

Paul W. Branscum PhD, RD, FAAHB, FSBM

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Education

PhD in Health Promotion & Education	2011	The University of Cincinnati, Cincinnati, Ohio
MS in Nutrition	2008	The Ohio State University, Columbus, Ohio
Dietetic Internship	2007	The Ohio State University, Columbus, Ohio
BS in Human Nutrition	2005	The Ohio State University, Columbus, Ohio <i>Magna cum laude</i>

Professional Experiences:

Miami University, Oxford, OH

Department of Kinesiology & Health

Professor (full), 2021-Present

Associate Professor, 2017-2021

Public Health Program Leader, 2019-Present

Department of Educational Leadership

Affiliate Professor, 2018-Present

Myaamia Center

Affiliate Professor, 2021-Present

The University of Oklahoma, Norman, OK

Department of Health & Exercise Science

Assistant Professor, 2011-2017

Graduate Liaison/Director, 2014-2017

Department of Nutritional Sciences (The University of Oklahoma Health Science Center)

Adjunct Assistant Professor, 2016-2017

Registered Dietitian, July 2007-Present

The University of Cincinnati, Graduate Assistant, 2008-2011

The Ohio State University, Graduate Research Assistant, 2006-2008

The Ohio State University, Graduate Teaching Assistant, 2005-2006

Courses Taught

Miami University

Kinesiology & Health (KNH)

KNH-218	Applied Health Behavior Change
KNH-262	Public Health Education
KNH-453A	Public Health Research (special topics course)
KNH-462/562	Public Health Planning & Evaluation (undergrad and graduate level)
KNH-477	Independent Studies
KNH-600	Independent Reading
KNH-610	Internship in Exercise, Health, and Sport Delivery Systems
KNH-611	Behavioral Approaches to Health Promotion and Education
KNH-620	Research Problems
KNH-640	Internship
KNH-677	Independent Studies

Educational Leadership (EDL)

EDL-850	Doctoral Dissertation
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The University of Oklahoma

Health and Exercise Science (HES)

HES-3513	Health Promotion Program Planning
HES-3563	Lifestyle Intervention
HES-3980	Honors Research
HES-3990	Independent Study
HES-4953	Senior Capstone
HES-5430	Internship in Health and Exercise Science
HES-5553	Health Promotion Evaluation
HES-5563	Health Behavior I
HES-5960	Directed Readings in Health and Exercise Science
HES-5990	Independent Studies in Health and Exercise Science
HES-6563	Health Behavior II
HES-6970	Seminar in Health and Exercise Science

The University of Cincinnati

Health Promotion and Education (HPE)

HPE-102	Introduction to Epidemiology
HPE-133	Introduction to Personal Health
HPE-136	Introduction to Community and Public Health
HPE-704	Topics in Nutrition Education

Health, Fitness & Leisure Studies (HFL)

HFL-191	Lifestyle Health and Fitness
HFL-193	Weight Control
HFL-194	Stress Management

Professional Memberships

Society of Behavioral Medicine, 2015-Present

Awarded Fellow Status (2021)

Senior Co-Chair of *Theories and Techniques of Behavior Change Interventions* (Special Interest Group), 2018-2020 (Junior Co-Chair from 2016-2018)

American Academy of Health Behavior, 2012-Present

Awarded Fellow Status (2019)

Member Delegate (2020-2023)

Society for Public Health Education, 2011-Present

American Public Health Association, 2008-Present

Academy of Nutrition and Dietetics, 2004-Present

Peggy and Charles Stephenson Cancer Center, Associate Member, 2012-2017

Oklahoma Dietetic Association, 2011-2017

Ohio Dietetic Association, 2004-2011; 2017-Present

Ohio Public Health Association, 2009-2011

Scholarly Activities

A. Books

1. Sharma, M., & **Branscum, P.** (2020). *Introduction to community and public health*. (2nd ed.). San Francisco: Jossey-Bass. [1st edition: 2014; Sold over 1,500 copies] ISBN# 978-1-1184-1055-4.
2. Sharma, M., & **Branscum, P.** (2021). *Foundations of mental health promotion*. (2nd ed.). Burlington, MA: Jones and Bartlett. [1st edition: 2013; Sold over 1,200 copies] ISBN# 978-128-41-99758.

B. Book Chapters

1. Bhochhibhoya, A. & **Branscum, P.** (2019). Determinants of mental health for problematic behaviors among international students in the United States. In K. Bista (Ed.), *Global Perspectives on International Student Experiences in Higher Education: Tensions and Issues* (pp 243-256). New York, NY: Routledge Publisher.

C. Articles in Peer-reviewed Journals

1. **Branscum, P.**, & Keysor, P. (in press). Classifying parenting practices for sugary drink consumption using the behavior change wheel: translating theory to organize research and practice. *Health Promotion Practice*.
2. **Branscum, P.**, & Gresla, A. (2023). Measuring barriers of behavior change: How to better operationalize psychosocial constructs of control. *Journal of Community Psychology*, 51(4), 1622-1633.
3. **Branscum, P.**, Rush-Griffith, S., Hackman, C., Castle, A., & Katague, M. (2023). The role of moral norms as a determinant of intentions to engage in bystander intervention to prevent sexual assault. *Journal of Community Psychology*, 51(1), 334-344.
4. Miller, B., & **Branscum, P.** (2023). Evaluating the association between artificial sweetener intake and indicators of stress and anxiety. *Community Health Equity Research & Policy*, 43(3), 339-342.

5. Speed, S., Ward, R. M. Budd, K., **Branscum, P.**, Barrios, V., & Miljkovic, K. (2023). Drunkorexia and alcohol included blackouts among college students: an exploratory study. *Alcohol, 110*(2023), 51-56.
6. **Branscum, P.** (2022). A perspective on the Motivation to Comply social norms construct. *Health Behavior Research, 5*(2), 1-13.
7. Branson, O., Geller, K., & **Branscum, P.** (2022). Reasoned action approach to analyze differences in athletes' physical activity behaviors during COVID-19. *Health Behavior Research, 5*(3), 1-7.
8. Hackman, C. L., **Branscum, P.**, Rush-Griffin, S. E., Castle, A., & Hagadorn, E. (2022). Gender differences in bystander intervention intentions to prevent sexual assault: a reasoned action approach. *Journal of School Violence, 21*(3), 237-251.
9. Hackman, C., Rush-Griffin, S., **Branscum, P.**, Castle, A., & Katague, M. (2022). Development and validation of an instrument measuring determinants of bystander intervention to prevent sexual assault: an application of the reasoned action approach. *Health Behavior Research, 5*(1).
10. Schisler, E. D., **Branscum, P.**, Buckley, L., McCann, R., Richardson, E., Luzuis, A., & Dobbs, P. D. (2022). A reasoned action approach to pregnant smokers' intention to switch to e-cigarettes: does educational attainment influence theory application? *Health Behavior Research, 5*(3), 1-17.
11. Smith, P., Ward, R. M., Bartoszek, L., & **Branscum, P.** (2022). College students' use patterns of electronic nicotine delivery systems and other substances in the U.S. *Journal of American College Health, 70*(6), 1882-1888.
12. Sorcher, J., & **Branscum, P.** (2022). Behaviour change techniques used in binge drinking interventions among university students: a systematic review. *Alcoholism Treatment Quarterly, 40*(3), 322-337.
13. Speed, S., **Branscum, P.**, & Gresla, A. (2022). Comparing predictors of intentions for physical activity participation between normal and overweight military spouses. *American Journal of Health Education, 53*(4), 248-255.
14. Speed, S., Ward, R. M., Haus, L., **Branscum, P.**, Budd, K. M., Barrios, V., Lemons, K., & Humenay, H. (2022). A systematic review of common drunkorexia measures: Examining gender differences across scales. *American Journal of Health Education, 53*(5), 342-359.
15. Bhochhibhoya, A., **Branscum, P.**, Thapaliya, R., Sharma-Ghimire, P., & Wharton, H. (2021). Applying the health belief model for investigating the impact of political affiliation on COVID-19 Vaccine uptake. *American Journal of Health Education, 52*(5), 241-250.
16. **Branscum, P.**, Williams, D., & Rhodes, R. E. (2021). Are current elicitation techniques for barriers and enablers confounded with motivation? how natural language may hinder theory-guided research. *British Journal of Health Psychology, 26*(3), 839-860.
17. Dobbs, P. D., **Branscum, P.**, Cohn, A., Tackett, A., & Comiford, A. (2021). Pregnant smokers' intention to switch from using cigarettes to e-cigarettes: an application of the reasoned action approach. *Women's Health Issues, 31*(6), 540-549.
18. Dobbs, P. D., **Branscum, P.**, Hammig, B., Jozkowski, K., Henry, L. J., Lo, W., Gorman, D., Luzius, A. (2021). College students' underlying beliefs about using e-cigarettes: an application of the reasoned action approach. *Addiction Research & Theory, 29*(4), 286-297.

19. McGaughey, A., Andres, V., Sartor, J., Saidi Fairchild, G., Heinrich, K. M., & **Branscum, P.** (2021). Aerobic physical activity participation and correlates of participating in muscle strengthening physical activity: a cross-sectional analysis. *Health Behavior Research*, 4(1), 1-15.
20. McGaughey, A., Senkowski, V., & **Branscum, P.** (2021). Advanced care planning information and public institutions of higher education. *American Journal of Health Studies*, 36(1), 11-30. 10.47779/ajhs.2021.635.
21. Miller, M. E., Nicely, S., & **Branscum, P.** (2021). Challenges and best practices in BMI screening in Head Start: one program's perceptions. *NHSA Dialog*, 24(1), 37-46.
22. Smith, P., & **Branscum, P.** (2021). Feasibility, utility, and limitations of a rapid community behavioral diagnosis for social distancing during the 2020-coronavirus pandemic. *American Journal of Health Promotion*, 35(1), 77-83.
23. Dobbs, P. D., **Branscum, P.**, Wilkerson, A. (2020). Intentions to use e-cigarette use among young adults to quit smoking: an application of the reasoned action approach. *American Journal of Health Education*, 51(6), 360-370.
24. Fairchild, G., & **Branscum, P.** (2020). Gender differences for theory-based determinants of muscle strengthening physical activity: a moderation analysis. *Translational Behavioral Medicine*, 10(3), 781-791.
25. Bhoohibhoya, A., & **Branscum, P.** (2020). Beyond one size fits all: predicting binge and social drinking behavior. *American Journal of Health Studies*, 35(1), 57-72.
26. **Branscum, P.** (2020). Developing and validating an instrument to evaluate theory-based behavioral antecedents of consuming a high fiber diet. *International Journal of Environmental Research and Public Health*, 17(12), 1-13.
27. **Branscum, P.**, & Lora, K. (2020). Determinants of parenting practices related to monitoring sugar sweetened beverages among Hispanic mothers. *Journal of Immigrant and Minority Health*, 22(1), 120-125.
28. **Branscum, P.**, Lora, K., & Hernandez, D. (2020). Examining determinants and co-associations between fruit and vegetable and sugar-sweetened beverage monitoring practices among a sample of low-income Hispanic mothers: A Reasoned Action Approach. *Journal of Racial and Ethnic Health Disparities*, 7(4), 650-659.
29. **Branscum, P.**, & Patricio-Agosto, N. (2020). How children search for health information online: an observational study. *Journal of Nutrition Education and Behavior*, 52(5), 522-527.
30. **Branscum, P.**, & Qualls Fay, K. (2020). What determines young adults' attitudes, perceived norms, and perceived behavioral control towards healthy sleep behaviors? A Reasoned Action Approach. *Health Behavior Research*, 2(4), 1-12.
31. **Branscum, P.**, Qualls Fay, K., & Senkowski, V. (2020). Do different factors predict the adoption and maintenance of healthy sleep behaviors? A Reasoned Action Approach. *Translational Behavioral Medicine*, 10(1), 78-86.
32. Gowin, M., Maness, S., Larson, D., **Branscum, P.**, & Cheney, M. (2020). Conducting qualitative research in hard-to- reach young adults using online recruitment and interviewing. *SAGE Research Methods Cases*, 10.4135/9781529741032.
33. Gwin, S., **Branscum, P.**, Taylor, L., Cheney, M., Maness, S., Frey, M., & Zhang, Y. (2020). The relationship between parent-young adult religious concord and depression. *Journal of Spirituality in Mental Health*, 22(1), 96-110.

