitz S, Campo S. Drinking, alcohol policy, and attitudes toward a riot. J Coll Student Dev, 45(5), 501-516, 2004.
- Campo S, Cameron, K, Brossard, D, Frazer, MS. Social norms and expectancy violation theories: Assessing the effectiveness of health communication campaigns. Commun Monogr, 71, 448-470, 2004.
- Campo, S., Poulos, G, Sipple, J. Prevalence and profiling: Hazing among college students and points of intervention. Am J Health Behav, 29, 137-149, 2005. PMID: 15698981
- Mastin, T, Campo, S, & Frazer, MS. In black and white: Mainstream and specialized newspaper coverage of slavery reparations. Howard J Commun, 16, 201-223, 2005.
- Campo, S, & Cameron, K. Differential effects of exposure to social norms campaigns: A cause for concern. Health Commun, 19(3), 209-219, 2006.
- Ferichs, L, Andsager, JL, Campo, S, Aquilino, ML, & Dyer, CS. Framing breastfeeding and formula-feeding messages in popular US magazines. Women Health, 44(1), 95-118, 2006.
- Mastin, T, Campo, S. Conflicting Messages: Overweight and obesity advertisements and articles in Black magazines. Howard J Commun, 17, 265-285, 2006.
- Cameron, K, Campo, S. Stepping back from social norms campaigns: Comparing normative influences to other predictors of health behaviors. Health Commun, 20(3) 277-288, 2006. PMID: 16719724
- Campo, S, Frazer, MS. "I'm glad you feel comfortable enough to tell me that": Action research for better health care for women who partner with women. In L. Frey & K. Carragee (eds.), Communication and activism: Communication for social change (volume 1, pp. 355-384). Cresskill, NJ: Hampton, 2007.
- Campo, S. A review of Lederman and Stewart's *Changing the culture of college drinking: A socially situated health communication campaign* J Health Comm, 12, 417-420, 2007.
- Levinson, A, Campo, S, Gascoigne, J, Jolly, O, Zakharyan, A, & vu Tran, Z. Smoking, but not smokers – self-labeling among college students who smoke cigarettes. Nicotine Tob Res, 9(8), 845-852, 2007. PMID: 17654297
- Campo, S, Mastin, T. Placing the Burden on the Individual: Overweight and Obesity in African American and Mainstream Women's Magazines. Health Comm, 22(3), 229-240, 2007. PMID: 17967145
- Mastin, T, Campo, S, & Askelson, NA. You are what you consume: The role of media in obesity. In H. D.

- Davies, H. Fitzgerald, & V. Missouli (eds.), *Obesity in childhood and adolescence: Medical, biological, and social issues* (volume 1, pp 161-181). Westport, CT: Praeger Publishing, 2008.
- Bagdasarov, Z, Banerjee, S, Greene, K, & Campo, S. Indoor tanning and problem behavior. *J Am Coll Health*, 56, 555-561, 2008. PMID: 18400668
- Banerjee, S, Campo, S, & Greene, K. Fact or wishful thinking? Biased expectations in "I think I look better when I'm tanned." *Am J Health Behav*, 32(3), 243-252, 2008. PMID: 18067464
- Campo, S, Askelson, NM, Routsong, T, Graaf, L, Losch, M, & Smith, H. The Green Acres effect: The need for a new colorectal cancer screening campaign tailored to rural audiences. *Health Educ Behav*, 35, 749-762, 2008. PMID: 18757773
- Askelson, NM, Campo, S, Mastin, T, & Slonske, M. The missing role of parents: A content analysis of newspaper coverage of parenting practices and communication strategies for addressing binge drinking. *Commun Res Rep*, 26, 50-61, 2009.
- Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. Using evidence-based research to redirect a conversation: Newspapers coverage of strategies to address college binge drinking. *Public Relat Rev*, 35, 411-418, 2009.
- Banerjee, SC, Greene, K, Bagdasarov, Z, & Campo, S. "My friends love to tan": Examining sensation seeking and the mediating role of association with friends who use tanning beds. *Health Educ Res*, 24, 989-998, 2009. PMID: 19574406
- Askelson, NM, Campo, S, Lowe, J, Smith, S, Dennis, LK, & Andsager, J. Factors related to physicians' willingness to vaccinate girls against HPV: The importance of subjective norms and perceived behavioral control. *Women Health*, 50, 144-158, 2010. PMID: 20437302
- Greene, K, Campo, S, & Banerjee, S. Comparing normative, anecdotal, and scientific risk evidence to dissuade tanning bed use. *Commun Quart*, 59, 111-132, 2010.
- Campo, S, Askelson, NM, Spies, EL, & Losch, M. Preventing unintended pregnancies among young adult Women in a rural, Midwestern state: Health promotion implications. *Women Health*, 50, 279-296, 2010. PMID: 20512746
- Askelson, NM, Campo, S, Lowe, J, Smith, S, Dennis, LK, & Andsager, J. Using the Theory of Planned Behavior to predict mothers' intentions to vaccinate their daughters against HPV. *J School Nurs*, 26, 194-202, 2010. PMID: 20335232
- Campo, S, Askelson, NM, Spies, EL, & Losch, M. Caution, the use of humor may lead to confusion: Evaluation of a video podcast of the Midwest Teen Sex Show. *Am J Sex Educ*, 5, 201-216, 2010.
- Ashwood, D, Farris, K, Campo, S, Aquilino, M, & Losch, M. Unlocking the condoms: Is theft really an issue. *Pharm Pract*, 9, 44-47, 2011.
- Askelson, NM, Campo, S, & Carter, K. Completely isolated? Health information-seeking among social isolates. *Health Educ Behav*, 38, 116-122, 2011. PMID: 21191084
- Askelson, NM, Campo, S, Smith, S, Lowe, J, Dennis, L & Andsager, J. Assessing physicians' intentions to talk about sex when they vaccinate girls against HPV. *Sex Educ*, in press.
- Askelson, NM, Campo, S, Smith, S, Lowe, J, Dennis, L & Andsager, J. birds, the bees and the HPV's. What drives mothers' intention to use HPV vaccination as a chance to talk about sex. *J Pediatr Health Car*, 25, 162-170, 2011. PMID: 21514491
- Askelson, NM, Aquilino, M, & Campo, S. Being convincing: talking to others persuasively. In M. McAllister & J. Lowe (eds.), *The resilient nurse: Empowering your practice*, New York: Springer, 2011.
- Campo, S, Askelson, NM, Mastin, T, & Slonske, M. The secondhand effects of college drinking: The need for media relations. *Public Relat Rev*, 5, 1-21, 2011.
- Mastin, T, Campo, S, & Askelson, NM African American women and weight loss: Disregarding environmental challenges. *Journal of Transcult Nurs*, 23, 38-45, 2012.
- Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L. K., & Andsager, J. Assessing physicians' intentions to talk about sex when they vaccinate girls against HPV. *Sex Educ*. In press.
- Campo, S, Askelson, NM, Spies, EL, & Losch, M. Ambivalence, communication and past use: Understanding what influences women's intentions to use contraceptives. *Psychol Health Med*. In press.
- Askelson, NM, Campo, S, & Smith, S. Mothers talking about sex: The importance of parenting style. *Health Commun*. In press.

