Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)

5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Identify the opportunities and limitations of using social media datasets to study users’ health behaviors.

   

   

   

   

   

   

   

   

   

   

2. Recognize the different techniques that can be used to analyze large quantities of behavior data (e.g., social network analysis, machine learning, clustering).

   

   

   

   

   

   

3. Understand current technology trends and how they can be leveraged to influence behavior.

   

   

   

   

   

   

Please circle the degree to which the session met your learning needs.

5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

Please rate the speaker on each category on the table below.

5=Excellent  4=Good  3=Fair  2= Poor  1=Very poor

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Comments:

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AMERICAN ACADEMY OF HEALTH BEHAVIOR
15th ANNUAL CONFERENCE: March 15-18, 2015
Digital Media & Behavior Change
Continuing Education Evaluation Form - NCHEC Provider Number: SEP4622

Participant's Name:_______________________________ CHES ID Number:_______ Contact Hours: .5 hr

Session Date/Name: Sunday, March 15, 2015  7:00pm – 7:30 pm

TITLE: “2015 AAHB Research Laureate Presentation: Humanizing HIT to Enhance Health Outcomes: Promoting Immediacy with Artificial Intelligence”

Speaker: Gary Kreps, PhD
George Mason University. Chair, Department of Communication
Director, Center for Health and Risk Communication

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  5=Very well met   4=Well met   3=Somewhat met   2=Not very well met   1=Not met

1. Identify characteristics Health Information Systems can be humanized to enhance health outcomes.
   5  4  3  2  1

2. Demonstrate how virtual human agents can be used as a health tool for enhancing immediacy.
   5  4  3  2  1

3. Identify challenges to be addressed to make virtual human agents work well.
   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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AMERICAN ACADEMY OF HEALTH BEHAVIOR
15th ANNUAL CONFERENCE: March 15-18, 2015
Digital Media & Behavior Change
Continuing Education Evaluation Form - NCHEC Provider Number: SEP4622

Participant's Name:_______________________________ CHES ID Number:_______ Contact Hours: 2 hrs

Session 1 Date/Name: Monday, March 16, 2015 8:30 – 10:15 am  Session Moderator: Jay E. Maddock, PhD, FAAHB

TITLE: “Using mobile technology for community-based physical activity research and engagement”

Speaker: Andrew T. Kaczynski, PhD
University of South Carolina, Department of Health Promotion, Education and Behavior

Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)

5=Very well met 4=Well met 3=Somewhat met 2=Not very well met 1=Not met

1. Understand the importance of parks and other community environments for physical activity promotion,

   5 4 3 2 1

2. Describe innovative technologies that can be used for community-based research related to parks and physical activity.

   5 4 3 2 1

3. Discuss how technology can be applied for community engagement related to physical activity promotion and healthy community design.

   5 4 3 2 1

Please circle the degree to which the session met your learning needs.

5=Very well met 4=Well met 3=Somewhat met 2=Not very well met 1=Not met

• Please rate the speaker on each category on the table below.

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5=Excellent 4=Good 3=Fair 2= Poor 1=Very poor

Comments:________________________________________________________________________________________________________________________
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Participant’s Name:__________________________  CHES ID Number:_______  Contact Hours: 2 hrs

Session 2  

Session Moderator: Nedra Kline Weinreich, President and Founder of Weinreich Communications

Date/Name:  Monday, March 16, 2015  10:30 – 12:30


Keynote Speaker: Jeff Gomez, CEO, Starlight Runner Entertainment

- Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  
  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

  1. Analyze the definition, distinction, and efficacy of transmedia storytelling and how it can be applied for social change.

  5  4  3  2  1

  2. Examine the precedent for narrative-based solutions for local, regional and national health and behavioral goals.

  5  4  3  2  1

  3. How to "own the reversal": emphasizing transparency and installing an architecture for dialog in health and behavior-change mass communications.

  5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Participant's Name: ______________________ CHES ID Number: ______ Contact Hours: 4 hrs

Session Date/Name: Monday March 16, 2015 1:00 pm – 5:00 pm

Optional Workshop TITLE: “Using technology for community-based advocacy and environmental change: The Community Park Audit Tool App (eCPAT)”

Speaker Andrew T. Kaczynski, PhD, University of South Carolina Department of Health Promotion, Education and Behavior

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Describe research on the relationship between technology and civic engagement.
   5  4  3  2  1

2. Apply the Community Park Audit Tool (CPAT) and electronic Community Park Audit Tool (eCPAT) to evaluate park environments for their potential to promote physical activity.
   5  4  3  2  1

3. Discuss how mobile technology can be used to increase advocacy and environmental change for healthy community design.
   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Comments: ____________________________________________________________

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Participant’s Name:__________________________ CHES ID Number:_______ Contact Hours: 1.5 hrs

Session Date/Name:  Monday, March 16, 2015  12:30 – 2:00 pm

Session: Optional Professional Development and Mentoring

TITLE: “Curriculum Vitae Enhancement Strategies”

Speakers: Matthew Lee Smith, PhD, MPH, CHES, FAAHB
University of Georgia College of Public Health

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Identify 5 characteristics associated with effective CV formats.