34. Gwin, S., **Branscum, P.**, Taylor, L., Cheney, M., Maness, S., Frey, M. & Zhang, Y. (2020). Associations between depressive symptoms and religiosity in young adults. *Journal of Religion and Health*, 59(6), 3193-3210.
35. Gwin, S., **Branscum, P.**, Taylor, E. L., Cheney, M., Maness, S. B., Frey, M., & Zhang, Y. (2020). Associations between suicide behaviors and religiosity in young adults. *American Journal of Health Studies*, 35(4), 257-269.
36. Wright, L., Maness, S., **Branscum, P.**, Larson, D., Taylor, E. L., Mayeux, L., & Cheney, M. (2020). Pastors' perceptions of the black church's role in teen pregnancy prevention. *Health Promotion Practice*, 21(3)344-354.
37. **Branscum, P.**, & Fairchild, G. (2019). Differences in determinants of aerobic and muscle strengthening physical activity: a Reasoned Action Approach. *Journal of Sports Sciences*, 37(1), 90-99.
38. **Branscum, P.**, & Senkowski, V. (2019). Does level of specificity impact measures of motivation to comply? A randomized evaluation. *Translational Behavioral Medicine*, 9(2), 373-379.
39. Dong, Y., & **Branscum, P.** (2019). What motivates people to get obesity related direct-to-consumer genetic tests? a reasoned action approach. *American Journal of Health Education*, 50(6), 356-365.
40. Larson, D.J., Wetherbee, J.C., & **Branscum, P.** (2019). CrossFit athletic identity and sponsorship recall, recognition, and purchase intent. *International Journal of Kinesiology and Sports Science*, 7(3), 6-15.
41. Lora, K., **Branscum, P.**, Chen, S., & Wakefield, D. (2019). Home food environment factors associated with Hispanic preschoolers' intake of fruits and vegetables. *Family and Community Health*, 42(4), 261-270.
42. Senkowski, V., Gannon, C., & **Branscum, P.** (2019). Behavior change techniques used in Theory of Planned Behavior physical activity interventions amongst the elderly population: a systematic review. *Journal of Aging and Physical Activity*, 27, 746-754.
43. Wright, L., **Branscum, P.**, Maness, S., Larson, D., Taylor, E. L., Mayeux, L., & Cheney, M. (2019). Parents' beliefs of the black church's role in teen pregnancy prevention. *Journal of Adolescence*, 72(2019), 52-63.
44. Alshuwaiyer, G., Taylor, E. L., **Branscum, P.**, Hofford, C., & Knehans, A. (2018). The effect of a 12-week walking intervention on cardiovascular disease risks among individuals with dyslipidemia. *American Journal of Health Studies*, (32)2, 70-79.
45. Bhochhibhoya, A. & **Branscum, P.** (2018). The application of the Theory of Planned Behavior and the Integrative Behavioral Model towards predicting and understanding alcohol related behaviors: a systematic review. *Journal of Alcohol & Drug Education*, 62(2), 39-63.
46. **Branscum, P.**, & Housely, A. (2018). Differences in how mothers and fathers monitor sugar-sweetened beverages for their young children (7-12 years). *Health Education & Behavior*, 45(2), 247-253.
47. Collado Rivera, M., **Branscum, P.**, Larson, D., & Gao, H. (2018). Evaluating the determinants of sugary beverage consumption among overweight and obese adults: An application of the integrative model of behavioural prediction. *Health Education Journal*, 77(1), 109-125.
48. Dong, Y., **Branscum, P.**, & Gao, H. (2018). International students' online health information seeking behavior: a cross-sectional study of sexually transmitted diseases

- (STIs) prevention and health literacy among Chinese international students. *International Journal of Multidisciplinary Perspectives in Higher Education*, 3(1), 89-103.
49. McGaughey, A., Senkowski, V., Taylor, E. L., **Branscum, P.**, & Cheney, M. (2018). Relationship between energy drink consumption and daily hassles among college students. *American Journal of Health Education*, 49(3), 190-197.
 50. Zacharia, S., Taylor, E. L., **Branscum, P.**, Cheney, M. K., Hofford, C. W., & Crowson, M. (2018). Effects of a yoga intervention on adults with lower limb osteoarthritis: a randomized controlled trial. *American Journal of Health Studies*, 32(2), 89-98.
 51. Bhochhibhoya, A., Dong, Y., & **Branscum, P.** (2017). Sources of social support among international college students in the United States. *Journal of International Students*, 7(3), 671-686.
 52. **Branscum, P.**, Collado Rivera, M., Fairchild, G., & Qualls Fay. (2017). Do injunctive and descriptive normative beliefs need a value-laden multiplier in value expectancy models? a case series across multiple health behaviors. *Health Behavior Research*, 1(1), 1-15.
 53. **Branscum, P.**, & Crowson, H. M. (2017). The association between environmental and psychosocial factors towards physical activity and screen time of children: an application of the Integrative Behavioural Model. *Journal of Sports Sciences*, 35(10), 982-988.
 54. **Branscum, P.**, & Lora, K. (2017). Using the integrated behavioral model of prediction to predict maternal monitoring of fruit and vegetable consumption among Hispanic mothers. *Family & Community Health*, 40(1), 32-38.
 55. Funk, M.D., Taylor, E.L., **Branscum, P.**, Hofford, C., Knehans, A., Crowson, H.M., Sisson, S.B. (2017). Process evaluation of an intervention to decrease sedentary time in diabetics. *American Journal of Health Studies*, 32(1), 1-7.
 56. Gwin, S., **Branscum, P.**, & Taylor, E. L. (2017). Validation of the beliefs of physical activity among clergy (B-PAC) instrument. *American Journal of Health Studies*, 32(2), 102-110.
 57. Haider, T., Sharma, M., & **Branscum, P.** (2017). Yoga as an alternative and complimentary therapy for cardiovascular disease: A systematic review. *Journal of Evidence-Based Complementary & Alternative Medicine*, 22(2), 310-316.
 58. Lora, K., Cheney, M., & **Branscum, P.** (2017). Hispanic mothers' views of the father's role in family healthy eating: focus groups findings. *Journal of the Academy of Nutrition and Dietetics*, 117(6), 914-922.
 59. Maness, S., & **Branscum, P.** (2017). Utilizing a Social Determinants of Health framework as determinants of perceived behavioral control. *Family & Community Health*, 40(1), 39-42.
 60. Senkowski, V., **Branscum, P.**, Maness, S., & Larson, D. (2017). Using the Integrative Model of Behavioral Prediction to predict vegetable subgroup consumption among college students. *American Journal of Health Education*, 48(4), 240-247.
 61. Ayers, M. D., Taylor, E. L., **Branscum, P.**, & Hofford, C. (2016). Gross motor function and health quality of life among children with autism spectrum disorder participating in a gymnastics program: a pilot study. *American Journal of Health Studies*, 31(3), 57-67.
 62. **Branscum, P.**, & Bhochhibhoya, A. (2016). Exploring gender differences in predicting physical activity among elementary aged children: an application of the Integrated Behavioral Model. *American Journal of Health Education*, 47(4), 234-242.

63. **Branscum, P.**, Haider, T., Brown, D., & Sharma, M. (2016). Using emotional intelligence and social support to predict job performance of health educators. *American Journal of Health Education*, 47(5), 309-314.
64. **Branscum, P.**, Hayes, L., & Wallace, L. (2016). Direct observation of searching for online health information: a systematic review of current evidence. *American Journal of Health Studies*, 31(4), 222-232.
65. **Branscum, P.**, Housely, A., Bhochhibhoya, A., & Hayes, L. (2016). A formative evaluation of Healthy Heroes: a photo comic book-Social Cognitive Theory based obesity prevention program. *Journal of Health Education Teaching*, 7(1), 52-63.
66. **Branscum, P.**, & Lora, K. (2016). Development and validation of an instrument measuring theory-based determinants of monitoring obesogenic behaviors of preschoolers among Hispanic mothers. *International Journal of Environmental Research and Public Health*, 13(6), 1-14.
67. Dong, Y., Collado, M., & **Branscum, P.** (2016). Native American diabetes prevention intervention programs: a systematic review. *Californian Journal of Health Promotion*, 14(1), 26-36.
68. Hayes, L., Bhochhibhoya, A., Cheney, M., Larson, D., & **Branscum, P.** (2016). An evaluation of the effects of formal nutrition education on online nutrition information retrieval among college students. *Journal of Consumer Health on the Internet*, 20(4), 139-155.
69. Housely, A., **Branscum, P.**, Cheney, M., & Hofford, C. (2016). Predicting parental monitoring behaviours for sugar-sweetened beverages in parents of school-aged children: An application of the Integrative Behavioural Model. *Health Education Journal*, 75(5), 577-588.
70. Senkowski, V., Norris, K., McGaughey, A., & **Branscum, P.** (2016). A review of the effectiveness of HIV sexual risk prevention interventions in adult prison inmates. *Journal of Correctional Health Care*, 22(4), 309-321.
71. Bhochhibhoya, A., Hayes, L., **Branscum, P.**, & Taylor, E. L. (2015). The use of the Internet for prevention of binge drinking among college population: a systematic review of evidence. *Alcohol and Alcoholism*, 50(5), 526-535.
72. Bhochhibhoya, A., Collado, M., **Branscum, P.**, & Sharma, M. (2015). The role of global mental health and Type D personality in predicting alcohol use among a sample of college students. *Alcoholism Treatment Quarterly*, 33(3), 283-295.
73. **Branscum, P.**, & Housely, A. (2015). Developing an instrument to evaluate psychosocial and environmental determinants of parental monitoring of sugar-sweetened beverages. *International Journal of Child Health and Nutrition*, 4(3), 163-173.
74. Ling, C., **Branscum, P.**, & Wang, X. (2015). Prediction of health behaviours of users of online weight control communities: the effects of social support, and social connectedness. *International Journal of Web Based Communities*, 11(3/4), 340-356.
75. Lora, K., **Branscum, P.**, Sisson, S. B., Scott, L. M., Anderson, M., & Knehans, A. (2015). Relationship of food label use and household availability of beverages in a sample of mothers of preschool children participating in the supplemental nutrition assistance program. *American Journal of Health Studies*, 30(3), 118-127.
76. Sampson, A., Digeralamo, D., Bhochhibhoya, A., & **Branscum, P.** (2015). The use of text messaging for smoking cessation and relapse prevention: A systematic review of evidence. *Journal of Smoking Cessation*, 10(1), 50-58.