#### D. Research Support.

**Ongoing Research Support**

**Grant # - 1 K23 NR01972-01 Daack-Hirsh (PI) 9/1/11– 8/31/14**  
NIH

Personal Perspective and Provider Communication of Genomic Risk for T2DM

This Mentored Patient-Oriented Research Career Development Award focuses on genetic risk communication with patients. Using mixed method technology and guided by the model of family risk perception, the goal of the research is to elucidate the personalizing process for genetic/genomic risk perception from a diverse group of individuals who currently do not have type 2 diabetes mellitus (T2DM), but have a first-degree relative with T2DM.

Role: Co-Mentor

**Grant # - 1 R21 MD005975-01 Aitaoto (PI) 9/30/10– 8/30/12**  
NIH

Faith in Action Research Alliance: Reducing diabetes among Pacific Islanders

The goal of this project is the development of an innovative culturally based conceptual framework that explains relationships between constructs such as culture, religion, family, and diabetes prevention and control using Community Based Participatory Research (CBPR). The framework will assist in the design of future diabetes prevention and control interventions.

Role: Investigator

**Snetselaar (PI) 7/15/10 – 6/30/13**

**Grant # - 1 R01 AG037947-01**  
NIH

Resetting Nutritional Defaults: Testing the Effect of NuVal on Older Adults

The goal of this study is to test an nutritional labeling intervention in grocery stores on older adults.

Role: Investigator

**Grant # - None Campo (PI) 1/01/08 – 12/31/12**

Anonymous Funder

Slowing the Stork: A Social Marketing Campaign to Reduce Unintended Pregnancies among 18-30 year old lowans

The goal of this study is to reduce unintended pregnancies among 18-30 year old lowans by using a social marketing campaign.

Role: PI

**Grant # - None Campo (PI) 1/01/08 – 12/31/12**

Anonymous Funder

Second Semester, Not Third Trimester: A Social Marketing: A Social Marketing Campaign to Reduce Unintended Pregnancies among Iowa College Students

The goal of this study is to reduce unintended pregnancies among college students by using a social marketing campaign.

Role: PI

**Grant # - None Kohler (PI) 1/01/08 – 12/31/12**

Anonymous Funder

Using Radio Serials to Create Change in Preventing Unintended Pregnancies among African American and Hispanic Audiences

The goal of this study is to Develop, implement, and test two radio dramas for African Americans and Latinos to reduce unintended pregnancies.

