



Barbara K. Rimer, DrPH, MPH

Curriculum Vita

EDUCATION

1995	Jackson Laboratory, Bar Harbor, ME	Short Course on Mammalian Genetics
1981	The Johns Hopkins School of Hygiene and Public Health	DrPH, Health Education
1973	University of Michigan	MPH, Medical Care Administration and Health Education
1970	University of Michigan	BA, English

EMPLOYMENT

2005 – Present	Dean, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, NC
2003 – Present	Alumni Distinguished Professor, Health Behavior, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, NC
2003 – 2005	Deputy Director for Population Sciences, Lineberger Comprehensive Cancer Center, The University of North Carolina at Chapel Hill, NC
2002 – Present	Senior Research Fellow, The Cecil G. Sheps Center for Health Services Research, The University of North Carolina at Chapel Hill, NC
1997 – Present	Adjunct Professor, Department of Community and Family Medicine, Duke University School of Medicine, Durham, NC
1997 – 2002	Director, Division of Cancer Control and Population Sciences, National Cancer Institute, Rockville, MD
1995 – 1996	Acting Deputy Director, Duke Comprehensive Cancer Center, Durham, NC
1992 – 2002	Adjunct Associate Professor, then Professor, Health Behavior, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, NC
1991 – 1997	Associate Professor (with tenure), then Professor (with tenure), Community and Family Medicine, Duke University School of Medicine, Durham, NC

1991 – 1997	Director of Cancer Prevention, Detection and Control Research, Duke Comprehensive Cancer Center, Durham; Senior Fellow, Aging Center, Duke University Medical Center, Durham, NC
1987 – 1991	Director of Behavioral Research, then Director of Population Science for Behavioral Research, and Member (with tenure), Fox Chase Cancer Center, Philadelphia, PA
1981 – 1987	Senior Health Educator, Fox Chase Cancer Center, Philadelphia, PA, then Director of Health Communications Research, Fox Chase Cancer Center, Philadelphia, PA
1977 – 1979	Intervention Coordinator, The Johns Hopkins Oncology Center; Research Associate, School of Hygiene and Public Health, Johns Hopkins University, Baltimore, MD
1975 – 1977	Program Director, National Cancer Institute, Bethesda, MD
1973 – 1975	Instructor, Department of Community Medicine, Wayne State University School of Medicine, Detroit, MI

HONORS AND AWARDS

National

2013	American Cancer Society Medal of Honor
2011	National Leadership Award, Centers of Excellence in Cancer Communication Research, National Cancer Institute (NCI), St. Louis, MO
2008	Elected to Institute of Medicine (IOM)
2008	Elected to Delta Omega Society
2004	Healthtrac Foundation Award for Health Education, James F. and Sarah T. Fries Foundation – presented at the annual meeting, Society of Public Health Education, Washington, D.C.
2002	Health Diversity Award, National Cancer Institute
2001	Donald Ware Waddell Award, Arizona Cancer Center
2000	American Cancer Society Distinguished Service Award
2000	NIH Director's Award
2000	DHHS Secretary's Award for Distinguished Service
2000	Dr. Laurie Sands Distinguished Professorship Lecture, University of Rochester, New York
1999	John P. McGovern Award in Health Promotion, School of Public Health, University of Texas, Houston, TX
1998	Distinguished Visiting Lecturer, Harvard University
1998	Elected Member, Academy of Behavioral Medicine Research
1998	Distinguished Achievement Award, American Society of Preventive Oncology

- 1997 Herbert J. Block Leadership Award, Ohio State University
- 1997 Fellow, Society of Behavioral Medicine
- 1996 Citation Award, Society of Behavioral Medicine
- 1995 Judith P. Schlager Visiting Professorship, Dana-Farber Cancer Institute
- 1994 Best Visual Presentation, Society of Behavioral Medicine Annual Meeting, San Diego, CA
- 1992 Mayhew Derryberry Award for Contributions to Health Education Theory from the American Public Health Association
- 1979 – 1981 The Johns Hopkins School of Hygiene and Public Health Fellowship
- 1971 – 1973 United States Public Health Service Traineeship

North Carolina

- 2009 *Business Leader Magazine's* Women Extraordinaire, Raleigh, NC
- 2009 WCHL Village Pride Award, Chapel Hill, NC
- 2000 Duke Center for Aging Distinguished Lecture, Durham, NC

University of North Carolina at Chapel Hill

- 2013 Blue Ribbon Gala Honoree, Lineberger Comprehensive Cancer Center, UNC Chapel Hill
- 2013 Order of the Golden Fleece, UNC Chapel Hill
- 2012 Order of the Grail-Valkyries, UNC Chapel Hill
- 2003 Appointed Alumni Distinguished Professor, The University of North Carolina at Chapel Hill, NC

MEMBERSHIPS (Present)

- American Public Health Association (APHA)
- NC Public Health Association

PUBLICATIONS

Books

1. Glanz, K., Rimer, B.K., Viswanath, K. (2015). ***Health Behavior and Health Education: Theory, Research, and Practice. Fifth Edition.*** (3 chapters co-authored with editors, 1 additional chapter co-authored). San Francisco: Jossey-Bass Publishers, 1-512.
2. Glanz, K., Rimer, B.K., Viswanath, K. (2008). ***Health Behavior and Health Education: Theory, Research, and Practice. Fourth Edition.*** (3 chapters co-authored with editors, 1 additional chapter co-authored). San Francisco: Jossey-Bass Publishers, 1-592.

3. Glanz, K., Rimer, B.K., Lewis, F.M. and Stone, T. (2006). ***Kenko Kodo to Kenko Kyoiku: Riron Kenkyu Jissen***. Tokyo: Igakushoin.
4. Glanz, K., Rimer, B.K., Lewis, F.M. (2002). ***Health Behavior and Health Education: Theory, Research, and Practice. Third Edition***. (2 chapters co-authored with editors, 1 additional chapter as single author). San Francisco: Jossey-Bass Publishers, 1-583.
5. Glanz, K., Lewis F.M., Rimer, B.K. (1997). ***Health Behavior and Health Education: Theory, Research, and Practice. Second Edition***. (2 chapters co-authored with editors, 1 additional chapter as a single author). San Francisco: Jossey-Bass Publishers. 1-496.
6. Glanz, K., Lewis F.M., Rimer, B.K. (1990). ***Health Behavior and Health Education: Theory, Research, and Practice***. (3 chapters co-authored with editors, 1 additional chapter as a single author). San Francisco: Jossey-Bass Publishers, 1-460.
7. Engstrom, P.F., Rimer, B.K., Mortenson, L.E. (1990). ***Advances in Cancer Control: Screening and Prevention Research***. New York: Wiley-Liss, Inc. 1-518.