77. Senkowski, V., & **Branscum, P.** (2015). How college students search the Internet for weight control and weight management information: An observational study. *American Journal of Health Education, 46*(4), 231-240.
78. Sharma, M., & **Branscum, P.** (2015). Yoga interventions in pregnancy: a qualitative review. *Journal of Alternative and Complementary Medicine, 21*(4), 208-216.
79. Wann, T., Hayes, L., Marshment, G., Marcum, C., Meiklejohn, M., & **Branscum, P.** (2015). Native American childhood obesity interventions: A systematic review. *Vulnerable Children and Youth Studies, 10*(2), 118-130.
80. Zacharia, S., Taylor, E. L., Hofford, C. W., Brittain, D. R., & **Branscum P.** (2015). The effect of an 8-week Tai Chi exercise program on physical functional performance in middle-aged women. *Journal of Applied Gerontology, 34*(5), 573-589.
81. **Branscum, P.**, Bhochhibhoya, A., & Sharma, M. (2013-2014). The role of emotional intelligence in mental health and Type D Personality among young adults. *International Quarterly of Community Health Education, 34*(4), 351-365.
82. **Branscum, P.**, Ling, C., & Wang, X. (2014). Social support and connectedness as predictors of weight control behaviors in online communities. *American Journal of Health Studies, 29*(1), 24-33.
83. **Branscum, P.**, & Sharma, M. (2014). Comparing the utility of the theory of planned behavior between boys and girls for predicting snack food consumption: Implications for practice. *Health Promotion Practice, 15*(1), 134-140.
84. **Branscum, P.**, & Sharma, M. (2014). Defining a healthy diet: challenges & conundrums. *American Journal of Health Studies, 29*(4), 271-278.
85. Bhochhibhoya, A., **Branscum, P.**, Taylor, E. L., & Hofford, C. (2014). Exploring the relationships of physical activity, emotional intelligence, and mental health among college students. *American Journal of Health Studies, 29*(2), 191-197.
86. **Branscum, P.**, & Hayes, L. (2013). The utilization of process evaluations in childhood obesity intervention research: a review of reviews. *International Journal of Child Health and Nutrition, 2*(4), 270-280.
87. **Branscum, P.**, Kaye, G., & Warner, J. (2013). Impacting dietary behaviors of children from low income communities: An evaluation of a theory-based nutrition education program. *Californian Journal of Health Promotion, 11*(2), 43-52.
88. **Branscum, P.**, Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2013). A process evaluation of a social-cognitive-theory-based childhood obesity prevention intervention: The Comics for Health program. *Health Promotion Practice, 14*(2), 189-198.
89. **Branscum, P.**, & Sharma, M. (2013). Using the *Beyond Scared Straight* television program to demonstrate the underlying constructs of the Health Belief Model. *Health Education Teaching Techniques Journal, 3*(1), 8-20.
90. **Branscum, P.**, Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2013). A true challenge for any superhero: An evaluation of a comic book obesity prevention program. *Family & Community Health, 36*(1), 63-76.
91. Gwin, S., Taylor, E. L., **Branscum, P.**, & Hofford, C. (2013). Assessment of factors that predict physical activity among Oklahoma clergy: A theory of planned behavior approach. *Family & Community Health, 36*(3), 193-203.
92. Gunther, C. W., **Branscum, P.**, Kennel, J., Klein, E. G., Monnat, L. E., & Kaye, G. (2013). Examination of the relationship of dairy product consumption and dietary

- calcium with body mass index percentile in children. *International Journal of Child Health and Nutrition*, 2(1), 1-8.
93. Sharma, M., & **Branscum, P.** (2013). School-based drug abuse prevention programs in high school students. *Journal of Alcohol & Drug Education*, 57(3), 51-65.
 94. Zacharia, S., Funk, M., Alshuwaiyer, G., Gwin, S., Taylor, E. L., & **Branscum, P.** (2013). Internet-based physical activity interventions at the worksite: A systematic review. *American Journal of Health Studies*, 28(3), 114-126.
 95. **Branscum, P.**, & Kaye, G. (2012). Process evaluations for a multisite nutrition education program. *Californian Journal of Health Promotion*, 10(2), 34-39.
 96. **Branscum, P.**, & Sharma, M. (2012). Applying the Freirian model to the development and evaluation of problematic drinking. *Journal of Alcohol & Drug Education*, 56(1), 59-82.
 97. **Branscum, P.**, & Sharma, M. (2012). After-school based obesity prevention interventions: A comprehensive review of the literature. *International Journal of Environmental Research and Public Health*, 9(4), 1438-1457.
 98. **Branscum, P.**, & Sharma, M. (2012). Creating healthy heroes: Helping children create comic books to reinforce healthy lifestyles. *Health Education Teaching Techniques Journal*, 2(1), 88-102.
 99. Camero, M., Hobbs, C., Stringer, M., **Branscum, P.**, & Taylor, E. L. (2012). A review of physical activity interventions on determinants of mental health in children and adolescents. *International Journal of Mental Health Promotion*, 14(4), 196-206.
 100. Mehra, R., **Branscum, P.**, & Sharma, M. (2012). A needs assessment of factory workers in India for health promotion programs. *Journal of Community Medicine & Health Education*, 2(2), 128.
 101. Miller, C., & **Branscum, P.** (2012). The effect of a recessionary economy on food choice: Implications for nutrition education. *Journal of Nutrition Education and Behavior*, 44(2), 100-106.
 102. **Branscum, P.**, & Sharma, M. (2011-2012). Using the theory of planned behavior to predict two types of snack food consumption among Midwestern upper elementary children: Implications for practice. *International Quarterly of Community Health Education*, 32(1), 41-55.
 103. **Branscum, P.**, & Sharma, M. (2011). Predictors of snack food consumption among upper elementary children using social cognitive theory. *Journal of Social, Behavioral, and Health Sciences*, 5(1), 23-37.
 104. **Branscum, P.**, & Sharma, M. (2011). A systematic analysis of childhood obesity prevention interventions targeting Hispanic children: Lessons learned from the previous decade. *Obesity Reviews*, 12(501), e151-e158.
 105. **Branscum, P.**, Sharma, M., Kaye, G., & Succop, P. (2010). An evaluation of the validity and reliability of a food behavior checklist modified for children. *Journal of Nutrition Education and Behavior*, 42(5), 349-352.
 106. **Branscum, P.**, Kaye, G., Succop, P., & Sharma, M. (2010). An evaluation of holiday weight gain among elementary-aged children. *Journal of Clinical Medicine Research*, 2(4), 167-171.
 107. **Branscum, P.**, & Sharma, M. (2010). A review of motivational interviewing based interventions targeting problematic drinking among college students. *Alcoholism Treatment Quarterly*, 28(1), 63-77.

108. Sharma, M., & **Branscum, P.** (2010). Novel and emerging approaches to combat adolescent obesity. *Adolescent Health, Medicine and Therapeutics*, 2010(1), 9-19.
109. **Branscum, P.**, & Sharma, M. (2009). Comic books an untapped medium for health promotion. *American Journal of Health Studies*, 24(4), 430-439.
110. **Branscum, P.**, & Kaye, G. (2009). An evaluation of a theory based childhood overweight prevention curriculum. *Californian Journal of Health Promotion*, 7, 33-38.

D. Editorials

1. **Branscum, P.**, & Hernandez, D. (2019). Hispanic family health. *Family & Community Health*, 42(4), 235-236.
2. Sleet, D., **Branscum, P.**, & Knowlden, A. (2017). Advancing theory in health promotion and community health. *Family & Community Health*, 40(1), 1-2.
3. Bhoohibhoya, A., & **Branscum, P.** (2015). Emotional intelligence: a place in public health promotion and education. *Paediatrics and Health*, 3(2), 1-5.
4. Sharma, M., & **Branscum, P.** (2014). Childhood obesity: Need for multipronged approach. *Obesity Research Open Journal*, 1(1), 1-4.
5. **Branscum, P.** (2013). Promoting fruits and vegetables using a theory-based, comic book approach. *International Fruit and Vegetable Alliance: The Scientific Newsletter*, 79, 3.
6. Sharma, M., & **Branscum, P.** (2010). Is Alcoholics Anonymous effective? *Journal of Alcohol & Drug Education*, 54(3), 3-5.

E. Book Reviews

1. **Branscum, P.** (2015). Understanding normal and clinical nutrition (10e). *Journal of Nutrition Education and Behavior*, 47(6), 574.e7.

F. Publications currently Under Review

1. **Branscum, P.**, Hirko, G., Rush-Griffith, S., & Hackman, C. Examining the effect of previous exposure or experience with sexual assault on determinants of bystander intervention engagement. *Journal of Gender-Based Violence*.
2. **Branscum, P.**, & Hackman, C. Preventing sexual violence across the continuum: differences in bystander intervention engagement among college students. *Journal of Interpersonal Violence*.
3. Rush-Griffin, S. E., Hackman, C., **Branscum, P.**, & Gautam, N. Class standing differences in bystander intervention intentions to prevent sexual assault: a reasoned action approach. *Health Behavior Research*.

G. Peer Reviewed Published Abstracts & Presentations at National and International Conferences

1. Kapoor, P., Freeman, R., **Branscum, P.**, Magee, L., & Macy, J. (2023, November) Exploring safe storage beliefs of handgun owners in the United States: A Theory of Planned Behavior application. Poster Presentation at the National Research Conference for the Prevention of Firearm-Related Harms, Chicago, IL, USA.
2. Speed, S., Ward, R. M., Budd, K., **Branscum, P.**, Barrios, V., & Miljkovic, K. (2023, June). The relationship between drunkorexia, alcohol, and blackouts among college students: an exploratory study. Poster Presentation at the Research Society on Alcoholism, Bellevue, WA, USA.

3. **Branscum, P.**, Hackman, C., & Abler, J. (2023, March). Evaluating the validity and reliability of an instrument to conduct a formative evaluation of a social marketing campaign to promote bystander intervention to stop sexual harassment. *Health Behavior Research*, 6(2), 41-42. *The American Academy of Health Behavior Annual Meeting, San Francisco, CA.*
4. Speed, S., Ward, R. M., **Branscum, P.**, Barrios, V., Budd, K., Stackpole, L., & Haus, L. (2023, March). Reliability and initial validity for measures of drunkorexia: Application of the Theory of Planned Behavior to Drunkorexia. *Health Behavior Research*, 6(2), 67. *The American Academy of Health Behavior Annual Meeting, San Francisco, CA.*
5. Hackman, C., **Branscum, P.**, & Abler, J. (2022, November). Evaluating a social marketing bystander intervention to prevent sexual assault: Results and lessons learned. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, Boston, MA.*
6. Dobbs, P., **Branscum, P.**, Buckley, L., Schisler, E., & Stoops, G. (2022, March). The influence of educational attainment on factors that influence pregnant smokers' intentions to switch to e-cigarettes. *Health Behavior Research*, 5(2), 72-72. *The American Academy of Health Behavior Annual Meeting, Key West, FL.*
7. Speed, S., **Branscum, P.**, & Gresla, A. (2022, March). Comparing determinants of physical activity participation between normal and overweight military spouses. *Health Behavior Research*, 5(2), 23-24. *The American Academy of Health Behavior Annual Meeting, Key West, FL.*
8. **Branscum, P.**, Rush-Griffin, S., & Hackman, C. (2022, March). Examining the impact of class standing on bystander intervention intentions to prevent sexual assault: application of the reasoned action approach. *Health Behavior Research*, 5(2), 24-25. *The American Academy of Health Behavior Annual Meeting, Key West, FL.*
9. Rush Griffin, S., Hackman, C., **Branscum, P.**, Hagadorn, E., & Lawston, A. (2021, March). Does being a survivor or witness to sexual assault influence bystander intervention beliefs? an application of the reasoned action approach. *Health Behavior Research*, 4(3), 68-69. *The American Academy of Health Behavior Annual Meeting.*
10. Hackman, C., Rush Griffin, S., **Branscum, P.**, Castle, A., Katague, M., & Greenband, M. (2021, March). Development and validation of an instrument measuring determinants of bystander intervention to prevent sexual assault: an application of the reasoned action approach. *Health Behavior Research*, 4(3), 66. *The American Academy of Health Behavior Annual Meeting.*
11. Dobbs, P., **Branscum, P.**, Tackett, A., Cohn, A., Comiford, A., & Luzius, A. (2021, March). Using the reasoned action approach to explore factors that influence pregnant smokers' intention to switch from combustible cigarettes to e-cigarettes. *Health Behavior Research*, 4(3), 32-33. *The American Academy of Health Behavior Annual Meeting.*
12. **Branscum, P.**, & Keysor, P. (2021, April). Delineating parenting practices for child sugary drink consumption. *Annals of Behavioral Medicine*, 55(Supplement 1), S132. *The Society of Behavioral Medicine Annual Meeting.*
13. Hagger, M. S., Heckler, E., Scholz, U., Ogden, J. E., Nigg, C., Rhodes, R. E., & **Branscum, P.** (2021, April). The proliferation of different health behavior theories in the field of behavioral medicine is holding back research & practice. *Annals of Behavioral Medicine*, 55(Supplement 1), S532. *The Society of Behavioral Medicine Annual Meeting.*
14. Stribling, J., Hackman, C., **Branscum, P.**, Johnson, S., & Schauer, W., & Sommerstein, E. (2021, October). Eliciting theory-based beliefs regarding student perceptions of