Role: Co-PI

**Grant # - None**                                **Farris & Aquilino (Co-PIs)**                                **1/01/08 – 12/31/12**  
Anonymous Funder  
Using Pharmacies to Create Change in Preventing Unintended Pregnancies  
The goal of this study is to improve a woman's knowledge, attitudes and behavior via the community pharmacy.  
Role: Investigator

**Completed Research Support**

**Grant #- None**                                **Campo (PI)**                                **06/2009**  
Iowa Department of Public Health  
Social Marketing Training  
The goal of this project was to develop a training and implement it with health educators/public health officials in social marketing principles and techniques.  
Role: PI

**Grant # - None**                                **Campo (PI)**                                **3/01/07 – 2/29/08**  
American Legacy Foundation  
Building an LGBT-Sensitive Model for Smoking Cessation Services  
The goal of this study was to increase smoking cessation and Quitline use rates among LGBT Iowans  
Role: PI

**Grant # - None**                                **Losch (PI)**                                **2/01/07 – 12/31/07**  
Anonymous Foundation  
Iowa Initiative to Reduce Unintended Pregnancy  
The goal of this study was to conduct formative evaluation for intervention projects to reduce unintended pregnancy in Iowa among 18-30 year old adults  
Role: PI of Subcontract

**Grant # None**                                **Campo (PI)**                                **7/01/06-6/30/07**  
Iowa Department of Public Health/CDC  
A Colorectal Cancer Social Marketing Campaign for Rural Iowans  
The goal of this study was to implement and test a colorectal cancer screening campaign (print) that targets rural audiences.  
Role: PI

**Grant # None**                                **Lowe (PI)**                                **7/01/06-6/30/07**  
Iowa Department of Public Health/CDC  
State of Iowa's Tobacco Quitline Programs and Services  
The goal of this project was to provide and evaluate tobacco Quitline services to Iowans.  
Role: Investigator

**Grant # None**                                **Lowe (PI)**                                **7/1/05-6/30/06**  
Iowa Department of Public Health/CDC  
State of Iowa's Tobacco Quitline Programs and Services  
The goal of this project was to provide and evaluate tobacco Quitline services to Iowans.  
Role: Investigator

**Grant # None**                                **Lowe (PI)**                                **3/01/06-6/30/07**  
Iowa Department of Public Health

Assessing Health Care Providers' Knowledge of Quitline Iowa and Smoking Cessation  
Recommendations to Patients

The goal of this study was to assess health care providers' knowledge of Quitline Iowa and smoking cessation best practices.

Role: Investigator

**Grant # None Campo (PI) 7/01/05-6/29/06**

Iowa Department of Public Health/CDC

Developing and Evaluating Colorectal Cancer Screening Campaigns for Rural Audiences

The goal of this study was to develop and test a colorectal cancer screening campaign (print) that targets rural audiences.

Role: PI

**Grant # None Lowe (PI) 12/01/05-1/31/06**

Iowa Department of Health and Human Services

Best Practices in Child and Adult Smoking Cessation

The goal of this study was to conduct a review of best practices in smoking cessation.

Role: Investigator

**Grant # None Lowe (PI) 12/01/05-9/30/06**

CDC

Improving the Health of the Rural Upper Midwest through Community Partnerships

The goal of this project is to continue to fund a Prevention Research Center focused on rural health and community based research.

Role: Investigator

**Grant #- None Campo (PI) 10/01/04-6/29/05**

Iowa Department of Public Health/CDC

Colorectal Cancer Screening Campaign Effectiveness in Rural Populations

The goal of this study was to test the use of CDC Screen for Life colorectal cancer screening campaign in rural Iowa using a quasi-experimental research design

Role: PI

**Grant # None Lowe (PI) 10/01/04-6/29/05**

Iowa Department of Public Health/CDC

Tobacco Cessation Interventions in Iowa: Experimental Smoking among Youth, Fax Referral, and American Indian Outreach

The goal of this study was to address tobacco cessation via taking steps to encourage the use of the Quitline through direct calls and fax referrals from health care providers.

Role: Investigator

**Grant # None Campo (PI) 1/01/04-12/31/04**

University of Iowa College of Public

Health/College of Medicine

Determining Community Leaders' Understandings of College Drinking and its Negative Consequences: A Step toward Mobilizing the Community for Change

The goal of this study was to examine how community leaders view college drinking and its negative consequences through social comparison

Role: PI

**Grant # None Campo (PI) 9/30/03-9/29/04**

Iowa Department of Public Health/CDC

Colorectal cancer awareness campaign, *Screen for Life*: Testing message appropriateness for rural Iowa

The goal of this study was to examine the use of CDC Screen for Life colorectal cancer screening campaign in rural Iowa through focus groups.

Role: PI

**Grant # None**

**Lowe (PI)**

**9/30/03-9/29/04**

CDC

Improving the Health of the Rural upper Midwest through Community Partnerships

The goal of this project is to fund a Prevention Research Center focused on rural health and community based research.

Role: Investigator

**Grant # None**

**Campo (PI)**

**10/01/00-12/31/02**

USDA/Hatch

Active Publics, Persuasion, and Social Problems

The goal of this study to explore the relationships of activism and persuasion on alcohol, tobacco, and other social problems

Role: PI