

BIOGRAPHICAL SKETCH

Provide the following information for the Senior/key personnel and other significant contributors in the order listed on Form Page 2. Follow this format for each person. **DO NOT EXCEED FOUR PAGES.**

NAME Barbara K. Rimer		POSITION TITLE Dean and Alumni Distinguished Professor of Health Behavior		
eRA COMMONS USER NAME (credential, e.g., agency login) BRIMER				
EDUCATION/TRAINING (Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable.)				
INSTITUTION AND LOCATION		DEGREE (if applicable)	MM/YY	FIELD OF STUDY
University of Michigan, Ann Arbor, MI		B.A.	05/70	English
University of Michigan, Ann Arbor, MI		M.P.H.	05/73	Medical Care Organization & Health Education
Johns Hopkins School of Hygiene & Public Health, Baltimore, MD		Dr.P.H.	05/81	Health Education
Short Course of Genetics, Jackson Lab, Bar Harbor, ME			1995	Genetics

A. Personal Statement

My career spans more than 35 years in cancer control, developing, testing and evaluating interventions in a variety of areas, including cancer prevention, screening, genetics, symptom management and pain control. Patient-related communication is a theme that has permeated most of my research. I have particular expertise in individualized decision making and patient-centered communication, and I have published extensively on tailored communication and informed decision making. I also have played a national policy role, most recently as chair of the President’s Cancer Panel.

B. Positions and Honors

Positions and Employment

1973-1975	Instructor, Department of Community Medicine, Wayne State University School of Medicine, Detroit, MI
1975-1977	Program Director, National Cancer Institute, Bethesda, MD
1977-1979	Intervention Coordinator, The Johns Hopkins Oncology Center; Research Association, School of Hygiene and Public Health, Baltimore, MD
1981-1987	Senior Health Educator, then Director Health Communication Research, Fox Chase Cancer Center, Phila, PA
1987-1991	Director of Behavioral Research; Member w/ Tenure, Fox Chase Cancer Center, Phil, PA
1991-1993	Associate Professor, Community and Family Medicine, Duke University, Durham, NC
1991-1997	Director of Cancer Prevention, Detection and Control Research; Member, Duke Comprehensive Cancer Center; Senior Fellow, Aging Center, Duke University Medical Center, Durham, NC
1993-1997	Professor, Community and Family Medicine, Duke University, Durham, NC
1997-2002	Director, Division of Cancer Control and Population Sciences, National Cancer Institute, Bethesda, MD
2003-2005	Deputy Director for Population Sciences, UNC Lineberger Comprehensive Cancer Center, The University of North Carolina at Chapel Hill, Chapel Hill, NC
2003-	Alumni Distinguished Professor, Department of Health Behavior, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, Chapel Hill, NC

2005- Dean, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, Chapel Hill, NC

Other Experience and Professional Memberships (Examples)

1993-1994 Cancer Centers' Support Committee, NCI
1994-1997 Chair and member, National Cancer Advisory Board (Presidential Appointment)
2001- Editorial Board member, Am J Prev Med, Cancer Causes and Control
2003-2005 Editorial Board member, Am J Health Behav, Amer J Health Promot, Patient Educ Couns
2003-2015 Member and Vice Chair, Task Force on Community Preventive Services, CDC
2006-2011 Editorial Board member, Morbidity and Mortality Weekly
2008-2015 Board of Directors, Association of Schools of Public Health
2010-2011 Member, National Cancer Advisory Board Ad Hoc Working Group to Create a Strategic Scientific Vision for the National Cancer Program and Review of the National Cancer Institute
2012 Chair and member, President's Cancer Panel (Presidential appointment)

Honors (of 25 Honors)

1998 Distinguished Achievement Award, American Society of Preventive Oncology
1999 John McGovern Award in Health Promotion, University of Texas, School of Public Health
2000 DHHS Secretary's Award for Distinguished Service
2000 NIH Director's Award
2000 The American Cancer Society Distinguished Service Award
2002 NCI Health Diversity Award
2004 HealthTrac Award for Health Promotion
2008 Elected to Institute of Medicine
2011 Centers of Excellence in Cancer Communications Research (CECCR) National Leadership Award, St. Louis, MO
2013 American Cancer Society Medal of Honor

C. Selected Peer-reviewed Publications (Publications selected from 264 peer-reviewed publications, 43 book chapters, 10 editorials and 6 books)

Most relevant publications

1. Arora, N.K., Hesse, B.W., **Rimer, B.K.**, Viswanath, K., Clayman, M.L., Croyle, R.T. (2007). Frustrated and Confused: The American Public Rates Its Cancer-Related Information-Seeking Experiences. *Journal of General Internal Medicine*, 23(3): 223-228. PMID: PMC2359461
2. DeFrank J.T., **Rimer B.K.**, Gierisch J.M., Bowling J.M., Farrell D., Skinner C.S. (2009). Impact of mailed and automated telephone reminders on receipt of repeat mammograms. *Am J Prev Med*, 36(6): 459-467. PMID: 19362800
3. Gierisch J.M., O'Neill S.C., **Rimer B.K.**, DeFrank J.T., Bowling J.M., Skinner C.S. (2009). Factors associated with annual-interval mammography for women in their 40s. *Cancer Epidemiology*, 33(1):72-78.
4. Gierisch J.M., DeFrank, J.T., Bowling, J.M., **Rimer, B.K.**, Matuszewski, J.M., Farrell, D., Skinner, C.S. Finding the minimal intervention needed for sustained mammography adherence. *American Journal of Preventive Medicine*. 2010;39(4): 334-44. PMID: PMC2939860
5. Gierisch, J.M., Reiter, P.L., **Rimer, B.K.**, Brewer, N.T. (2010). Standard definitions of adherence for infrequent yet repeated health behaviors. *American Journal of Health Behavior*, 34(6):669-679. PMID: PMC2963446
6. Lewis, C., Pignone, M., Schild, L., Scott, T.L., Winqvist, A., **Rimer, B.K.**, Glanz, K. (2010). Effectiveness of a Patient- and Practice-Level Colorectal Cancer Screening Intervention in Health Plan Members: Design and Baseline Findings of the CHOICE Trial. *Cancer*, 116(7):1664-1673. PMID: PMC2938956
7. Sheridan, S.L., Draeger, L.B., Pignone, M.P., Keyserling, T.C., Simpson R.J., **Rimer, B.K.**, Bangdiwala, S.I., Cai, J., Gizlice, Z. (2011). A Randomized Trial of an Intervention to Improve Use and Adherence to Effective Heart Disease Prevention Strategies. *BMC Health Services Research*. 11(331). PMID: PMC326874