- engaging in bystander intervention to stop sexual harassment. *The American Public Health Association Annual Meeting and Expo. Denver, CO.*
15. Hackman, C., Rush, S., **Branscum, P.**, Castle, A., & Lawston, A. (2020, October). Examining gender differences for bystander intervention intentions among college students: A reasoned action approach. *The American Public Health Association VIRTUAL Annual Meeting and Expo.*
 16. **Branscum, P.** (2020, April). Developing an instrument to evaluate theory-based psychosocial constructs related to increased fiber consumption. *Annals of Behavioral Medicine*, 54(Supplement 1), S75. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 17. **Branscum, P.** (2020, April). Inconsistencies when measuring motivation to comply: exploring a construct that has been mis-defined and operationalized. *Annals of Behavioral Medicine*, 54(Supplement 1), S609. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 18. **Branscum, P.**, Williams, D. M., & Rhodes, R. (2020, April). Are current elicitation techniques confounded with motivation? how natural language may hinder theory-guided research. *Annals of Behavioral Medicine*, 54(Supplement 1), S76. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 19. **Branscum, P.**, Rhodes, R. E., Michie, S., Nigg, C., Ogden, J., & Hekler, E. B. (2020, May). The proliferation of different health behavior theories in behavioral medicine is hindering advances in research and practice. *Annals of behavioral medicine*, 54(Complement 1), S179. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 20. Hackman, C. L., Rush Griffin, S., **Branscum, P.**, Castle, A., & Katague, M. (2020, April). Predicting bystander intervention intentions in college students: a reasoned action approach. *Annals of Behavioral Medicine*, 54(Supplement 1), S771. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 21. McGaughey, A., Senkowski, V., & **Branscum, P.** (2020, April). Systematic review of behavior change techniques among pelvic floor exercise interventions for women to address incontinence. *Annals of Behavioral Medicine*, 54(Supplement 1), S804. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 22. Sorcher, J., Keysor, P., & **Branscum, P.** (2020, April). Behavior change techniques used in binge drinking interventions among college students: a systematic review. *Annals of Behavioral Medicine*, 54(Supplement 1), S565. *The Society of Behavioral Medicine Annual Meeting, San Francisco, CA.*
 23. **Branscum, P.**, & Patricio-Agosto, N. (2020, March). How children search for health information online: an observational study. *Health Behavior Research*, 3(2), 2. *The American Academy of Health Behavior Annual Meeting, Napa, CA.*
 24. Hackman, C., Rush-Griffin-S., **Branscum, P.**, Castle, A., Katague, M., & Greenband, M. (2020, March). Development and validation of an instrument measuring determinants of bystander intervention to prevent sexual assault: an application of the reasoned action approach. *Health Behavior Research*, 3(2), 71. *The American Academy of Health Behavior Annual Meeting, Napa, CA.*
 25. Lora, K., **Branscum, P.**, & Chen, S., & Wakefield, D.. (2019, June). Home food environment factors that influence Hispanic preschoolers' intake of fruits and vegetables.

- Current Developments in Nutrition*, 3(Supplement 1), 940. *American Society of Nutrition Annual Meeting, Baltimore, MD.*
26. Lora, K., **Branscum, P.**, & Huang, Q. (2019, June). Hispanic preschoolers intake of sugary drinks: interactions between mothers and fathers feeding practices. *Current Developments in Nutrition*, 3(Supplement 1), 941. *American Society of Nutrition Annual Meeting, Baltimore, MD.*
 27. **Branscum, P.** (2019, March). Behavior change techniques used to promote a fiber-rich diet to adults: a case study. *Annals of Behavioral Medicine*, 53(Supplement 1), S334. *The Society of Behavioral Medicine Annual Meeting, Washington, DC.*
 28. **Branscum, P.**, Fairchild, G. (2019, March). Gender differences in psycho-social determinants of resistance training: A moderation analysis. *Annals of Behavioral Medicine*, 53(Supplement 1), S100. *The Society of Behavioral Medicine Annual Meeting, Washington, DC.*
 29. Lora, K., Cheney, M., & **Branscum, P.** (2019, March). How low-income Hispanic mothers decide if nutrient-poor, child marketed foods are healthy or unhealthy for their preschoolers. *Annals of Behavioral Medicine*, 53(Supplement 1), S744. *The Society of Behavioral Medicine Annual Meeting, Washington, DC.*
 30. McGaughey, A., Senkowski, V., & **Branscum, P.** (2019, March). Comparing the prevalence of daily hassles between fraternity/sorority member and non-member college students. *Annals of Behavioral Medicine*, 53(Supplement 1), S674. *The Society of Behavioral Medicine Annual Meeting, Washington, DC.*
 31. Senkowski, V., **Branscum, P.** (2019, March). Differences in theory-based determinants of vegetable subgroup consumption: A moderation analysis. *Annals of Behavioral Medicine*, 53(Supplement 1), S578. *The Society of Behavioral Medicine Annual Meeting, Washington, DC.*
 32. Senkowski, S., Gannon, C., & **Branscum, P.** (2019, March). Behavior change techniques used in Theory of Planned Behavior physical activity interventions amongst older adults: a systematic review. *Health Behavior Research*, 2(2), 47. *The American Academy of Health Behavior Annual Meeting, Greenville, SC.*
 33. **Branscum, P.**, Lora, K., & Hernandez, D. (2019, March). Co-associations between maternal monitoring of fruit and vegetable intake and sugar-sweetened beverage consumption among a sample of low-income Hispanic mothers. *Health Behavior Research*, 2(2), 62. *The American Academy of Health Behavior Annual Meeting, Greenville, SC.*
 34. McGaughey, A., **Branscum, P.**, & Fairchild, G. (2019, March). Does participating in aerobic physical activity impact determinants of participating in muscle strengthening physical activity? a multiple behavior analysis. *Health Behavior Research*, 2(2), 57. *The American Academy of Health Behavior Annual Meeting, Greenville, SC.*
 35. Bhochhibhoya, A., **Branscum, P.** (2018, November). Development and validation of Integrative Behavior Model based instrument measuring psychosocial determinants of binge drinking among college students. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 146th, Session 3342.* (Abstract available from <https://apha.confex.com/apha/2018/meetingapp.cgi/Paper/414392>)
 36. Bhochhibhoya, A., **Branscum, P.** (2018, April). Application of Integrative Behavior Model in understanding drinking behavior among binge drinkers and social drinkers.

- Annals of Behavioral Medicine*, 52(Supplement 1), S122. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
37. Bhochhibhoya, A., **Branscum, P.** (2018, April). Using the integrative behavior model and theory of planned behavior to predict drinking behavior: a systematic review. *Annals of Behavioral Medicine*, 52(Supplement 1), S123. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
 38. **Branscum, P.**, Senkowski, V. (2018, April). Does level of specificity impact measures of motivation to comply? A randomized controlled trial. *Annals of Behavioral Medicine*, 52(Supplement 1), S776. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
 39. **Branscum, P.**, Fairchild, G. (2018, April). The crossover effect of predicting intentions of meeting cardio and muscle strengthening physical activity recommendations. *Annals of Behavioral Medicine*, 52(Supplement 1), S316. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
 40. Dong, Y., **Branscum, P.** (2018, April). Determinants of intentions in taking a direct-to-consumer genetic test for the obesity gene: a test of the Integrative Model. *Annals of Behavioral Medicine*, 52(Supplement 1), S323. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
 41. Gwin, S., Taylor, L., **Branscum, P.**, Maness, S., Frey, M., Cheney, M., Zhang, Y. (2018, April). Associations between religiosity/spirituality and mental health behaviors in young adults. *Annals of Behavioral Medicine*, 52(Supplement 1), S66. *The Society of Behavioral Medicine Annual Meeting, New Orleans, LA.*
 42. Harris, L. W., **Branscum, P.**, Maness, S., Larson, D., Taylor, E. L., Mayeux, L., Cheney, M. (2018, April). Parents' perceptions of the role of the Black Church in preventing teen pregnancy. Paper presented at the 69th Annual Meeting of the Society for Public Health Education, Columbus, OH.
 43. **Branscum, P.**, & Lora, K. (2018). Differences in how Hispanic mothers monitor sugary drink and fruit and vegetable intake for preschoolers. *Health Behavior Research*, 1(2), 21. *The American Academy of Health Behavior Annual Meeting, Portland, OR.*
 44. Gwin, S., Taylor, L., Cheney, M., **Branscum, P.**, Frey, M., Maness, S., & Zhang, Y. (2018). Associations between religiosity/spirituality and mental health behaviors in young adults. *Health Behavior Research*, 1(2), 8. *The American Academy of Health Behavior Annual Meeting, Portland, OR.*
 45. Fairchild, G., & **Branscum, P.** (2018). Gender differences in determinants for meeting aerobic and muscle strengthening physical activity recommendations. *Health Behavior Research*, 1(2), 19. *The American Academy of Health Behavior Annual Meeting, Portland, OR.*
 46. Fay, K. Q., & **Branscum, P.** (2018). Determinants of intentions towards maintaining and initiating recommended sleep behaviors in college students. *Health Behavior Research*, 1(2), 58. *The American Academy of Health Behavior Annual Meeting, Portland, OR.*
 47. Fay, K. Q., & **Branscum, P.** (2018). Developing and validating an instrument measuring theory-based behavioral antecedents of sleep behaviors for college students. *Health Behavior Research*, 1(2), 59. *The American Academy of Health Behavior Annual Meeting, Portland, OR.*
 48. Bhochhibhoya, A., & **Branscum, P.** (2017, March). Role of Type D personality towards health behaviors among international students in the United States. *Health Behavior*

- Research, 1(1), 48. The American Academy of Health Behavior Annual Meeting, Tucson, AZ.*
49. Senkowski, V., & **Branscum, P.** (2017, March). Using the integrative model of behavioral prediction to predict vegetable subgroup consumption among college students. *Health Behavior Research, 1(1), 96. The American Academy of Health Behavior Annual Meeting, Tucson, AZ.*
 50. **Branscum, P.,** & Senkowski, V. (2017, March). The crossover effect of predicting intentions with theoretical antecedents of vegetable subgroup consumption. *Annals of Behavioral Medicine, 51(Supplement 1), S242. The Society of Behavioral Medicine Annual Meeting, San Diego, CA.*
 51. **Branscum, P.,** & Collado-Rivera, M. (2017, March). Do injunctive and descriptive normative beliefs need an outcome evaluation in value expectancy models? *Annals of Behavioral Medicine, 51(Supplement 1), S234. The Society of Behavioral Medicine Annual Meeting, San Diego, CA.*
 52. Collado-Rivera, M. & **Branscum, P.** (2017, March). Developing and validating an instrument measuring theory-based determinants of sugary drink consumption of overweight adults. *Annals of Behavioral Medicine, 51(Supplement 1), S2101. The Society of Behavioral Medicine Annual Meeting, San Diego, CA.*
 53. Collado-Rivera, M. & **Branscum, P.** (2017, March). Using the integrative model of behavioral prediction to predict sugary drink consumption of overweight and obese adults. *Annals of Behavioral Medicine, 51(Supplement 1), S146. The Society of Behavioral Medicine Annual Meeting, San Diego, CA.*
 54. Wiechmann, P., Lora, K., **Branscum, P.,** & Fu, J. (2017, November). Identifying discriminative attributes to gain insights regarding child obesity in Hispanic preschoolers using machine learning techniques. *International Conference on Tools with Artificial Intelligence Annual Meeting, Boston, MA.*
 55. Bhochhibhoya, A., & **Branscum, P.** (2016, November). Role of mental health towards health behaviors among International students in the United States. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 144th, Session 5006.* (Abstract available from <https://apha.confex.com/apha/144am/meetingapp.cgi/Paper/350828>)
 56. **Branscum, P.,** & Lora, K. (2016, November). Parental monitoring of sugar sweetened beverages among low-income Hispanic mothers of preschoolers: An integrative model approach. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 144th, Session 3357.* (Abstract available from <https://apha.confex.com/apha/144am/meetingapp.cgi/Paper/349481>)
 57. Lora, K., Cheney, M., & **Branscum, P.** (2016, November). Latino mothers' views of the father's role in family healthy eating: focus groups findings. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 144th, Session 4045.* (Abstract available from <https://apha.confex.com/apha/144am/meetingapp.cgi/Paper/353781>)
 58. **Branscum, P.,** & Lora, K. (2016, February). Using the integrated behavioral model of prediction to predict parental monitoring of fruit and vegetable consumption among Hispanic mothers. Paper presented at 2016 American Academy of Health Behavior Meeting, Ponte Vedra Beach, FL.