   5  4  3  2  1

2. Describe 2 ways the CV represents their professional identity.

   5  4  3  2  1

3. Identify 5 opportunities to expand the representation of knowledge, skills, and/or experiences on their CV.

   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Additional Comments:

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Session 3 Legacy Panel  

Session Moderator: Donna Vallone, PhD, Legacy

Date/Name: Tuesday, March 17, 2015  8:30 – 10:35 am

TITLE: “The truth® About Games: Can Games Reduce Youth Tobacco Use?”

Speaker: Jessica Rath, PhD  
Legacy/ Director, Research and Evaluation

Please rate how well the learning objectives were met. (Please evaluate each objective in the scale below.)

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<td>1</td>
<td>Identify 2 metrics that can be used to evaluate games for health.</td>
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<td>2</td>
<td>Understand how the dose of tobacco content affects game play.</td>
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<td>3</td>
<td>Describe whether a video game can change tobacco related knowledge, attitudes and/or beliefs.</td>
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Please circle the degree to which the session met your learning needs.

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Additional Comments:

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Session 3 (continued)

Date/Name: Tuesday, March 17, 2015  8:30 – 10:35 am

TITLE: “Using Digital and Social Media to Activate Youth: A Look at the truth® Campaign”

Speaker: Jennifer Cantrell, Dr.Ph.
Legacy, Director, Research and Evaluation

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. To learn about using digital communications for health education campaigns
   5  4  3  2  1

2. To examine digital strategies for engaging youth in tobacco prevention.
   5  4  3  2  1

3. To learn about approaches to evaluating digital campaigns.
   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Comments: ____________________________________________________________________________________________________________
Participant's Name: __________________________ CHES ID Number: _______ Session 3 (con't)

Date/Name: Tuesday, March 17, 2015  8:30am -10:35 am

Title: "Ecological momentary tobacco control"

Speaker: Thomas Kirchner, PhD

- Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)

  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Describe new and emerging mobile technologies now being applied to tobacco control.

   5  4  3  2  1

2. Describe the way tobacco-use behaviors are affected by the evolving retail environment.

   5  4  3  2  1

3. Describe ways that geographic information systems (GIS) can be used to reduce youth access to tobacco.

   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Comments:____________________________________________________________________________________________________________________________
Session 3 (continued)

Date/Name: Tuesday, March 17, 2015 8:30am - 10:35 am

TITLE: “Social Dynamics of Substance Use in Online Social Networks for Smoking Cessation”

Speaker: Amanda Graham, PhD
   Legacy/ Research Development/The Schroeder Institute for Tobacco Research and Policy Studies

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
   5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Attendees will acquire a basic understanding of social computing methods, including social network analysis, content analysis, and sentiment analysis.

   5  4  3  2  1

2. Attendees will learn how these social computing methods can be applied to data gathered via digital media to address questions about health behavior, with smoking cessation used as an exemplar.

   5  4  3  2  1

3. Attendees will understand some of the Human Subjects considerations (e.g., consent, data protections) in conducting social computing analyses using data from an online social network.

   5  4  3  2  1

Please circle the degree to which the session met your learning needs.

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Additional Comments:

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Participant's Name:_______________________________  CHES ID Number:_______  Contact Hours:  Session 3 (Con’t)

Session 3 (continued)

Date/Name:  Tuesday, March 17, 2015   8:30am -10:35 am

TITLE: “Tumblr as intervention platform: caveats and considerations”

Speakers: Megan Jacobs, MPH
Legacy

- Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below)

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1. Attendees will learn an approach to reach and engage young adults on the Tumblr social network site. | 5               | 4          | 3              | 2                  | 1        |

2. Attendees will learn how to extract and analyze data from the Tumblr platform. | 5               | 4          | 3              | 2                  | 1        |

3. Attendees will learn limitations of conducting research on Tumblr. | 5               | 4          | 3              | 2                  | 1        |

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Comments: ____________________________________________________________________________
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Participant's Name:____________________________ CHES ID Number:______ Contact Hours: 2.0 hrs.