Book Chapters

1. Rimer, B.K. (2015). Foreword. In Lueddeke, G. ***Global Population Health and Well-Being in the 21st Century: Toward New Paradigms, Policy, and Practice***. New York: Springer Publishing Company.
2. Glanz, K., Burke, L., Rimer, B.K. (2011). Health Behavior Theories. In J. Butts & K. Rich (eds.). ***Philosophies and Theories in Advanced Nursing Practice***. Sudbury, Massachusetts: Jones and Bartlett Publishers, 247-269.
3. Finney Rutten, L.J., Rimer, B.K., Hesse, B.W. (2010). The Future of Health Communication and Informatics: Challenges and Opportunities. In L.J. Finney Rutton, B.W. Hesse, R.P. Moser & G.L. Kreps (eds.). ***Building the Evidence Base in Cancer Communication***. Cresskill, NJ: Hampton Press.
4. Glanz, K., Kegler, M.C., Rimer, B.K. (2009). Ethical Issues in the Design and Conduct of Community-Based Intervention Studies. In S.S. Coughlin, T.L. Beauchamp & T. Weeds (eds.). ***Ethics and Epidemiology, Second Edition***. New York: Oxford University Press, 156-177.
5. Rimer, B.K., Schildkraut, J., Hiatt, R.A. (2004). Cancer Screening. In V.T. DeVita, S. Hellman & S.A. Rosenberg (eds.). ***Cancer: Principles and Practice of Oncology. Seventh Edition***. Philadelphia: Lippincott, Williams and Wilkins, 567-579.
6. Rimer, B.K. (2004). Derryberry and the Roots of Modern Health Behavior Theory. In J.P. Algrante & D.A. Sleet (eds.). ***Derryberry's Educating for Health: A Foundation for Contemporary Health Education Practice***. San Francisco: Jossey-Bass Publishers, 30-33.
7. Rimer, B.K., Glanz, K. (2003). Primary Prevention of Cancer. In S. Trafton & W. Gordon (eds.). ***Best Practices in the Behavioral Management of Chronic Disease, vol. 2***. Los Angeles: The Institute for Disease Management, 1-11.
8. Rimer, B.K., Schildkraut, J., Hiatt, R.A. (2001). Cancer Screening. In V.T. DeVita, S. Hellman & S.A. Rosenberg (eds.). ***Cancer: Principles and Practice of Oncology. Sixth Edition***. Philadelphia: Lippincott-Williams & Wilkins, 627-640.
9. Rimer, B.K., McBride, C.M., Crump, C. (2001). Women's Health Promotion. In A. Baum, T.A. Revenson & J.E. Singer (eds.). ***Handbook of Health Psychology***. Mahwah, New Jersey: Lawrence Erlbaum Associates, 519-539.

10. Schwartz, M.D., Lerman, C., Rimer, B.K. (2001). Psychosocial Interventions for Women at Increased Risk for Breast Cancer. In A. Baum & B. Anderson (eds.). ***Psychosocial Interventions in Cancer***. Washington, DC: American Psychological Association, 287-304.
11. Rimer, B.K., Meissner, H., Breen, N., Legler, J., Coyne, C. (2000). Social and Behavioral Interventions to Increase Breast Cancer Screening. In N. Schneiderman, M. Speers, J. Silva, H. Tomes & J. Gentry (eds.). ***Integrating Behavioral and Social Sciences with Public Health***. Washington, DC: American Psychological Association, 177-201.
12. Rimer, B.K. (1999). Foreword. In M. Kreuter, D. Farrell, L. Olevitch & L. Brennan (eds.). ***Tailoring Health Messages, Customizing Communication with Computer Technology***. Mahwah, New Jersey: Lawrence Erlbaum Associates, xii.
13. Rimer, B.K., Demark-Wahnefried, W., Egert, J.R. (1997). Acceptance of Cancer Screening. In D.S. Gochman (ed). ***Handbook of Health Behavior Research II: Provider Determinants***. New York and London: Plenum Press, 285-302.
14. Rimer, B.K. (1997). Current Use and How to Increase Mammography Screening in Women. ***Surgical Oncology Clinics of North America***. Philadelphia: W.B. Saunders Co., 6(2):203-211.
15. Rimer, B.K., Schildkraut, J.M. (1997). Cancer Screening. In V.T. DeVita, S. Hellman & S.A. Rosenberg (eds.). ***Cancer: Principles and Practice of Oncology. Fifth Edition***. Philadelphia: Lippincott-Raven Publishers, 619-631.
16. Glanz, K., Rimer, B.K., Lerman, C. (1996). Ethical Issues in the Design and Conduct of Community-Based Intervention Studies. In S.S. Coughlin & T.L. Beauchamp (eds.). ***Ethics and Epidemiology***. New York: Oxford University Press, 156-177.
17. Rimer, B.K. (1996). Adherence to Cancer Screening. In D.S. Reintgen & R.A. Clark (eds.). ***Cancer Screening***. St. Louis: Mosby, 261-276.
18. Rimer, B.K. (1995). Breast Cancer Screening. In S. Heilman, J. Harris & M. Morrow (eds.). ***Diseases of the Breast***. New York: Lippincott-Raven Publishers, 307-322.
19. Rimer, B.K. (1995). Cancer Control and Aging. In G.L. Maddox, R.C. Atchley, J.G. Evans, C.E. Finch, D.F. Hulstsch, R.A. Kane, M.D. Mezey, I.C. Siegler & S.W. Sussman (eds.). ***The Encyclopedia of Aging: A Comprehensive Resource in Gerontology and Geriatrics. Second Edition***. New York: Springer Publishing Company, 130-131.
20. Lerman, C., Rimer, B.K. (1995). Psychosocial Impact of Cancer Screening. In R.T. Croyle (ed.). ***Psychosocial Effects of Screening for Disease Prevention and Detection***. New York: Oxford University Press, 65-81.
21. Rimer, B.K., Orleans, C.T. (1993). Older Smokers. In C.T. Orleans & J. Slade (eds.). ***Nicotine Addiction: Principles Management***. New York: Oxford University Press, 385-395.
22. Engstrom, P.F., Trock, B., Rimer, B.K. (1993). Prevention of Tobacco-Related Cancers. In J. F. Holland, E. Frei, III, R.C. Bast, Jr., D.W. Kufe, D.R. Morton & R.R. Weichselbaum (eds.). ***Cancer Medicine, vol. 1. Third Edition***. Philadelphia: Lea & Febiger Publishing, 361-370.
23. Rimer, B.K., Engstrom, P.F. (1992). Participation in Macronutrient Trials. In M. Micozzi & T. Moon (eds.). ***Macronutrients: Investigating Their Role in Cancer***. New York: Marcel Dekker, Inc., 437-467.
24. Rimer, B.K. (1992). Participant Enrollment, Participation, and Compliance in Chemoprevention Trials. In G.R. Newell & W.K. Hong (eds.). ***The Biology and Prevention of Aerodigestive Tract Cancers***. New York: Plenum Press, 111-117.