59. **Branscum, P.**, & Lora, K. (2016, February). Evaluating the validity and reliability of a theory-based instrument evaluating determinants of parental monitoring of fruit and vegetable consumption among Hispanic mothers. Paper presented at 2016 American Academy of Health Behavior Meeting, Ponte Vedra Beach, FL.
60. **Branscum, P.**, Hayes, L., & Wallace, L. (2016, February). Searching for health information online: a systematic review of evidence. Paper presented at 2016 American Academy of Health Behavior Meeting, Ponte Vedra Beach, FL.
61. Gao, H., **Branscum, P.**, Hyner, G. C. & Okoror, T. A. (February, 2016). An evaluation of the validity and reliability of an instrument measuring Chinese international students (CIS)' awareness, knowledge and beliefs about HPV infection and HPV vaccination. Paper presented at 2016 American Academy of Health Behavior Meeting, Ponte Vedra Beach, Florida.
62. Alshuwaiyer, G., Taylor, E. L., & **Branscum, P.** (2015, November). Process evaluation of a worksite physical activity program for employees at risk for cardiovascular disease: implications for practice. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 143rd, Session 3315.* (Abstract available from <https://apha.confex.com/apha/143am/webprogram/Paper332464.html>)
63. Bhochhibhoya, A., **Branscum, P.**, & Hayes, L. (2015, November). Using the Internet to prevent binge drinking among college students: a systematic review of evidence. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 143rd, Session 2055.* (Abstract available from <https://apha.confex.com/apha/143am/webprogram/Paper317006.html>)
64. **Branscum, P.**, & Sampson, A. (2015, November). Comparing the utility of the integrative model between mothers and fathers for predicting sugar sweetened beverage monitoring in the home environment: Implications for practice. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 143rd, Session 4392.* (Abstract available from <https://apha.confex.com/apha/143am/webprogram/Paper320579.html>)
65. Lora, K., **Branscum, P.**, Sisson, S., Anderson, M., & Knehans, A. (2015, November). Exploring the relationship between food label use and household availability of beverages in a sample of low-income mothers participating in the Supplemental Nutrition Assistance Program. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 143rd, Session 2070.* (Abstract available from <https://apha.confex.com/apha/143am/webprogram/Paper325474.html>)
66. Sharma, M., Haider, T., & **Branscum, P.** (2015, November). A systematic review of yoga interventions as alternative and complementary treatment in cardiovascular disease. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 143rd, Session 3207.* (Abstract available from <https://apha.confex.com/apha/143am/webprogram/Paper316502.html>)
67. Bhochhibhoya, A., & **Branscum, P.** (2015, May). Application of reasoned action model to predict physical activity behavior among elementary aged children. *Medicine & Science in Sports & Exercise, 47(5S), 919.* American College of Sports Medicine Annual Meeting, San Diego, CA.
68. Bhochhibhoya, A., **Branscum, P.**, & Collado, M. (2015, April). Using global mental health and Type D personality to predict alcohol use among a college sample. *Annals of*

- Behavioral Medicine*, 49(Supplement 1), S236. *The Society of Behavioral Medicine Annual Meeting, San Antonio, TX.*
69. Bhochhibhoya, A., **Branscum, P.**, Housely, A., & Digeralamo, D. (2015, April). A decade long systematic review of SMS based smoking cessation and relapse prevention interventions. *Annals of Behavioral Medicine*, 49(Supplement 1), S35. *The Society of Behavioral Medicine Annual Meeting, San Antonio, TX.*
70. **Branscum, P.**, & Housely, A. (2015, April). Using the integrative model to predict parental monitoring for sugar-sweetened beverage consumption of elementary children. *Annals of Behavioral Medicine*, 49(Supplement 1), S243. *The Society of Behavioral Medicine Annual Meeting, San Antonio, TX.*
71. **Branscum, P.**, & Housely, A. (2015, April). Constructing an instrument for a theory-based correlates of parental monitoring of sugar-sweetened beverages. *Annals of Behavioral Medicine*, 49(Supplement 1), S108. *The Society of Behavioral Medicine Annual Meeting, San Antonio, TX.*
72. Senkowski, V., & **Branscum, P.** (2015, April). An observational study on how students search for weight management information on the internet. *Annals of Behavioral Medicine*, 49(Supplement 1), S20. *The Society of Behavioral Medicine Annual Meeting, San Antonio, TX.*
73. Bhochhibhoya, A., & **Branscum, P.** (2015, April). Using the integrative model to explain parental behaviors among elementary school children. Paper presented at the 2015 Society for Public Health Educators Annual Meeting, Portland, OR.
74. Ayers, M. D., Taylor, E. L., **Branscum, P.**, Crowson, H. M., & Brandes, J. (2014, November). Empathy and social dominance as predictors of rater's scoring severity of children with Autism Spectrum Disorder performing a gross motor skills test. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 142nd, Session 5021.* (Abstract available from <https://apha.confex.com/apha/142am/webprogram/Paper310890.html>)
75. **Branscum, P.**, & Sampson, A., Bhochhibhoya, A., & Hayes, L. (2014, November). A formative evaluation of Healthy Heroes: A photo comic book based community obesity prevention program. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 142nd, Session 2064.* (Abstract available from <https://apha.confex.com/apha/142am/webprogram/Paper298367.html>)
76. Sharma, M., & **Branscum, P.** (2014, November). Systematic review of the role of yoga in improving pregnancy outcomes. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 142nd, Session 3200.* (Abstract available from <https://apha.confex.com/apha/142am/webprogram/Paper296173.html>)
77. Lora, K., **Branscum, P.**, & Anderson, M. (2014, May). Participation in government nutrition assistance programs and purchase of sugar-sweetened beverages of low-income mothers of preschool children. *The Journal of the Federation of American Societies for Experimental Biology*, 28(meeting abstract supplement). *Experimental Biology Meeting, San Diego, CA, Session 806.8*
78. **Branscum, P.**, & Hayes, L. (2014, March). A meta-evaluation of the use of process evaluations in childhood obesity intervention research. Paper presented at the 65th Annual Meeting of the Society for Public Health Education, Baltimore, MD.

79. Ayers, M. D., Taylor, E. L., Hofford, C., & **Branscum, P.** (2013, November). Gross motor skills function and health quality of life among children with autism participating in Autismoves gymnastics program. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 5020.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper278874.html>)
80. Bhochhibhoya, A., Sampson, A., Sharma, M., & **Branscum, P.** (2013, November). Examining the association between emotional intelligence and physical activity among college students. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 2045.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper286359.html>)
81. **Branscum, P.**, & Crowson, H., M. (2013, November). Using the integrative model to predict physical and sedentary activities of elementary children. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 3174.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper279024.html>)
82. **Branscum, P.**, & Sharma, M. (2013, November). Comparing the utility of the theory of planned behavior between boys and girls for predicting snack food consumption: Implications for practice. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 2039.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper275446.html>)
83. **Branscum, P.**, & Sharma, M. (2013, November). Enhancing the effectiveness of school-based drug abuse prevention programs in high school students. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 4163.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper275465.html>)
84. Gwin, S., Taylor, E. L., **Branscum, P.**, & Hofford, C. (2013, November). Assessment of factors that predict physical activity among Oklahoma clergy: A theory of planned behavior approach. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 3280.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper278154.html>)
85. Kaye, G., **Branscum, P.**, & Warner, J. (2013, November). Impacting dietary behaviors of children from low income communities: An evaluation of a theory-based nutrition education program. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 4275.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper279737.html>)
86. Sampson, A., Bhochhibhoya, A., Sharma, M., & **Branscum, P.** (2013, November). Exploring the relationship between emotional intelligence and sugar sweetened beverage consumption among a college population. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 141st, Session 2045.* (Abstract available from <https://apha.confex.com/apha/141am/webprogram/Paper287337.html>)
87. Sharma, M., & **Branscum, P.** (2013, May). Review of school-based drug abuse prevention programs in high school students. *Published abstract in the Proceedings of Global Addiction and Europad Joint Conference Annual Meeting, Pisa, Italy.*

88. **Branscum, P.**, Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2012, October). A true challenge for any superhero: The impact of a comic book child obesity prevention program. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 140th, Session 4375*. (Abstract available from <https://apha.confex.com/apha/140am/webprogram/Paper255496.html>)
89. Funk, M., Zacharia, S., Alshuwaiyer, G., Gwin, S., Taylor, E. L., & **Branscum, P.** (2012, October). Internet-based physical activity interventions at the worksite: A systematic review. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 140th, Session 3097*. (Abstract available from <https://apha.confex.com/apha/140am/webprogram/Paper257246.html>)
90. Camero, M., Hobbs, C., Stringer, M., **Branscum, P.**, & Taylor, E. L. (2012, October). A review of physical activity interventions on determinants of mental health in children and adolescents. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 140th, Session 3410*. (Abstract available from <https://apha.confex.com/apha/140am/webprogram/Paper256715.html>)
91. Zacharia, S., Taylor, L., Brittain, D., Hofford, C., & **Branscum, P.** (2012, October). Effects of an 8-week Tai Chi exercise program on physical functional performance in middle-aged women. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 140th, Session 3410*. (Abstract available from <https://apha.confex.com/apha/140am/webprogram/Paper257233.html>)
92. **Branscum, P.**, Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2012, March). Evaluating an after-school comic book childhood obesity prevention intervention. Paper presented at the 2012 American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA.
93. **Branscum, P.**, Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2012, March). Process evaluation of the Comics for Health program. Paper presented at the 2012 American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA.
94. **Branscum, P.**, Mehra, R., & Sharma, M. (2011, October). A needs assessment of Indian factory workers to design acceptable and feasible worksite wellness initiatives for reducing the burden of cardiovascular diseases. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 139th, Session 4347*. (Abstract available from <http://apha.confex.com/apha/139am/webprogram/Paper237465.html>)
95. **Branscum, P.**, & Sharma, M. (2011, October). Improving the effectiveness of mental health promotion programs aimed towards children and adolescents. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 139th, Session 4303*. (Abstract available from <http://apha.confex.com/apha/139am/webprogram/Paper235438.html>)
96. **Branscum, P.**, & Sharma, M. (2011, October). Enhancing the effectiveness of mental health promotion programs aimed towards older adults. Paper presented at the 62nd Annual Meeting of the Society for Public Health Education, Arlington, VA.
97. **Branscum, P.**, & Sharma, M. (2011, October). A systematic analysis of childhood obesity prevention interventions implemented during the after school period: Implications for future research and practice. Paper presented at the 62nd Annual Meeting of the Society for Public Health Education, Arlington, VA.