8. O'Neill, S.C., Lipkus, I.M., Gierisch, J.M., **Rimer, B.K.**, Bowling, J.M. (2011). It's the Amount of Thought that Counts: When Ambivalence Contributes to Mammography Screening Delay. *Women's Health Issues*. PMID: PMC3276699
9. Pignone, M., Winguist, A., Schild, S.A., Lewis, C., Scott, T., Hawley, J., **Rimer, B.K.**, Glanz, K. (2011). Effectiveness of a Patient and Practice-Level Colorectal Cancer Screening Intervention in Health Plan Members: the CHOICE trial. *Cancer*, 117(15). PMID: PMC3136553
10. Rosentock
11. DeFrank, J.T., **Rimer, B.K.**, Bowling, J.M., Earp, J.E., Breslau, E.S., Brewer, N.T. (2012). Influence of false-positive mammography results on subsequent screening: Do physician recommendations buffer negative effects? *Journal of Medical Screening*, 19(1):35-41. PMID: 22438505
12. **Rimer, B.K.**, Abrams, D.B. (2012). Present and Future Horizons for Transdisciplinary Research. *American Journal of Preventive Medicine*, 42(2) 200-1. PMID: 22261218
13. Evans, J.P., Berg, J.S., Olshan, A.F., Magnuson, T., **Rimer, B.K.** (2013). We screen newborns, don't we?: Realizing the promise of public health genomics. *Genetics in Medicine*, 15(5): 332334. PMID: 23470837
14. Ogilvie, G.S., Smith, L., van Niekerk, D.J., Khurshed, F., Krajden, M., Saraiya, M., Goel, V., **Rimer, B.K.**, Grenne, S., Hobbs, S., Coldman, A.J., Franco, E.L. (epub 2013). Women's intentions to receive cervical cancer screening with primary human papillomavirus testing. *International Journal of Cancer*, PMID: 23754203
15. Sheridan, S.L., Draeger, L., Pignone, M.P., **Rimer, B.K.**, Bangdiwala, S.I., Cai, J., Gizlice, Z., Keyserling, T.C., Simpson Jr., R.J. The effect of a decision aid intervention on decision making about coronary heart disease risk reduction: a randomized trial. *BMC Medical Informatics and Decision Making*, in press.

D. Research Support

Ongoing Research and Training Support

2 A03 P01176-14-00 Rimer (PI) 7/01/96 – 6/30/15
Bureau of Health Professions DHHS/HRSA

The UNC Public Health Traineeship Program

This project provides training for public health professions experiencing critical shortages.

Role: PI - Oversee compliance with activities.

1 A0AHP-16298-01-00 Rimer (PI) 9/01/09 – 8/31/12

Bureau of Health Professions DHHS/HRSA

ARRA - Public Health Traineeship Program

This provides support for additional students.

Role: PI - Oversee compliance with activities

R01 CA105786 Rimer (PI) 07/01/09 – 6/30/11

NIH/NCI (direct and indirect)

Administrative Supplement for Finding the M.I.N.C. for Mammography Maintenance

Supplemental activities will provide additional comparative effectiveness data about our most effective intervention (ATR).

Role: PI - I have had overall leadership on direction of interventions, study interventions and analysis.

R01 CA105786 Rimer (PI) 9/30/03 – 6/30/10

Finding the M.I.N.C. for Mammography Maintenance

The major goal was to identify the M.I.N.C., Minimum Intervention Needed for Change, to achieve regular mammography adherence. We refined an adaptive intervention system, based on our previous work using stepped care models and tailored interventions. The research is being implemented within North Carolina's State Health Plan.

Role: PI - I have had overall leadership on direction of interventions, study interventions and analysis.

Program Director/Principal Investigator (Last, First, Middle):

5 U48 DP000059 Rimer (PI) 9/30/04 – 9/29/09
CDC

SIP 16-04: Comprehensive Cancer Control Collaborative NC (4CNC)

This grant supported the development of infrastructure to accelerate population level behavioral changes to eliminate unnecessary colorectal, breast and tobacco-related cancer deaths by developing and/or adapting CPC interventions, and adopting, replicating and implementing effective programs in communities.

Role: PI until Rimer became Dean in 6/2005 and then transferred grant to C. Melvin, PhD.

R01 PH000018 Glanz (PI), Pignone (PI subcontract) 9/01/04 – 8/31/08
Emory University, CDC

Subcontract to parent grant: Increasing CRC Screening in Health Plan Members

The major goal was to test the transferability of community-based behavioral interventions to increase provision of colorectal cancer screening in health plan member populations. UNC collaborate with Emory University, the lead organization, to disseminate an evidence-based decision aid throughout AETNA's medical practices in NC and GA.

Role: Co-Investigator on UNC subcontract - Advised on interventions, instruments and analysis.