25. Fleisher, L., Keintz, M., Rimer, B.K., Uft, M., Workman, S., Engstrom, P.F. (1990). Process Evaluation of a Minimal Contact Smoking Cessation Program in an Urban Nutritional Assistance (WIC) Program. In P.F. Engstrom, B.K. Rimer & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 339. Advances in Cancer Control: Screening and Prevention Research.*** New York: Wiley-Liss, Inc, 95-106.
26. Rimer, B.K. (1990). Cancer Control Responses to the Breast Cancer Challenge. In P.F. Engstrom, B.K. Rimer & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 339. Advances in Cancer Control: Screening and Prevention Research.*** New York: Wiley-Liss, Inc, 213-215.
27. Rimer, B.K., Engstrom, P.F., Keintz, M.K., Myers, R.E., Rosan, J. (1989). Barriers and Facilitators to Compliance with Routine Mammographic Screening. In P.N. Anderson, P.F. Engstrom & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 293. Advances in Cancer Control: Innovations and Research.*** New York: Wiley-Liss, Inc, 125-134.
28. Engstrom, P.F., Myers, R.E., Amsel, Z., Rimer, B.K., Rosan, J. (1988). Colorectal Cancer Screening in a Defined Population. In P.F. Engstrom, P.N. Anderson & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 278. Advances in Cancer Control: Cancer Control Research and the Emergence of the Oncology Product Line.*** New York: Wiley-Liss, Inc, 7-19.
29. Fleisher, L., Thacker, J., Keintz, M., Rimer, B.K., Fox, L., Engstrom, P.F. (1988). Reaching Towards 2000: Development and Evaluation of a Community Education Program on Diet and Cancer Prevention. In P.F. Engstrom, P.N. Anderson & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 278. Advances in Cancer Control: Cancer Control Research and the Emergence of the Oncology Product Line.*** New York: Wiley-Liss, Inc, 91-100.
30. Keintz, M.K., Rimer, B.K., Fleisher, L., Fox, L., Engstrom, P.F. (1988). Use of Multiple Data Sources in Planning a Smoking Cessation Program for a Defined Population. In P.F. Engstrom, P.N. Anderson & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 278. Advances in Cancer Control: Cancer Control Research and the Emergence of the Oncology Product Line.*** New York: Wiley-Liss, Inc, 31-42.
31. Rimer, B.K., Davis, S., Engstrom, P.F., Myers, R.E., Rosan, J., Fox, L., McLaughlin, R. (1988). An Examination of Compliance and Noncompliance in an HMO Cancer Screening Program. In P.F. Engstrom, P.N. Anderson & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 278. Advances in Cancer Control: Cancer Control Research and the Emergence of the Oncology Product Line.*** New York: Wiley-Liss, Inc, 21-30.
32. Amsel, Z., Engstrom, P.F., Rimer, B.K., Keintz, M.K., Gillespie, D. (1987). Current and Future Cancer Control Activities in Cancer Programs in the United States. In P.F. Engstrom, L.E. Mortenson & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 248. Advances in Cancer Control: The War on Cancer—15 Years of Progress.*** New York: Wiley-Liss, Inc, 191-204.
33. Fleisher, L., Rimer, B. K., Keintz, M. K., Engstrom, P. F., Wilson, C. (1987). Process and Impact Evaluation of a Cancer Program for Older People. In P.F. Engstrom, L.E. Mortenson & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 248. Advances in Cancer Control: The War on Cancer—15 Years of Progress.*** New York: Wiley-Liss, Inc, 135-144.
34. Rimer, B.K., Levy, M., Keintz, M.K., MacElwee, N., Engstrom, P.F. (1987). Improving Cancer Patients' Pain Control Through Education. In P.F. Engstrom, L.E. Mortenson & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 248. Advances in Cancer Control: The War on Cancer—15 Years of Progress.*** New York: Wiley-Liss, Inc, 123-128.

35. Rimer, B.K., Keintz, M., Glassman, B., Kinman, J. (1986). Health Education for Older Persons: Lessons from Research and Program Evaluations. In W. Ward, Z. Salisbury, J.G. Zapka & S.B. Kar (eds.). ***Advances in Health Education and Promotion, vol. 1, part B.*** Greenwich, Connecticut: JAI Press, Inc, 369-396.
36. Keintz, M.K., Fleisher, L., Rimer, B.K., Bennett, D., Wilson, C., Engstrom, P.F. (1986). Process and Impact Evaluation of a Cancer Screening Education Program. In L.E. Mortenson, P.F. Engstrom & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 216. Advances in Cancer Control: Health Care Financing and Research.*** New York: Wiley-Liss, Inc, 455-464.
37. Rimer, B.K., Keintz, M.K., Levy, M., Engstrom, P.F. (1986). Cancer Pain Management: A Clinical Trial of an Education Program for Patients. In L. E. Mortenson, P.F. Engstrom & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 216. Advances in Cancer Control: Health Care Financing and Research.*** New York: Wiley-Liss, Inc, 311-318.
38. Rimer, B.K., Keintz, M.K., Strecher, V., Engstrom, P.F. (1986). The Role of the Physician in Changing Patients' Smoking Behavior: Results of a Survey of Physicians. In L.E. Mortenson, P. F. Engstrom & P.N. Anderson (eds.). ***Progress in Clinical and Biological Research, vol. 216. Advances in Cancer Control: Health Care Financing and Research.*** New York: Wiley-Liss, Inc, 59-70.
39. Rimer, B.K., Jones, W.L., Keintz, M.K., Engstrom, P.F., Catalano, R.B. (1984). Cancer Patients' Recall of Important Information. In P.F. Engstrom, P.N. Anderson & L.E. Mortenson (eds.). ***Progress in Clinical and Biological Research, vol. 156. Advances in Cancer Control: Epidemiology and Research.*** New York: Wiley-Liss, Inc, 153-159.
40. Jones, W.L., Rimer, B.K., Engstrom, P.F., Levy, M., Paul, A., Catalano, R., Peter, R. (1983). Important Gaps in Patients' Knowledge Prior to Chemotherapy. In C. Mettlin & G. Murphy (eds.). ***Progress in Cancer Control IV: Research in the Cancer Center.*** New York: Alan R. Liss, Inc, 391-400.
41. Rimer, B.K., Jones, W.L., Wilson, C., Benneft, D., Engstrom, P.F. (1983). Cancer and the Elderly: A Cancer Control Challenge. In C. Mettlin & G. Murphy (eds.). ***Progress in Cancer Control IV: Research in the Cancer Center.*** New York: Alan R. Liss, Inc, 123-133.
42. Green, L.W., Rimer, B.K., Elwood, T.W. (1982). Public Education. In D. Schottenfeld & J.F. Fraumeni, Jr. (eds.). ***Cancer Epidemiology and Prevention.*** Philadelphia: W.B. Saunders Company, 1100-1110.
43. Green, L.W., Rimer, B.K., Elwood, T.W. (1981). Biobehavioral Approaches to Cancer Prevention and Detection. In S.M. Weiss, J.A. Herd & B.H. Fox (eds.). ***Perspectives on Behavioral Medicine.*** New York: Academic Press, 215-234.
44. Jonas, S., Rimer, B.K. (1978). Ambulatory Care. In S. Jonas (ed.). ***Health Care Delivery in the United States.*** New York: Springer Publishing Company, 120-163.