98. **Branscum, P.**, & Miller, C. (2010, October). Effect of a recessionary economy on food choices among middle aged women with children: Implications for health education and services. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 138th, Session 4360.* (Abstract available from <http://apha.confex.com/apha/138am/webprogram/Paper215413.html>)
99. **Branscum, P.**, & Sharma, M. (2010, October). Using the theory of planned behavior to predict snack food consumption among upper elementary school children. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 138th, Session 4186.* (Abstract available from <http://apha.confex.com/apha/138am/webprogram/Paper214043.html>)
100. **Branscum, P.**, & Sharma, M. (2010, October). Current intervention strategies aimed at prevention of adolescent obesity. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 138, Session 3256.* (Abstract available from <http://apha.confex.com/apha/138am/webprogram/Paper214044.html>)
101. **Branscum, P.**, Sharma, M., Kaye, G., & Succop, P. (2010, February). An evaluation of the validity and reliability of a food behavior checklist modified for children. Paper presented at 2010 American Academy of Health Behavior Meeting, Clearwater, FL.
102. **Branscum, P.**, & Sharma, M. (2009, October). Predictors of snack food consumption among 4th and 5th grade children using select constructs of social cognitive theory: implications for health promoting interventions. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 137th, Session 3172.* (Abstract available from <http://apha.confex.com/apha/137am/webprogram/Paper194136.html>).
103. **Branscum, P.**, & Sharma, M. (2009, October). Lessons from motivational interviewing based interventions targeting problematic drinking among college students. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 137th, Session 4241.* (Abstract available from <http://apha.confex.com/apha/137am/webprogram/Paper194134.html>)
104. Gunther, C.W., **Branscum, P.**, & Kaye, G. (2009, April). Dietary calcium and dairy product consumption inversely correlate with BMI percentile in children enrolled in an after-school nutrition education behavior change program. *The Journal of the Federation of American Societies for Experimental Biology, 23*(meeting abstract supplement). *Experimental Biology Meeting, New Orleans, LA, Session 552.7.*
105. **Branscum, P.**, & Kaye, G. (2008, October). An outcome and process evaluation of 'Food Fit:' a theory based childhood overweight prevention curriculum. *Published abstract in the Proceedings of the American Public Health Association's Annual Meeting, USA, 136th, Session 5104.* (Abstract available from <http://apha.confex.com/apha/136am/webprogram/Paper175124.html>)
106. Kaye, G., & **Branscum, P.** (2008, October). The impact of a theory based childhood overweight prevention program on BMI percentile, psychosocial variables and dietary intake and behaviors of low income children ages 8-11. *Obesity, 16*(supplement 1). *The Obesity Society's Annual Scientific Meeting, Phoenix, AZ, Session 642-P.*

H. Presentations at State and Regional Conferences

1. McGaughey, A., **Branscum, P.** (2018, November). Comparing the prevalence of daily hassles between fraternity/sorority member and non-member college students. Miami University Graduate Research Forum. Oxford, OH.
2. Bhoohibhoya, A., **Branscum, P.**, & Sharma, M. (2014, May). An investigation of the associations between emotional intelligence, type D personality, and mental health. Oklahoma Public Health Association Conference. Oklahoma City, OK.
3. **Branscum, P.**, & Sharma, M. (2010, April). Designing and evaluating an after-school social cognitive theory based comic book intervention for the prevention of childhood obesity among elementary aged school children. Tri-University Annual Spring Research Conference. Cincinnati, OH.
4. **Branscum, P.**, Kaye, G., Succop, P., & Sharma, M. (2010, May). An evaluation of holiday weight gain among elementary-aged children. Ohio Public Health Association, Combined Conference. Columbus, OH.
5. Hoffman, A., **Branscum, P.**, & Sharma, M. (2010, May). An impact and outcome evaluation of 'Health with Comics:' A social cognitive theory based nutrition education curriculum. Ohio Public Health Association, Combined Conference. Columbus, OH.
6. **Branscum, P.**, & Sharma, M. (2010). A formative evaluation of the feasibility and acceptability of a health promoting comic book among elementary-aged children. Tri-University Annual Spring Research Conference. Lexington, KY.
7. Segura, R., & **Branscum, P.** (2010, April). An exploratory study on dietary behaviors, physical activity and sedentary activity in the context of race among 5th grade children. Student Achievement in Research and Scholarship (STARS) conference, Dayton, OH.
8. **Branscum, P.**, Sharma, M., Kaye, G., & Succop, P. (2010, February). An evaluation of the validity and reliability of a food behavior checklist modified for children. University of Cincinnati Graduate Research Forum. Cincinnati, OH.
9. Warner, J., Kaye, G., & **Branscum, P.** (2009, June). An outcome and follow-up evaluation of 'Food Fit': a childhood overweight prevention curriculum. The Ohio State University Department of Human Nutrition Russell Klein Research Symposium. Columbus, OH.
10. **Branscum, P.**, & Sharma, M. (2009, May). Predictors of snack food consumption among 4th and 5th grade children using select constructs of social cognitive theory: implications for health promoting interventions. Ohio Public Health Association, Combined Conference. Columbus, OH.
11. **Branscum, P.**, & Sharma, M. (2009, May). Lessons from motivational interviewing based interventions targeting problematic drinking among college students. Ohio Public Health Association, Combined Conference. Columbus, OH.
12. **Branscum, P.**, & Sharma, M. (2009, April). Predictors of snack food consumption among 4th and 5th grade children using select constructs of social cognitive theory: implications for health promoting interventions. Tri-University Annual Spring Research Conference. Louisville, KY.
13. **Branscum, P.**, & Kaye, G. (2008, May). An outcome and process evaluation of 'Food Fit:' a theory based childhood overweight prevention curriculum. Edward F. Hayes Graduate Research Forum, The Ohio State University. Columbus, OH.

14. **Branscum, P.,** & Kaye, G. (2008, June). An outcome and process evaluation of ‘Food Fit:’ a theory based childhood overweight prevention curriculum. Ohio Extension: Child and Adolescent Overweight and Obesity In-Service. Columbus, OH.
15. **Branscum, P.,** & Kaye, G. (2008, June). An outcome and process evaluation of ‘Food Fit:’ a theory based childhood overweight prevention curriculum The Ohio State University Department of Human Nutrition Russell Klein Research Symposium. Columbus, OH.
16. **Branscum, P.,** & Kaye, G. (2008, June). Nutrition and fitness for after school programs. Healthy Kids, Healthy Schools: Wellness Policies in Action. Columbus, OH.
17. **Branscum, P.,** & Kaye, G. (2007, June). Children’s behavioral capabilities, self efficacy, and outcome expectancies towards choosing lower calorie snack foods and choosing 1 serving of a packaged snack food. The Ohio State University Department of Human Nutrition Russell Klein Research Symposium. Columbus, OH.
18. Kaye, G., & **Branscum, P.** (2007, June). Dietary trends of children enrolled in after school programming in inner city Columbus, Ohio. Franklin County Extension: Healthy Weight Management In-Service, Columbus, OH.
19. **Branscum, P.** (2006, June). An overview and evaluation of ‘Jump Into Foods and Fitness’. Ohio After School Network Annual Conference. Columbus, OH.

I. Professional Reports & Documents

1. **Branscum, P.,** Sharma, M. & Mehra, R., (2011, November). A needs assessment of factory workers in India: Implications for health promotion and education to reduce the burden of cardiovascular disease among ESI beneficiaries. (Available from Indian Heart Alliance 45610 W US Highway 50, Canon City, CO 81212-9744; 58 pages).

J. Invited Presentations

1. **Branscum, P.** (2023). *How children search for health information online: a review and practical considerations.* Invited presentation for the Society for Nutrition Education and Behavior, Spring Journal Club.
2. **Branscum, P.** (2021). *Evaluating Health Barriers using the Theory of Planned Behavior.* Invited presentation for the Health Educators’ Institute (HEI), the Ohio Society for Public Health Education (OSOPHE) annual conference.
3. **Branscum, P.** (2019). *Innovations in the Reasoned Action Approach: applications and future research directions.* Invited presentation for the annual conference for the American Academy of Health Behavior.
4. **Branscum, P.,** & Sharma, M. (2018). *Multi-Theory models for health behavior change.* Invited presentation for a Society for Public Health Education (SOPHE) research webinar.
5. Baldwin, A., & **Branscum, P.** (2018). *Critical issues to consider when measuring affect and perceived norms.* Invited presentation for the Society of Behavioral Medicine’s Behavior Change Grand Rounds Webinar Series.
6. Arthur, T., Bean, M. K., **Branscum, P.,** Masheb, R. (2018). *Lessons learned from navigating the unexpected challenges of an academic career in obesity and eating disorders.* Invited presentation for Obesity and Eating Disorders Special Interest Group, Society of Behavioral Medicine annual conference.

7. Jamerson, B., **Branscum, P., &** Sharma, M. (2018). *Research methods and study designs for public health educators*. Invited presentation for a Society for Public Health Education (SOPHE) research webinar.

Grants

Evaluating Theory-Based Beliefs of Bystander Intervention Engagement in Various Settings and Contexts to Better Promote Sexual Violence Prevention on College Campuses. (2023). Miami University, Faculty Research Grants Program, \$28,885.98. **Not Funded.**

Role: **Principal Investigator**

Grant for funds to support the project *Myaamia Nipwaayoni: Tribal Knowledge as a Source of Well-Being and Revitalization in Indigenous Communities.* (2022-2025), funded by Robert Wood Johnson Foundation, **\$472,397.00**

Role: **Co-Investigator (PI: Daryl Baldwin; Co-PI: Haley Shea).**

Joyce Barnes Farmer Distinguished Guest Professorship grant for funds to support a visit from Dr. James Prochaska to Miami University (2020), funded by *Miami University, College of Education, Health and Society*, **\$10,000.00.**

Role: **Principal Investigator.**

Grant for funds to support the project *Developing and validating an instrument to evaluate behavioral antecedents tailored to the Full Plate Living Weight Loss Program* (2018-2020), funded by the Ardmore Institute of Health, **\$49,852.00.**

Role: **Principal Investigator.**

Developing a rapid, direct detection system of HIV for self-testing. National Institutes of Health (R61/R33) (2018-2019), \$2,350,350.00. **Not Funded.**

Role: **Principal Investigator (team proposal with 5 PI's; Lead PI: Xiao-wen Cheng)**

Research Seed Grant for funds to support the project *Examining E-Cigarette Use in College Students* (2018-2019), funded by *Miami University, College of Education, Health and Society*, **\$5000.00.**

Role: **Co-Investigator.**

Grant for funds to support the project *Using a taxonomy of behavior change techniques to map the FullPlate program* (2017-2018), funded by the Ardmore Institute of Health, **\$17,000.00.**

Role: **Principal Investigator.**

Summer Research grant for funds to support the project *Value-Laden Multipliers of Normative Beliefs in Value Expectancy Models: An Exploration of Best Practices for Evaluation Across Multiple Health Behaviors* (2017-2018), funded by *Miami University, College of Education, Health and Society*, **\$6000.00.**

Role: **Principal Investigator.**

Joyce Barnes Farmer Distinguished Guest Professorship grant for funds to support a visit from Dr. Icek Ajzen to Miami University to give the workshop *Working with the Theory of Planned Behavior* (2017), funded by *Miami University, College of Education, Health and Society*, **\$4900.00.**

Role: **Principal Investigator.**

Grant for funds to support the project *The Effect of Institutional Rewards on Adhering to the Full Plate Diet Plan* (2016-2017), funded by the Ardmore Institute of Health, **\$31,200.00**.

Role: **Principal Investigator**.

Alternative Textbook grant for funds to support faculty in transitioning to open course materials for courses (2016), funded by *The University of Oklahoma, University Libraries*, **\$1800.00**.

