



American Academy of Health Behavior

12th Annual Scientific Meeting

Applications of Technology in Health Behavior Research

March 18-21, 2012
Four Seasons Hotel, Austin, Texas

Agenda

The 12th Annual Academy meeting will provide a forum for researchers to learn about cutting edge research, evidence based practice, and innovative applications and solutions to advance the benefits that Internet, mobile and other technologies can bring to the health and well being of populations. The program will include health behavior interventions that employ technology, utilization of technologies for assessments and evaluation, and provide a diverse array of ongoing applications of technology in the service of health promotion. A key feature of this conference will be demonstrations and presentations on the use of technology in carrying out research.

Sunday, March 18, 2012

AAHB 2012 Annual Meeting Welcome

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| 12:00 pm—5:00 pm | Registration [<i>Ballroom Foyer</i>] |
| 1:30 pm—4:30 pm | Optional Professional Development Workshops (registration required)
“Enhancing Your Interventions and Research Using Social Media”, with Dr. Sheana Bull ,
Colorado School of Public Health [<i>Waterloo</i>] |
| 5:00 pm—5:30 pm | Welcome Address, Presentation of New AAHB Fellows [<i>Ballroom A</i>]
Elaine Borawski, PhD, AAHB President |
| 5:30 pm—5:45 pm | Introduction of 2012 Research Laureate [<i>Ballroom A</i>]
John Lowe, DrPh, 2011 RL Recipient |
| 5:45 pm—6:15 pm | 2012 AAHB Research Laureate Presentation [<i>Ballroom A</i>]
“What’s so great about injury prevention? Calling all behavioral scientists!”
Andrea Gielen, ScM, ScD, 2012 AAHB Research Laureate
Johns Hopkins Bloomberg School of Public Health |
| 6:15 pm—7:15 pm | Opening Reception and Poster Session [<i>San Jacinto Ballroom, Ballroom A</i>]
<i>Heavy hors d’oeuvres, 1 free drink per person and cash bar. Guests require tickets.</i> |

Monday, March 19, 2012

Session Chair: Herb Severson, PhD

- 7:30 am—8:30 am **Breakfast and Roundtables** *[Ballroom A]*
New members, students and conference attendees are encouraged to join a roundtable and meet senior Academy members. *Breakfast is included in the registration.*
- 8:30 am—9:15 am **Session Keynote: “Challenges of Harnessing the Informatics Landscape to Promote Health Behavior Change”** *[Ballroom C-D for all sessions]*
David Abrams, Ph.D., American Legacy Foundation
- 9:15 am— 9:45 am **Behavior, Outcomes, and Opportunistic Interventions in Online Health Programs and Communities**
Kevin Hwang, MD, MPH, University of Texas Medical School at Houston
- 9:45 am—10:15 am **Using Mobile and Social Media for Health Promotion Research: Lessons in Recruitment, Retention, and Engagement and Opportunities for Intervention**
Sheana Bull, PhD, Colorado School of Public Health
- 10:15 am—10:30 am Break
- 10:30 am—11:00 am **Leveraging Mobile Technologies to Measure and Improve Health Behaviors**
Kevin Patrick, MD, MS, University of California San Diego
- 11:00 am—11:30 am **Messages, Monitoring, Applications, and Graphical Displays: Moving Towards a Model of Smartphone Use to Promote Healthy Weights**
Paul Estabrooks, PhD, Virginia Tech
- 11:30 am—12:00 pm **The Mobile Health Revolution: Applications and Implications for Health Behavior Research**
Audie Atienza, PhD, US Department of Health and Human Services and National Cancer Institute
- 12:00 pm—1:30 pm **AAHB Professional Development Luncheon. Topic: “Innovation in Research: Building Technology into your Research. A Panel Discussion”** *[Ballroom CD]*
Panel: David Abrams, Kevin Hwang, Kevin Patrick and Paul Estabrooks
- 2:00 pm—5:00 pm **Optional Workshops (registration required)**
The Role of Internet and Desktop GIS for Place-Based Analysis and Data Visualization.
Day 1 of a 2-day workshop. Registration Required. *[Waterloo]*
Christopher Fulcher, PhD, University of Missouri—Columbia
“Upgrade Your Data Collection Methods—Integrating Electronic Data Tools (PDA, iPads, tablets) for Improving Data Quality, Integrity, and Usage”
Dr. Erika Trapl & Mr. Ryan Kofron, Case Western Reserve University *[Stone’s Crossing]*
- 5:30 pm—7:00 pm **Technology Demonstrations, Technology Poster Session and Social** *[Ballroom C/D + Foyer]*
This unique session involves 12 tabletop demonstrations and 15 technology focused posters. Demonstrators will provide brief, 10-15 minute demonstration in a roundtable format. Participants move to new demonstration every 20 minutes; will have the opportunity to view four demonstrations during the 1.5 hour session. Poster presenters will be at their posters from 6:15-7:00 pm
To secure your seat at the demonstrations of your choice, sign up at the Registration Table.
Light hors d’oeuvres, 1 free drink per person and cash bar