Peer-Reviewed Journal Articles

1. Hswen, Y., Gilkey, M.B., Rimer, B. K., & Brewer, N.T. (2017). Improving physician recommendations for HPV vaccination: the role of professional organizations. ***Sexually Transmitted Diseases***, 44(1):45-47. PMID: PMC5145747
2. Moss, J. L., Reiter, P. L., Rimer, B. K., Truong, Y.K., & Brewer, N. T. (2016). School Entry Requirements and Coverage of Nontargeted Adolescent Vaccines. ***Pediatrics***, 138(6):45-47. PMID: PMC5127065
3. Sivaram, S., Sanchez, M. A., Rimer, B. K., Samet, J. M., Glasgow, R. E. (2014). Implementation science in cancer prevention and control: a framework for research and programs in low and middle-income countries. ***Cancer Epidemiology, Biomarkers and Prevention***, 23(11). PMID: 25178984

4. Robinson, M.N., Tansil, K.A. Elder, R.W., Soler, R.E., Labre, M.P., Mercer, S.L., Eroglu, D., Baur, C., Lyon-Daniel, K., Fridinger, F., Sokler, L.A., Green, L.W., Miller, T., Dearing, J.W., Evans, W.D., Snyder, L.B., Viswanath, K.K., Beistle, D.M., Chervin, D.D., Bernhardt, J.M., Rimer, B.K., Community Preventive Services Task Force (2014). Mass media health communication campaigns combined with health-related product distribution: A community guide systematic review. *American Journal of Preventive Medicine*, 47(3):360-371. PMID: 25145620
5. 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. (2014). 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*, 14(14):1-11. PMCID: PMC3943405
6. Calonge, N., Chin, M., Clymer, J., Fielding, J., Glanz, K., Goetzel, R., Green L.W., Grossman, D., Johnson, R., Kumanyika, S., Orleans, T., Pronk, N., Ramirez, G., Remington, P., Rimer, B. (2013) Notes from the field: Planting, nurturing, and watching things grow. *American Journal of Preventive Medicine*, 45(6): 690.
7. Ogilvie, G.S., Smith, L.W., van Niekerk, D.J., Khurshed, F., Kraiden, M., Saraiya, M., Goel, V., Rimer, B.K., Greene, S.B., Hobbs, S., Coldman, A.J., Franco, E.L. (2013). Women's intentions to receive cervical cancer screening with primary human papillomavirus testing. *International Journal of Cancer*, 133(12):2934-2943. PMID: 23754203
8. 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):332-334. PMID: 23470837
9. 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
10. 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
11. O'Neill, S.C., Lipkus, I.M., Gierisch, J.M., Rimer, B.K., Bowling, J.M. (2012). It's the Amount of Thought that Counts: When Ambivalence Contributes to Mammography Screening Delay. *Women's Health Issues*, 22(2):e189-94. PMCID: PMC3276699
12. 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). PMCID: PMC3268742
13. Pignone, M., Wingquist, 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) 3352-3362. PMCID: PMC3136553
14. Sabatino, S.A., Lawrence, B., Elder, R., Glanz, K., Mercer, S., Wilson, K., DeVinney, B., Melillo, S., Taplin, S., Bastani, R., K. Rimer, B.K., Vernon, S., Melvin, C., Taylor, V., Fernandez, M., Blumenthal, D., Task Force on Community Preventive Services. (2011). The Effectiveness of Interventions to Increase Screening for Breast, Cervical and Colorectal Cancers: A Series of Updated Systematic Reviews for The Guide to Community Preventive Services (Community Guide). *Implementation Science*, 112(6) PMCID: PMC3222606
15. Rosenstock, L., Helsing, K., Rimer, B.K. (2011). Public Health Education in the United States: Then and Now. *Public Health Reviews*, 33(1)

16. Gierisch, J.M., DeFrank, J.T., Bowling, J.M., Rimer, B.K., Matuszewski, J.M., Farrell, D., Skinner, C.S. (2010). Finding the Minimal Intervention Needed for Sustained Mammography Adherence. **American Journal of Preventive Medicine**, 39(4):334-344. PMID: PMC2939860
17. Mier, N., Ory, M.G., Toobert, D.J., Smith, M.L., Osuna, D., McKay, J.R., Villarreal, E.K., DiClemente, R.J., Rimer, B.K. (2010). A Qualitative Case Study Examining Intervention Tailoring for Minorities. **American Journal of Health Behavior**, 34(6):822-832. PMID: PMC3133692
18. 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
19. Gierisch, J.M., Earp, J.A., Brewer, N.T., Rimer, B.K. (2010). Longitudinal Predictors of Nonadherence to Maintenance of Mammography. **Cancer Epidemiology, Biomarkers & Prevention**, 19(4):1103-1111. PMID: PMC2852896
20. Lewis, C., Pignone, M., Schild, L., Scott, T.L., Winkvist, 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
21. Baron, R., Melillo, S., Rimer, B.K., Coates, R.J., Kerner, J., Habarta, N., Chattopadhyay, S., Sabatino, S.A., Elder, R., Leeks, K.J., the Task Force on Community Preventive Services. (2010). Interventions to Increase Recommendation and Delivery of Screening for Breast, Cervical, and Colorectal Cancers by Healthcare Providers: A Systematic Review of Provider Reminders. **American Journal of Preventive Medicine**, 38(1):110-117. PMID: 20117566
22. 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, Biomarkers & Prevention**, 33(1):72-78. PMID: PMC2727566
23. Brewer, N.T., Edwards, A.S., O'Neill, S.C., Tzeng, J.P., Lillie, S.E., Carey, L.A., Rimer, B.K. (2009). When Genomic and Standard Test Results Diverge: Implications for Breast Cancer Patients' Preference for Chemotherapy. **Breast Cancer Research and Treatment**, 117:25-29. PMID: 18785002
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Editorials and Perspectives

1. Rimer, B. K. (2016). Preparing students to engage in public health research of consequence. *American Journal of Public Health*, 106(9): 1546-1547.
2. Rimer, B. K., Sandler, A. B., Witte, O. N. (2016). Moving the needle on HPV Vaccination: The still unrealized potential of HPV vaccination to prevent cancers. *The ASCO Post*, published online June 10, 2016.
3. Rimer, B. K. (2016). Government service as a public and personal good. *Health Education & Behavior*, 43(3): 241-245.