Session 4  
Session Moderator: Phillip Massey, PhD, MPH

Date/Name:  Tuesday, March 17, 2015   10:50am -12:30 pm

TITLE: “Exploring and Elevating Healthy Behaviors with Social Technologies”

Speaker: Derek Hansen, PhD
Abell Professor of Innovation at Brigham Young University - School of Technology.

• Please rate how well were the learning objectives were met. (*Please evaluate each objective in the scale below.*)

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<tr>
<td>1. Identify the opportunities and limitations of using social media datasets to study users' health behaviors</td>
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<td>2. Recognize the different techniques that can be used to analyze large quantities of behavior data (e.g., social network analysis, machine learning, clustering)</td>
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<td>3. Understand current technology trends and how they can be leveraged to influence behavior.</td>
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Additional Comments:

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Participant's Name: ______________________  CHES ID Number: ______  Session 4 (con't)

Session 4 Continued

Date/Name:  Tuesday, March 17, 2015   10:50am -12:30 pm

TITLE: “Using Internet data to inform future health interventions”

Speaker:  Elad Yom-Tov, PhD
          Senior Researcher at Microsoft Research

• Please rate how well were the learning objectives were met.  (Please evaluate each objective in the scale below.)

<table>
<thead>
<tr>
<th>5=Very well met</th>
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1.  The participant will be able to identify areas where Internet data can be used to learn to inform about health.

   5   4   3   2   1

2.  The participant will be able to suggest ways in which health intervention can be performed online.

   5   4   3   2   1

3.  The participant will be able to explain where web data is advantageous to clinical data.

   5   4   3   2   1

Please circle the degree to which the session met your learning needs.

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<td>Elad Yom-Tov, PhD</td>
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Additional Comments:

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Participant's Name: _____________________ CHES ID Number: _______ Contact Hours: 1.5 hr.

Session Date/Name: Tuesday, March 17, 2015 12:30-2:00 pm

Professional Development - “How to Build & Maintain Successful Mentoring Relationships”

Speakers: I. Shevon Harvey, Dr.P.H. / Texas A&M University
E. Lisako J. McKyer, Ph.D., MPH/Texas A&M University

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)
  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. List at least 3 key findings the current literature regarding mentoring best practices. ........................................... 5 4 3 2 1

2. Describe 2 factors important to their own mentoring needs. ......................... 5 4 3 2 1

3. Identify at least 3 strategies to initiate and maintain a successful mentor/mentee relationship.................................................. 5 4 3 2 1

Please circle the degree to which the session met your learning needs.

  5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

• Please rate the speaker on each category on the table below.
  5=Excellent  4=Good  3=Fair  2= Poor  1=Very poor

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  5=Excellent  4=Good  3=Fair  2= Poor  1=Very poor

Additional Comments:______________________________________________________________________________________________________________________
Session # 5

Date/Name: Wednesday, March 18, 2015 8:30 am – 10:45 am

TITLE: “Health Information Technology: Tools for Population Health and Behavior Change”

Speaker: Sandra Hassink, MD, FAAP
Nemours Children’s Health System Division of Pediatric Weight Management, Department of Pediatrics
President-Elect, American Academy of Pediatrics

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)

5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

1. Understand the use of IT in promoting lifestyle change in primary care population health management ex. Obesity.

5  4  3  2  1

2. Explore the role of IT in delivering a behavior change intervention

5  4  3  2  1

3. Examine the use of the patient portal as a potential tool for promoting behavior change.

5  4  3  2  1

Please circle the degree to which the session met your learning needs.

5=Very well met  4=Well met  3=Somewhat met  2=Not very well met  1=Not met

• Please rate the speaker on each category on the table below.

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Additional Comments:
Session # 5 continued

Date/Time: Wednesday, March 18, 2015 8:30 am – 10:45 am

TITLE: “The Tip of the Iceberg: Maximizing the Potential of Text Messaging and Social Media in Weight Management for Teens”

Speaker: Susan Woolford, MD, MPH / Medical Director
Pediatric Comprehensive Weight Management Center
C. S. Mott Children’s Hospital / Co-Director, Program on Mobile Technology to Enhance Child Health (MTECH)

• Please rate how well were the learning objectives were met. (Please evaluate each objective in the scale below.)

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<td>1.</td>
<td>Describe current evidence related to the use of tailored text messaging and social media in pediatric weight management</td>
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<td>2.</td>
<td>Discuss practical considerations related to utilizing these entities to promote healthy weight-related choices among teens</td>
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<td>3.</td>
<td>Explore important questions yet to be answered regarding the use of these entities to promote weight loss among teens</td>
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