Junior Faculty Fellowship grant for funds to support the project *An Observational Study of How Children Seek and Evaluate Obesity Related Health Information on the Internet: Implications for Health Promotion and Health Literacy* (2016), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$7000.00**.

Role: **Principal Investigator**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2015), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$1445.00**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2014), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$1345.00**.

Pilot Grant for funds to support the project *Needs Assessment for an Intervention to Prevent Obesity in Hispanic Preschoolers (Na-POHC)* (2014-2015), funded by *National Institute of General Medical Sciences (NIGMS) and Oklahoma Shared and Clinical Translations Resources (OSCTR): U54 GM104938*, **\$50,000.00**.

Role: **Co-Principal Investigator**.

Junior Faculty Fellowship grant for funds to support the project *Using the integrative model to predict parental monitoring for obesogenic behaviors among elementary children* (2014), funded by *The University of Oklahoma, Office for the Vice President of Research*, **\$7000.00**.

Role: **Principal Investigator**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2013), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$1600.00**.

Faculty enrichment grant for funds to support the project *A Formative Evaluation of Healthy Heroes: A Photo Comic Book Based Obesity Prevention Program for Elementary School Students* (2012), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$1200.00**.

Role: **Principal Investigator**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2012), funded by *The University of Oklahoma, Office for the Vice President of Research*, **\$698.00**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2012), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$698.00**.

Faculty travel grant for funds to present at the American Public Health Association's annual meeting (2011), funded by *The University of Oklahoma, Office for the Vice President of Research*, **\$683.00.**

Faculty travel grant for funds to present at the Society for Public Health Educator's annual meeting & the American Public Health Association's annual meeting (2011), funded by *The University of Oklahoma, College of Arts and Sciences*, **\$1025.00.**

Faculty mentoring research grant for funds to support the project *Designing and evaluating social cognitive theory comic book based intervention for the prevention of childhood obesity among elementary aged school children* (2011), funded by *The University of Cincinnati*, **\$1000.00.**

Role: **Principal Investigator.**

UnitedHealth HEROES grant for funds to support the project *Designing and evaluating social cognitive theory comic book based intervention for the prevention of childhood obesity among elementary aged school children* (2011), funded by *Youth Service America*, **\$2,550.00.**

Role: **Principal Investigator**

Indian Heart Alliance grant for funds to support the project *Designing a theory based wellness program for Employee State Insurance Corporation, India* (2010), funded by the *Indian Heart Alliance*, **\$3,600.00.**

Role: **Co-Principal Investigator.**

Faculty mentoring research grant for funds to support the project *A Formative Evaluation of the Feasibility and Acceptability of Health-Promoting Comic Books among 3rd, 4th, and 5th Grade Children*, (2010), funded by *The University of Cincinnati*, **\$750.00.**

Role: **Principal Investigator.**

UnitedHealth HEROES grant for funds to support the project *Promoting Fruit & Vegetable Consumption Among 4th Grade Students Using Self-Developed Comic Books* (2010), funded by *Youth Service America*, **\$4,623.00**

Role: **Principal Investigator**

Student travel grant for funds to present at the American Public Health Association's annual meeting (2010), funded by *The University of Cincinnati, Graduate Student Governance Association*, **\$500.00.**

Faculty mentoring research grant for funds to support the project *Predictors of snack food consumption among children: Implications for health promoting interventions* (2009), funded by *University of Cincinnati*, **\$750.00.**

Role: **Principal Investigator.**

Student travel grant for funds to present at the American Public Health Association's annual meeting (2009), funded by *The University of Cincinnati, Graduate Student Governance Association*, **\$500.00.**

Student mentorship

Doctoral Dissertation Committee Chair

Valerie Senkowski (2016-present).

Amir Bhochhibhoya (2014-2017). *An application of Integrative Behavior Model to predict initiation or maintenance of binge drinking behaviors among college students: a prospective study.*

Awarded OU, Health & Exercise Science Doctoral Research Award, 2017

Master's Thesis Committee Chair

Grace Fairchild (2015-2017). *Exploring gender differences in muscle strengthening and aerobic physical activity among college students using the Integrative Behavioral Model.*

Katie Qualls (2015-2017). *Using the Integrative Model to predict initiation and maintenance of recommended sleep behaviors in college students.*

Awarded G. Michael Sims Scholarship, 2017

Maria Collado (2014-2016). *Using the Integrative Model to predict sugar-sweetened beverage consumption among adults attempting weight loss in southern Oklahoma.*

Valerie Senkowski (2014-2016). *Using the Integrative Model to predict vegetable subgroup consumption among college students.*

Awarded G. Michael Sims Scholarship, 2016

Logan Hayes (2013-2015). *Exploring the significance of formal nutrition education to online nutrition information retrieval among college students.*

Amir Bhochhibhoya (2012-2014). *Assessment of emotional intelligence and physical activity among college students.*

Awarded Robert E. and Mary B. Sturgis Scholarship, 2014

Alexandra Sampson (2012-2014). *Using the Integrative Model to predict the parental monitoring of sugar-sweetened beverage consumption among elementary children.*

Awarded G. Michael Sims Scholarship, 2014

Xiaoqian Wang (Co-chair 2012-2013). *Roles of social community in weight control behaviors: A survey study with online social network participants.*

Master's Non-Thesis Committee Chair

Dillon Canter (2022-2023). *Analyzing older adults' perceptions towards participation in structured muscle-strengthening exercise following covid-19: a reasoned action approach.*

Virginia Conner (2021-2023). *Theory based determinants of fiber consumption among young adults.*

Samantha Crisalli (2022-2023). *Exploring the relationships between social anxiety, binge drinking and alcohol use disorder among college students.*

Katie Folta (2020-2023). *Evaluating psychosocial determinants of protein sub-recommendation: Implications for Practice.*

Rajika Robinson (2022-2023). *Application of the Theory of Planned Behavior on vegetable consumption in young adults.*

Paige Betzler (2021-2022). *Analyzing anaerobic and aerobic exercise among military spouses: a reasoned action approach.*

Joshua Maize (2021-2022). *Understanding fried meat and vegetable consumption in the African American community: A theory-based survey development pilot study.*

Morgan Manski (2021-2022). *Exploring the difference in vaping behaviors between young adults from a lower socioeconomic status and higher socioeconomic status using the health belief model.*

Katie Carene (2020-2022). Completed comprehensive exams as an exit project.

Lisa Beckemiere (2020-2022). *Evaluating the association between aerobic and muscle strengthening physical activity and mental health among adolescents.*

Loressa Gonyer (2020-2022). *Health communication through handout distribution in Butler county during Covid-19.*

Gwen Hirko (2020-2022). *Examining the effect of previous exposure or experience with sexual assault on determinants of bystander intervention engagement.*

Katie Wolf (2020-2022). Completed comprehensive exams as an exit project.

Olivia Branson (2020-2021). *Using the reasoned action approach to analyze differences in physical activity behaviors of college student athletes during the early COVID-19 shutdown.*

Alice Gresla (2019-2021). *Eliciting barriers and enablers of physical activity among military spouses: How natural language may lead to confounded results.*

Katelyn McKinney (2019-2021). Completed comprehensive exams as an exit project.

Bree Paulson (2019-2020). Completed comprehensive exams as an exit project.

Paige Keysor (2019-2020). *Using the reasoned action approach to understand parenting practices on child sugary drink consumption.*

Natalie Patricio-Agosto (2018-2019). *How children search for health information online: an observational study.*

Cameron Kunkle (2017-2019). *Predictors of seeking PTSD counseling among military personnel returning from combat deployments.*

Payton Messner (2017-2018). Completed comprehensive exams as an exit project.

Greg Marshment (2013-2015). Completed comprehensive exams as an exit project.

Undergraduate Research Supervision

Lauren Yee (2022). *Eliciting theory-based beliefs about protein subgroup consumption.*

Mia Sooch (2020-2021). *Developing comic books with local mascots to promote COVID-19 preventative behaviors among children.*

Benjamin Miller (2019-2020). *The correlation between artificial sweetener consumption and mental health in college students*

Valerie Senkowski (2013-2014). *An observational study about how college students search the Internet for weight control and weight loss information.*

Logan Hayes (2012-2013). *Utilization of process evaluations in childhood obesity intervention research: A meta evaluation of the previous 30 years.*

Raquel Segura (2009-2010). *An exploratory study on dietary behaviors, physical activity and sedentary activity in the context of race among 5th grade children.*

Doctoral Dissertation Committee Member

Shannon Speed (2019-2022). *Reliability and initial validity for measures of drunkorexia: application of theory of planned behavior to drunkorexia.*

Kristin Bogda (2014-2017). *The effects of balance training on balance and fear of falling in older adults.*

Jamie Dunnington (2014-2017). *Active living & local government.*

Shannon Gwin (2013-2017). *Associations between young adult and parent religiosity and young adult mental health outcomes: a cross sectional analysis.*

Lanita Harris (2014-2017). *The role of the black church in sexuality education.*

Susan Zacharia (2012-2015). *The effect of an 8-week yoga exercise program and a relapse prevention program on pain, physical function, balance, flexibility, physical activity level and predictors of exercise in adults with osteoarthritis.*

Ghadah Alshuwaiyer (2011-2014). *The effect of a 12-week theory based intervention on physical activity level, sedentary time, exercise self efficacy, perceived barriers to exercise and cardiovascular disease risks.*

Merrill Funk (2011-2014). *The effect of a twelve week pedometer-based walking intervention on adults with type II diabetes.*

Jason DeFreitas (2011-2013). *An examination of agonist and antagonist motor unit firing properties.*

Matthew Stock (2011-2012). *Electromyographic, mechanomyographic, and peak torque responses during repeated concentric isokinetic muscle actions with eyes-open versus eyes-closed.*

Master's Thesis Committee Member

Wesely Bogard (2022-2023). *The impact of multiple health behaviors on health-related quality of life among college-aged students.*

Skyler Montaine-O'Brien (2022-2023). *What factors affect a parent's decision to vaccinate their child at birth? A mixed methods approach to determine parents' perceptions of vaccination.*

Kristina Miljkovic (2021-2022). *A social network analysis of drunkorexia in a sorority.*

Arianna Mack (2021-2022). *How food insecurity impacts the health literacy and nutrition behaviors of adolescent teens*

Francis Katana Kuzungu (2020-2021). *Cost structure of healthcare in Kaloleni Subcounty (Kilifi, Kenya) from the patient perspective: Measuring the impact of direct healthcare costs on patients*

Deanna Manolio (2020-2021). *Booze Bulimia: using alcohol as a socially acceptable way to purge.*

Sam Legreaux (2019-2021). *Examining the roles of self-efficacy, self-determination, and faced barriers of individuals with disabilities and their participation in physical activity.*

Jessica Cefalo (2020-2021). *The relationship between fear of missing out and health-conscious drinking in college students.*

Kara Trimbach (2020). *Examining perceptions of obesity-related training opportunities and needs for head start health and nutrition managers.*

Madeline McDonough (2017-2018). *An investigation of orthorexia nervosa in nutrition students vs. students in alternative disciplines*

Katie Norris (2015-2017). *Social smoking and drinking behaviors in young adults.*

Jordan Weatherbee (2015-2017). *Crossfit athletic identity's relationship to sponsorship recall and recognition.*

Anthony McGaughey Jr. (2014-2016). *Relationship between energy drink consumption and perceived stress among college students.*

M. Danielle Kinser (2011-2012). *Gross motor skills and health quality of life among children with autism participating in Autismoves gymnastics.*

Shannon Gwin (2011-2012). *Assessment of factors that predict physical activity among Oklahoma clergy.*

Master's Non-Thesis Committee Member

Lizbeth Montoya-Alvarado (2022-2023). *Psychological distress, anxiety, and heavy episodic drinking trends among college students during covid-19.*

Chloe Arrasmith (2022-2023). *The relationship between depression, anxiety, and substance use in college students.*

Angelo Capito (2022-2023). *Association between physical activity and mental health.*

Lydia Copeland (2021-2022). *A two-year analysis of comprehensive balance testing: diagnoses and treatment recommendations.*

Anna Bercaw (2022). Completed comprehensive exams as an exit project.