4. Rimer, B.K. (2009). A Dedication in Memory of Michelle Mayer. **North Carolina Medical Journal**, 70(2): 113.
5. Bosworth, H.B., Bastian, L.A., Rimer, B.K., Siegler, I.C. (2004). Coping Styles and Personality Domains Related to Menopausal Stress. **Menopause Digest**, 16(1): 7-8.
6. Rimer, B.K. (2000). Response to Kreuter and Skinner. **Health Education Research, Theory and Practice**, 15(4): 503.
7. Rimer, B.K. (1999). Good Decisions – Elusive But Not Illusory. **Effective Clinical Practice**, 2(4): 193-194.
8. Rimer, B.K. (1998). The Impact and Value of the Cancer Information Service: A Model for Health Communication. (foreword), **Journal of Health Communication, International Perspectives, Supplemental Issue**, 3(special supplement): p. iii.
9. Rimer, B.K. (1998). Correlation Is Not Causation. **American Journal of Public Health**, 88(5): 832-833. PMID: PMC1508955
10. Rimer, B.K. (1997). The National Cancer Advisory Board: 25 Years Later. **Cancer**, 79(11): 2269-2271.
11. Rimer, B.K. (1995). Putting the “Informed” in Informed Consent about Mammography. **Journal of the National Cancer Institute**, 87(10): 703-704.
12. Rimer, B.K. (1994). Future Directions in Early Detection Research: A Response to Drs. Richardson and Bloom. **Cancer**, 74(4): 1482-1483.
13. Rimer, B.K. (1989). Much Has Been Done, Much Remains Undone. **Health Education Research, Theory and Practice**, 4(4): 417.

Meeting Proceedings and Summaries (Selected)

1. Lipkus, I.M., Bowling, J.M., Gierisch, J.M., O’Neill, S.C., Rimer, B.K. (2008). When Ambivalence Predicts Repeat Mammography Screening: It’s the Amount of Thought that Counts. **29th Annual Society of Behavioral Medicine Meeting**, San Diego, CA.
2. Rimer, B.K. (1999). The Cancer Risk Communication Meeting in Perspective. **Journal of the National Cancer Institute Monographs**, 25: 3.
3. Mettlin, C., Bonfiglio, J., Berg, R.L., Nelson, G., Newell, G.R., Patterson, W.B., Richardson, J., Rimer, B.K., Sorenson, A., Warnecke, R. (1991). Prevention and Detection in Older Persons. **Cancer**, 68: 2530-2533.
4. Rimer, B.K. (1991). The Role of Theory in Improving Primary Care Practice. In M.L. Grady (ed.). **Conference Proceedings AHCP Primary Care Research: Theory and Methods**, 183-188.
5. Green, L.W., Rimer, B.K., Bertera, R. (1979). How Cost Effective Are Smoking Cessation Methods? In **Progress in Smoking Cessation – Proceedings of International Conference on Smoking Cessation**, New York: American Cancer Society, 91-104.

Reports Reviewed

1. Recommended Social and Behavioral Domains and Measures for Electronic Health Records: Phase II. Institute of Medicine. 2014.
2. Contributing Reviewer, “An Integrated Framework for Assessing the Value of Community-Based Prevention.” Committee on Valuing Community-Based, Non-Clinical Prevention Programs; Board

on Population Health and Public Health Practice; Institute of Medicine. Washington, DC: The National Academies Press. 2012.

Peer-Reviewed Reports

1. Rimer, B.K. (1988). Smoking among Older Adults: The Problems, Consequences and Possible Solutions. In ***The Surgeon General's Report on Health Promotion for Older Adults***. Washington, DC: United States Department of Health and Human Services.

Reports

1. The Imperative of Addressing Cancer Drug Costs and Value: A Report to the President of the United States from the President's Cancer Panel. Bethesda, MD: President's Cancer Panel; 2018.
2. Promoting Value, Affordability, and Innovation in Cancer Drug Treatment: A Report to the President of the United States from the President's Cancer Panel. Bethesda, MD: President's Cancer Panel; 2018.
3. Improving Cancer-Related Outcomes with Connected Health: A Report to the President of the United States from the President's Cancer Panel. Bethesda, MD: President's Cancer Panel; 2016.
4. Cancer Moonshot Blue Ribbon Panel Report. Cancer Moonshot; 2016.
5. Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer. A Report to the President of the United States from the President's Cancer Panel. Bethesda, MD: National Cancer Institute; 2014.

Health Education Manuals

1. Glanz, K., Rimer, B.K., National Cancer Institute (U.S.) (2005). ***Theory at a Glance: A Guide for Health Promotion Practice***, <http://www.cancer.gov/theory>.
2. Glanz, K., Rimer, B.K. (July, 1995). ***Theory at a Glance: A Guide for Health Promotion Practice***, National Cancer Institute.
3. Orleans, C.T., Rimer, B.K., Fleisher, L., Keintz, M.K., Telepchak, J., Robinson, R. (1989). ***Clear Horizons: A Quit-Smoking Guide Especially for Those 50 and Over***, Philadelphia: Fox Chase Cancer Center.
4. Strecher, V.J., Rimer, B.K. (1987). ***Freedom From Smoking® For You And Your Family***, American Lung Association.
5. Koral, A., Rimer, B.K., Keintz, M., Fleisher, L. (1987). ***Quitting Times: A Magazine for Women Who Smoke***, Pennsylvania Department of Health.

SELECTED PRESENTATIONS (examples since 1993)

Competitively-Solicited Meeting Presentations

1. Rimer, B.K. (1998). The Impact of Individualized Breast Cancer Risk Counseling on Mammography Utilization. Society of Behavioral Medicine, New Orleans, LA.
2. Rimer, B.K. (1996). Information, Informatics and Health Evaluation: Tailoring Health Information for Primary Care Settings. International Health Evaluation Association Conference. Victoria, British Columbia, Canada.