Tuesday, March 20, 2012

Session Chair: Rita DeBate, PhD

- 7:30 am—8:30 am **Breakfast and Roundtables** [Ballroom A]
Opportunity to meet and chat with presenters from last night's Technology Demonstrations.
Breakfast is included in the registration.
- 8:45 am—9:30 am **Session Keynote: Role of Patient-Facing Technologies in the Era of Healthcare Reform**
[Ballroom C-D for all sessions]
David Ahern, Ph.D., Brigham & Women's Hospital
- 9:30 am— 10:15 am **Designing for Behavior Change: Hot Triggers to New Habits**
BJ Fogg, PhD, Stanford University
- 10:15 am—10:30 am Break
- 10:30 am—11:00 am **Presentation of the Judy Black Award**
M. Renée Umstattd Meyer, PhD, Chair, AAHB Professional Development Council
Elbert D. Glover, PhD, Editor-in-Chief, American Journal of Health Behavior
- 11:00 am -11:30 am **Meshing Geographic Information Technologies with Collaborative Management Systems to Better Align Interventions with People and Place**
Christopher Fulcher, PhD, University of Missouri—Columbia
- 11:30 am - 12:00 pm **Innovative, Evidence-Based Approaches to Utilizing Technology to Improve Health Behaviors in Young People**
Ellen LaPointe, JD, HopeLab
- 12:00 pm—1:30 pm **AAHB Professional Development Luncheon. Topic: "Strategies to Enhance Poster Design for Professional Conference Presentations.** [Ballroom A]
Mathew Smith, PhD, University of Georgia
- 2:00 pm—5:00 pm **Optional Workshop: The Role of Internet and Desktop GIS for Place-Based Analysis and Data Visualization.** Day 2 of a 2-day workshop. Registration Required. [Waterloo]
Christopher Fulcher, PhD, University of Missouri—Columbia
- 6:00 pm—7:00 pm **Social and Poster Session** [San Jacinto Ballroom + Foyer]
Posters are listed by board number in the Program Folder. Full abstracts are available in the electronic program (www.aahb.org/2012_program)
Light hors d'oeuvres, 1 free drink per person and cash bar

Wednesday, March 21, 2012

Session Chair: Diane Abatemarco, PhD

- 7:30 am—8:30 am **Breakfast and Late Breaker Poster Session** [Ballroom A]
Breakfast is included in the registration.
- 8:45 am—9:45 am **Expanding the Patient Role to Achieve Participatory Medicine** [Ballroom A]
- Let Patients Contribute: A Journey Toward Individual and Organizational Behavior Change.**
Susan Woods, MD, Portland VA Medical Center and Oregon Health & Science University
- Empowered and Clear or Dazed and Confused? Creating Health Together in an Age of Ubiquitous Connectivity**
Brad Hesse, PhD., National Cancer Institute
- 9:45 am—10:00 am Break
- 10:00 am—10:45 am **Closing Session: How to Truly Integrate Technology into our Interventions, Research and Grant Proposal—A Panel Discussion**
David Ahern, PhD, Audie Atienza, PhD, and Herb Severson, PhD
- 10:45 am—11:15 am **Outstanding Poster Awards and Inauguration of the Incoming AAHB President**
Elaine Borawski, PhD., 2011-2012 AAHB President
- 11:15 am—12:00 pm **AAHB Presidential Address**
R. Scott Olds, PhD., 2012-2013 AAHB President
- 12:00 pm **Meeting Adjournment**