Kaitlyn Karhoff (2022). *Youth vaping perceptions using autonomy as a construct of self-determination theory: a focus group study of middle and high school students and staff.*

Olivia Giles (2022). *Food insecurity and its impact on mental health in college students.*

Kara Ring (2022). *Process Evaluation of an Oral Health Literacy Campaign.*

Morgan Bumgarner (2021). Completed comprehensive exams as an exit project.

Siva Balakrishnan (2021). Completed comprehensive exams as an exit project.

Jaclin Baker (2020). *Labyrinths for self-care and burnout reduction during health professional education: a compilation of themes from weekly intentions and focus groups.*

Logan Wimsatt. (2020). *Impact of smart shelf-design and greater access to nutritional information on food pantry clients in rural Ohio*

Timothy Osinowo (2020). Completed comprehensive exams as an exit project.

Clara Gannon (2019). Completed comprehensive exams as an exit project.

Kelly McKinnon (2018). *Sustainability plan for Miami Cares resources food pantry.*

Maeve McDonald (2017-2018). Completed comprehensive exams as an exit project.

Uzoma Benedict Njoku (2017-2018). Completed comprehensive exams as an exit project.

Rebecca Lola Ojerinde (2017-2018). *"I don't know what you mean, but I'll say yes": The relationship between health literacy and end of life (EOL) care among culturally diverse older adults.*

Kendell Eliot (2015-2016). Completed comprehensive exams as an exit project.

Deon Knox (2014-2015). Completed comprehensive exams as an exit project.

Caitlyn Marcum (2014-2015). Completed comprehensive exams as an exit project.

Ryan Hames (2011-2012). Completed comprehensive exams as an exit project.

Kassie Hinds (2011-2012). Completed comprehensive exams as an exit project.

Dietetic Intern Preceptor

Department of Human Nutrition, The Ohio State University. 2007-2009

Supervised and trained dietetic interns to administer and evaluate a multi-site community based health intervention.

Mentored dietetic interns for research projects to be presented at a departmental research symposium.

Editorships and Peer Reviewer Responsibilities for Journals & National Organizations

8/21 – Present	Editor-in Chief	Health Behavior Research <i>*Reviewer since 5/17</i>
12/17 – Present	Editorial Board	Journal of Behavioral Medicine <i>*Reviewer since 12/17</i>
1/16 – Present 1/19-12/21*	Editorial Board Board of Editors	Health Education Journal Society for Nutrition Education (Journal of Nutrition Education and Behavior). <i>*Reviewer since 7/09</i>
12/17 – 12/21	Editorial Board	Journal of International Students
8/19 – 8/21	Editorial Board	Family & Community Health
8/18 – 9/19	Issue Editor	Family & Community Health (Issue: 42.4 Family Health in Hispanic Communities)
12/15 – 1/17	Issue Editor	Family & Community Health (Issue: 40.1 Advancing Theory in Health Promotion and Community Health)

Reviewer for the following Peer-Review Publications

Appetite, American Journal of Health Education, Archives of Pediatrics & Adolescent Medicine, BMC Public Health, Californian Journal of Health Promotion, Eating and Weight Disorders, Evaluation and Program Planning, Health Education, Health Education & Behavior, Health Education Research, Health Promotion Practice, Journal of Alcohol and Drug Education, Journal of American College, Journal of the American College of Nutrition, Journal of Environmental Research and Public Health, Journal of Immigrant and Minority Health, Journal of Pediatrics, Nutrition & Dietetics, Obesity Reviews, PLOS ONE, Psychology & Health, Psychology, Health, & Medicine, Translational Behavioral Medicine, Transportation Research Part F: Psychology and Behaviour, and The Physician and Sportsmedicine.

Abstract Reviewer for the following National Organizations for Annual Conferences

American Academy of Health Behaviors, American Association for Health Education, American Public Health Association, & Society for Public Health Education.

Consultant

- 1/18-9/18** Changing Landscapes in Marijuana: What cross county listening sessions revealed
Community Partners: Deborah Neyer, Kristina Latta-Landefeld, Amy Macechko, and Charla Henderson
The purpose of this project was for 5 Butler County (Ohio) Drug-Free Community Coalitions to conduct a county-wide community assessment on marijuana attitudes and perceptions. I served as a consultant by advising the team on how to structure their focus group path and ask relevant questions to community members.
- 11/10-11/11** Go Wild with Fruits & Veggies, United States Department of Agriculture, Grand Forks Human Nutrition Research Center, Grand Forks, ND.
Principal Investigator: Dr. Lisa Jahns
The purpose of this study was to evaluate a nutrition education program that encourages children in grades 3-5 to eat more fruits and vegetables and become more physically active. The University of Minnesota Extension office is implementing this program. I served as a consultant by advising the evaluation team on valid and reliable instruments to use in the study.
- 07/09-06/11** Predictors of Dietary Behaviors Among Children Using The Theory of Planned Behavior, The Ohio State University, Columbus, OH.
Principal Investigator: Dr. Gail Kaye
The purpose of this study was to evaluate how well constructs of the theory of planned behavior predict dietary behaviors related to obesity prevention among elementary aged children. I served as a consultant by creating and validating the evaluation tools for the study.
- 06/09-12/09** The Effect of a Recessionary Economy on Food Choice: Implications for Health Education and Services, The Ohio State University, Columbus, OH.
Principal Investigator: Dr. Carla Miller
The purpose of this study was to identify dietary behaviors and grocery shopping changes of women living with children, who have experienced a financial crisis in the past year. I served as a consultant by interviewing twenty-five women in Columbus, Ohio. I also open-coded transcripts using the ATLAS software and identified reoccurring themes for the final report.
- 10/08-06/09** Overseeing the Implementation of Food Fit to Low-Income Youth, The YMCA of Central Ohio, Columbus, OH.
Principal Investigator: Becky Ciminillo
The purpose of this study was to implement and evaluate the Food Fit program to low-income youth in YMCA afterschool programs across Columbus, OH. I served as a consultant by training and overseeing dietetic interns who implemented and evaluated the program.

- 06/08-09/08** Evaluating Food Fit, a Social Cognitive Theory Based Intervention, The Ohio State University, Columbus, OH.
Principal Investigator: Dr. Gail Kaye
The purpose of this study was to implement and evaluate a social cognitive theory based, childhood overweight prevention intervention across Columbus, OH. I served as a consultant by completing the final data analysis and writing a manuscript for publication.

Curriculum Development

***Food Fit*, Gail Kaye & Paul Branscum**

Selected as one of eleven promising programs by the Robert Wood Johnson Foundation, the Centers for Disease and Control (CDC), and the CDC Foundation for the project: *Early Assessment of Programs and Policies to Prevent Childhood Obesity*, 2008.

Awards, Honors and Research in the media

- Selected as one of the Top 100 faculty members at Miami University for the 2022-2023 school year.
- Mentor in the 2020-2021 Research Scholars and Mentoring Program; American Academy of Health Behaviors
 - Mentee: Page Dobbs PhD, Assistant Professor; University of Arkansas
 - Mentee: Christine Hackman, PhD, MCHES, Associate Professor; California Polytechnic State University
- Student Recognition of Teaching Excellence Award, Fall 2020. Miami University.
- 2019 Editor's Choice Award for quality reviews for the *Journal of International Students*, 2019.
- Published public-facing articles for the Society of Behavioral Medicine
 - An interview with Icek Ajzen and Arie Kruglanski on their new theory "*The Theory of Reasoned Goal Pursuit*". (11/1/2019). Available from (<https://www.sbm.org/publications/outlook/issues/winter-2019/interview-icek-ajzen-arie-kruglanski-theory-of-reasoned-goal-pursuit/full-article>)
 - The Secret Behind Successful Behavior Change Using the ACT2 Method. (2/11/2019). Available from (<https://www.sbm.org/healthy-living/the-secret-behind-successful-behavior-change>)
 - Noted by SBM as an article having entered the top three search results for leading health education keywords on Google (4/2021).
 - Affective Determinants of Health Behavior - An Interview with David Williams about His New Book. (12/18/2018). Available from (<https://www.sbm.org/publications/outlook/issues/winter-2018/affective-determinants-of-health-behavior---an-interview-with-david-williams-about-his-new-book/full-article>)
- Awarded Poster of Distinction from the *American Academy of Health Behavior's 2016 Annual Conference*, for the presentation "Using the integrated behavioral model of prediction to predict parental monitoring of fruit and vegetable consumption among Hispanic mothers".
- Two articles on "Most-Read Articles" list of *Health Promotion Practice* during April 2015 through March 2016: (#16) Branscum, P. W., Sharma, M., Wang, L., Wilson, B., & Guyler,

- L. (2013). A process evaluation of a social-cognitive-theory-based childhood obesity prevention intervention: The Comics for Health program. *Health Promotion Practice*, 14(2), 189-198. (#48)
- Branscum, P., & Sharma, M. (2014). Comparing the utility of the theory of planned behavior between boys and girls for predicting snack food consumption: Implications for practice. *Health Promotion Practice*, 15(1), 134-140.
- One article recognized (#12) in the list of “most read “articles for 2014-15 by *Health Promotion Practice*: Branscum, P. W., Sharma, M., Wang, L., Wilson, B., & Guyler, L. (2013). A process evaluation of a social-cognitive-theory-based childhood obesity prevention intervention: The Comics for Health program. *Health Promotion Practice*, 14(2), 189-198.
 - Award for Excellence in Reviewing from the *Journal of Nutrition Education and Behavior*, 2014.
 - American Public Health Association-Student Presentation Scholarship, 2010
 - Graduate Excellence Award for Exemplary Scholarship in Social & Behavioral Sciences, The University of Cincinnati, 2010.
 - Student Oral Presentation Award, Second Place, The Ohio Public Health Association, Combined Conference, 2010.
 - University of Cincinnati Graduate Research Forum, Best in Show Award, 2010
 - Gradcaster Student Profile February/March Issue, 2010 – “Paul Branscum: Keeping Kids Healthy” University of Cincinnati Graduate School Newsletter
 - United States Air Force Achievement Medal for Outstanding Service, 2006.
 - Following articles about my research work have been published/covered in university, local, regional, national, and international media:
 - Interact for Health press release. (2/11/2019). Thriving Oxford mascot brings his healthy living message to comic books. Available from (<https://www.interactforhealth.org/whats-new/197/thriving-oxford-mascot-brings-his-healthy-living-message-to-comic-books/>)
 - Journal-News press release. (1/21/2019). B. Ratterman. How a comic book character teaches area students important health lessons. Available from (<https://www.journal-news.com/news/how-comic-book-character-teaching-area-students-important-health-lessons/nFH9MpxKmWakBVWUiN7Y1O/>)
 - University of Cincinnati press release. (5/7/2012). D. Fuller. New study examines what could predict children’s snack choices. Available from (<http://www.uc.edu/news/NR.aspx?id=15067>). Story covered by over 10 news sources, including 91.7 WVXU, Cincinnati, OH; National Public Radio (NPR).
 - Drug and Alcohol Findings. (3/28/2012). Available from (http://findings.org.uk/count/downloads/download.php?file=Branscum_P_1.cab).
 - University of Cincinnati press release. (8/2/2011). D. Fuller. A True Challenge for Any Superhero: Can Comic Books Combat Childhood Obesity? Available from (<http://www.uc.edu/news/NR.aspx?id=14001>). Story covered by over 25 news sources. Ranked as number one story for the month of August 2011 by LifeNews Stories (4091 hits).
 - University of Cincinnati press release. (5/7/2010). D. Fuller. Students deliver Comics for Health. Available from (http://www.cech.uc.edu/headline/comics_for_health/).