3. Rimer, B.K. (1995). Putting the Transtheoretical Model into Practice with a Low-income Population. The Society of Behavioral Medicine, 16th Annual Meeting. San Diego, CA.
4. Rimer, B.K. (1993). The Impact of a Comprehensive Breast Screening Program. American Society for Preventive Oncology, Tucson, AZ.

Selected Invited Lectures, Presentations and Panels

1. Rimer, B. K. (2018). Invited Closing remarks. Treating Health Inequities with Knowledge. Levine Cancer Center 2nd Annual T.H.I.N.K Academy February 2018 Meeting. Charlotte, NC.
2. Rimer, B. K. (2017). Invited Panelist. Business of Healthcare Convocation. January 2017 Meeting. Kenan Flagler Business School, Chapel Hill, NC.
3. Rimer, B. K. (2016). Invited Presenter. Cancer Review Models. CDC Community Guide (CG) Task Force Cancer Review Team. CG Task Force June 2016 Meeting. Atlanta, GA.
4. Rimer, B.K. (2016). Invited Presenter. Framing the DrPH Degree for the 21st Century. ASPPH Annual Meeting, Arlington, VA
5. Moss, J. L., Gilkey, M. B., Rimer, B. K., & Brewer, N. T. (2016). Patient-provider communication style and demographic differences in HPV vaccination. Annual Meeting of the Society of Behavioral Medicine. Washington, DC
6. Rimer, B. K. (2015). Invited Plenary Remarks. Who is the Population in Population Health? The Robert Wood Johnson Foundation Health & Society Scholars Meeting, Chapel Hill, NC.
7. Rimer, B.K. (2014). Invited Presenter. Accelerating HPV Vaccine Uptake: An Achievable Goal. Partners in HPV Prevention: Mobilizing Stakeholders in the Fight Against Cancer (Online Roundtable Convened by NFID and CSTE).
8. Rimer, B.K. (2014). Invited Presenter. President's Cancer Panel Report. Human Papillomavirus (HPV) Vaccine. National Vaccine Advisory Committee Meeting, Washington, DC.
9. Rimer, B.K. (2013). Invited Panel Participant. Reinventing the Classroom, Campus and Community for Learning and Teaching. Second Century Symposium: Transforming Public Education. Harvard School of Public Health, Boston, MA.
10. Rimer, B.K. (2012). Invited Closing Remarks. Centers for Disease Control and Prevention National Cancer Conference, Washington, DC.
11. Rimer, B.K. (2011). Applying Evidence-based Strategies to Enhance Cancer Control. Cancer Prevention and Research Institute of Texas, Austin, TX.
12. Rimer, B.K. (2011). Panel: Centers of Excellence in Cancer Communication Research: CECCR II Grantee Meeting, Washington University, St. Louis, MO.
13. Rimer, B.K. (2008). Plenary 1: At the Intersection of Genomics and Public Health: Which Way for the Social and Behavioral Sciences? Realizing the Health Benefits of Genomics. Keynote Address –National Human Genome Research Institute (National Institutes of Health), Rockville, MD.
14. Rimer, B.K. (2007). Using HINTS to Shape the Future of Cancer Control and Prevention. HINTS Data Users Conference: Building the Evidence Base in Cancer Communication, Pasadena, CA.
15. Rimer, B.K. (2007). The Need for Evidence-Based Interventions to Increase Screening. CDC Cancer Conference Partnership Committee: Workforce Preparedness and Policy, Atlanta, GA

16. Rimer, B.K. (2006). Reaching the Tipping Point for Prevention in North Carolina. Keynote Address – 2006 Annual Meeting of North Carolina Prevention Partners, Chapel Hill, NC.
17. Rimer, B.K. (2006). Perspective: The Role of the UNC-Chapel Hill School of Public Health in Addressing the Emerging Public Health Workforce Crisis. 2006 NC State Health Director's Conference: Public Health on the Front Line: Leading in Preparedness and Prevention, Raleigh, NC.
18. Rimer, B.K. (2006). Research Questions and Opportunities. The Guide to Community Preventive Services: Developing an Evidence Base for Public Health. Public Health Grand Rounds Audioconference, UNC-Chapel Hill, Chapel Hill, NC.
19. Rimer, B.K. (2005). Assessing Progress, Advancing Change: Challenges in Translating Research. University of North Carolina at Chapel Hill: Dissemination Efforts, National Cancer Institute, Washington, DC.
20. Rimer, B.K. (2005). Moving Translational Research Forward: The NIEHS Challenge. Translation of Environmental Health Sciences conference, sponsored by NIEHS at Research Triangle Park, NC.
21. Arora, N., Hesse, B., Rimer, B.K., Reeve, B., Clayman, M. and Viswanath, K. (2005). Cancer-Related Information Seeking: How Does the Public Rate Its Experience. HINTS Data Users Conference, St. Pete Beach, FL.
22. Rimer, B.K. (2004). Moving Translational Research Forward: Do We Need a GPS? *and* From Clinical Trials to Community: The Science of Translating Diabetes and Obesity Research. Presented at The National Institute of Diabetes and Digestive and Kidney Diseases Meeting. Bethesda, MD.
23. Rimer, B.K. (2003). The Borders and Borderlands of Health Communication: A Venn Diagram vis-à-vis Health Education, Public Health, and Social Marketing. The International Communication Association Annual Conference, San Diego, CA.
24. Rakowski, W., Meissner, H., Breen, N., Rimer, B.K., Vernon, S., Clark, M., Freedman, A. (2003). Repeat Mammography among Women Aged 55-79 in the Year 2000 National Health Interview Survey. Paper Presentation – 24th annual meeting of The Society of Behavioral Medicine, Salt Lake City, UT.
25. Rimer, B.K. (2003). Forecast for the Next Generation of Interventions. American Society of Preventive Oncology 27th Annual Meeting, Philadelphia, PA.
26. Rimer, B.K. (2002). Multiple Behavior Change for Cancer Prevention and Diabetes Management. The Society for Behavioral Medicine 23rd Annual Meeting and Scientific Sessions, Washington, DC.
27. Rimer, B.K. (2001). Strengthening Behavioral Research in the New Century – The Challenges of Discovery and Application. Society of Behavioral Medicine 22nd Annual Scientific Session, Seattle, WA.
28. Rimer, B.K. (2001). Cancer Control in the New Millennium: What Works, What's Next? Arizona Cancer Center, Phoenix, AZ.
29. Rimer, B.K. (2000). Behavioral Research in the Year 2000 and Beyond. M.D. Anderson Cancer Center, Houston, TX.

30. Rimer, B.K. (1999). Future Directions in Cancer Patient Education: Using New Media to Enhance Cancer Communications. The National Cancer Institute's 10th Annual Cancer Patient Education Conference, Cancer Communications: Talk, Tools and Technology, Tampa, FL.
31. Rimer, B.K. (1999). Quality of Care Research in Oncology: New Opportunities at the Millennium. AHCPR Health Outcomes Methodology Symposium, Airline House, Warrenton, VA.
32. Rimer, B.K. (1999). Searching for Evidence about Health Education, Health Promotion and Health Behavior Interventions. Society for Public Health Education 1999 Midyear Scientific Conference, Minneapolis, MN.
33. Rimer, B.K. (1999). Cancer Control 2001. Academy of Behavioral Medicine Research Annual Meeting, Wintergreen, VA.
34. Rimer, B.K. (1999). Where We Are. 2nd World Conference for Cancer Organizations, Atlanta, GA.
35. Rimer, B.K. (1999). New Opportunities in Tobacco-Related Research. American Association of Cancer Research, Philadelphia, PA.
36. Rimer, B.K. (1999). New Directions in Behavioral Research. American Association of Cancer Research, Philadelphia, PA.
37. Rimer, B.K. (1999). Cancer Control 2001. University of Texas, School of Public Health, Houston, TX.
38. Rimer, B.K. (1999). Health Services Research in Oncology: New Opportunities at the Millennium. Keynote Presentation – 17th Annual VA HSR&D Service Meeting, Washington, DC.
39. Rimer, B.K. (1998). Social and Behavioral Interventions in Cancer Prevention. Public Health in the 21st Century, Atlanta, GA.
40. Rimer, B.K. (Distinguished Lecturer, 1998). Toward a Strategy for Cancer Control. Harvard Center for Cancer Prevention, Harvard School of Public Health, Boston, MA.
41. Rimer, B.K. (1998). Older but Wiser, Comments on the Mammography Controversy. Breakthrough! How News Influences Health Perception and Behavior, Cold Spring Harbor, NY.
42. Rimer, B.K. (1998). The Integration of Biological and Behavioral Research. Invited lecture at the meeting on Market Forces, The Information Age and Health Research. Howard Hughes Medical Institute, Chevy Chase, MD.
43. Rimer, B.K. (1997). Cancer Prevention as the Future of Cancer Care. Keynote Address – The Second Annual Multidisciplinary Radiation Oncology Conference, Philadelphia, PA.
44. Rimer, B.K. (1997). Interventions: What Works? 6th Biennial Symposium on Minorities, The Medically Underserved & Cancer, Washington, DC.
45. Rimer, B.K. (1997). Breaking the Barriers to Behavior Change. Distinguished Achievement Address – American Society of Preventive Oncology, New Orleans, LA.
46. Rimer, B.K. (1997). The Psychosocial Consequences of Mammography. Invited speaker – National Institutes of Health Consensus Development Conference (CDC) on Breast Cancer Screening for Women Ages 40-49, Bethesda, MD.
47. Rimer, B.K. (1997). Barriers to Breast Cancer Screening and Pros and Cons of Mammography. NC-ACR Breast Imaging Weekend Review Course, Charlotte, NC.

48. Rimer, B.K. (1996). Macro Issues in the Future of Psychosocial & Behavioral Research. Keynote Address – Third World Congress of Psycho-Oncology, New York, NY.
49. Rimer, B.K. (1996). Toward a New Behavioral Medicine and Case Studies in Managed Care. Keynote Address – The Society of Behavioral Medicine, 4th International Meeting, Washington, DC.
50. Rimer, B.K. (1995). Dilemmas in Breast Cancer. 1995 Providence Hospital Cancer Center Symposium, Seattle, WA.
51. Rimer, B.K. (1994). Cancer Screening for Older Adults. Presidential Symposium, Gerontological Society of America, Atlanta, GA.
52. Rimer, B.K. (1994). Barriers to Breast Cancer Screening and Recommendations for Breast Cancer Screening. Association of Reproductive Health Professionals, Kansas City, MO.
53. Rimer, B.K. (1994). Cancer Prevention and Early Detection in Asia: A Call to Action. Taipei, Taiwan.
54. Rimer, B.K. (1994). Helping Women Make Informed Decisions about Mammography. National Surgical Adjuvant Breast and Bowel Project, Nashville, TN.
55. Rimer, B.K. (1993). Interventions to Increase Adherence to Screening. American Cancer Society National Conference on Breast Cancer, Boston, MA.
56. Rimer, B.K. (1994). Targeting Smoking Cessation in Older Populations. Panelist – National Conference on Cancer and the Older Person, Atlanta, GA.
57. Rimer, B.K. (1993). Managing the Prevention/Detection Partnership with Managed Care: Practicalities, Pitfalls, and Potential. Eighth National Conference on Chronic Disease Prevention and Control, Kansas City, MO.
58. Rimer, B.K. (1993). Targeting Breast Screening. Keynote Address – Breast and Cervical Screening Conference, Greensboro, NC.
59. Rimer, B.K. (1993). Why Women Do and Do Not Get Mammograms. President's Cancer Panel, Miami, FL.
60. Rimer, B.K. (1993). The Impact of Breast Cancer Screening. International Workshop on Screening for Breast Cancer, Bethesda, MD.

Selected Welcomes

1. Rimer, B.K. (2017). Welcome. NC State Health Director's Conference. Raleigh, NC.
2. Rimer, B.K. (2015). Welcome. NC State Health Director's Conference. Raleigh, NC.
3. Rimer, B.K. (2014). Welcome. United States Public Health Service Scientific and Training Symposium. Raleigh, NC.
4. Rimer, B.K. (2013). Welcome. Public Health Informatics: Science to Practice with Transdisciplinary Collaboration, Chapel Hill, NC.
5. Rimer, B.K. (2013). Welcome. NC State Health Director's Conference. Raleigh, NC.
6. Rimer, B.K. (2005-2018). Welcome. Annual Minority Health Conference, Chapel Hill, NC.

7. Rimer, B.K. (2012). Welcome. "One Medicine" Symposium: Bugs vs. Drugs, Durham, NC.
8. Rimer, B.K. (2011 – 2012). Welcome. NC State Health Director's Conference: Healthy NC 2020: A Vision for a Healthier State, Raleigh, NC.
9. Rimer, B.K. (2007 – 2010). Welcome. NC State Health Director's Conference. Raleigh, NC

UNC Panels and Presentations

1. Rimer, B.K. (2013). Board of Trustees. UNC Gillings School of Public Health: Past, Present, Future
2. Rimer, B.K. (2011). First Year Fellows – What is Public Health?
3. Rimer, B.K. (2011). ALP Annual Leadership Convocation. Looking Forward: Building on the ALP.
4. Rimer, B.K. (2010). Chancellor's Retreat – Diversity.
5. Rimer, B.K. (2010). Chancellor's Retreat – 21st Century Teaching and Learning.
6. Rimer, B.K. (2009). Chancellor's Retreat – Comparative Effectiveness Research.
7. Rimer, B.K. (2006). Advisory Board Meeting: Chancellor's Task Force on Health Engagement, Chapel Hill, NC.
8. Rimer, B.K. (2006). Panel: Organizing the world's information: Google's vision for the 21st century, Chapel Hill, NC.
9. Rimer, B.K. (2005). Books, Bytes and Bugs: From Information and Library Science to Public Health. The UNC-Chapel Hill School of Information and Library Science, 2005 Henderson Lecture, Chapel Hill, NC.
10. Rimer, B.K. (2003). Quality of Care: The Intersection Of Patients And Physicians. Program on Health Outcomes, Chapel Hill, NC.

Community Presentations (selected)

1. Rimer, B.K. (2011). Welcome, North Carolina Public Health Association Conference, Charlotte, NC.
2. Rimer, B.K. (2011). What's New in Public Health? Carolina Meadows, Chapel Hill, NC.
3. Rimer, B.K. (2010). Innovations to Improve Public Health Care, *Your Health* radio show.
4. Rimer, B.K. (2009). What is Public Health? Carolina Meadows, Chapel Hill, NC.
5. Rimer, B.K. (2006). What is Public Health? Randolph Rotary Club, Asheboro, NC.
6. Rimer, B.K. (2006). A Woman's Journey to Professional Success, Durham-Chapel Hill Jewish Federation, Durham, NC.

TEACHING

November 2011	Evidence-based Interventions for Research and Practice. UNC Gillings School of Global Public Health HBHE Capstone Course. Chapel Hill, NC.
November 2010	Using the Community Guide and Other Resources to Select Evidence-Based Interventions (and get ideas about research gaps). UNC Gillings School of Global Public Health HBHE Capstone Course. Chapel Hill, NC.
October 2009	What is Sufficient Evidence? UNC Gillings School of Global Public Health HBHE Capstone course. Chapel Hill, NC.
January 2007	Writing for Research and Publication – Rimer’s Rules. UNC School of Public Health HBHE 850: Research Manuscript Preparations. Chapel Hill, NC.
October 2006	The Community Guide: Evidence-Based Recommendations for Preventive Services. UNC School of Public Health course PUBH 750, Chapel Hill, NC.
March 2006	Writing for Research and Publication – Rimer’s Rules. UNC School of Public Health HBHE 850: Research Manuscript Preparations. Chapel Hill, NC
March 2004	Developing Tailored Interventions. UNC School of Public Health course HBHE 252: Intervention Methods in Health Education. Chapel Hill, NC
December 2003	Tailored Health Communications: Promising but No Panacea. UNC-Chapel Hill Preventive Medicine Residency Program.
December 2003 & December 2004	The Internet and Online Support: Help Is Just a Click Away. UNC-Chapel Hill, School of Public Health, Health Behavior and Health Education course 295: The Internet and Public Health: Promises and Perils. Chapel Hill, NC
1999 – 2002	Guest Lecturer, Uniformed Services University of the Health Sciences, one lecture per year – about 100 MPH students in each class.
1997 – 1999	Faculty Preceptor, Cancer Control Education Program, UNC Lineberger Comprehensive Cancer Center.
1995 – 2000	Lectures for Duke Medical School course in Cancer Biology, usually two lectures per term, about 10 students in class.
1993	Instructor for Project Leadership, Education and Advocacy Development (LEAD), An Innovative Science Program for Breast Cancer Activists, October 1995 – about 150 learners.
1991 – 1993	Guest lectures for Dr. Victor Strecher’s courses, UNC-Chapel Hill, School of Public Health, Health Behavior and Health Education – about 40 students.
1991 – 1997	Guest lectures for physician assistants’ epidemiology course in Community and Family Medicine – about 100 students.
1983 – 1991	Guest lectures to master’s and doctoral students on the development of health education programs.

1973 – 1975 Organized and co-taught Community Medicine rotation to third year medical students at Wayne State University School of Medicine – topics included health care financing, ambulatory health care and health care organization.

STUDENTS

Dissertation Committees

2014 – 2015 Jennifer Moss, PhD, Dissertation Committee member
2012 – 2013 Gina Ogilvie, DrPH, Dissertation Committee member
2010 – 2012 Jessica DeFrank, PhD, Dissertation Committee member
2009 – 2011 Jennifer Gierisch, PhD, Dissertation Committee member

Advising/Master's Papers

2005 Amy Davenport, MPH, master's Paper
2005 Meredith Jarblum, MPH
2005 Corrina Moucheraud, MPH, master's Paper

Mentoring

2003 – 2006 Mentor for junior faculty/postdoctoral fellows at UNC-Chapel Hill

- Michael Forlenza, PhD, Cancer Control Education Program Fellow
- Carmen Lewis, MD, Research Assistant Professor of Medicine
- Felicia Mebane, PhD, Assistant Professor of Health Policy and Administration
- Suzanne O'Neill, PhD, Post-Doctoral Fellow, Health Psychology
- Stacey Sheridan, MD, Assistant Professor of Medicine

1997 – 1999 Mentor at Duke University

- Wendy Demark-Wahnefried, PhD, recipient of an NCI Preventive Oncology Award

1988 – 1991 Mentor at Fox Chase Cancer Center

- Two NCI Preventive Oncology Fellows on site at Fox Chase Cancer Center
 1. Robert Robinson, DrPH
 2. Chris Jepson, PhD
- Mindy Fine, MD, NRSA fellow (Preceptor)
- Caryn Lerman, PhD, recipient of an NCI Preventive Oncology Award

1983 – 1991 Preceptor at Temple University – usually one student per year.

- Janet Seay, MPH
- Linda Fleisher, MPH

GRANTS AND CONTRACTS

Recent Examples

Principal Investigator The UNC Public Health Traineeship Program – Bureau of Health Professionals (1996-2015: \$139,319 current year's funding)

Principal Investigator	The UNC Public Health Traineeship Program – ARRA Funds (2009-2012: \$425,055)
Principal Investigator	Administrative Supplement for Finding the M.I.N.C. for Mammography Maintenance – NCI (2009-2011: \$275,394 direct and indirect)
Principal Investigator	*Comprehensive Cancer Control Collaborative NC (4CNC) – CDC (2004-2009: ~\$1,750,000) [<i>Cathy Melvin assumed role of PI, effective June 1, 2005, when Dr. Rimer became Dean of UNC-Chapel Hill Gillings School of Global Public Health.</i>]
Co-Investigator	UNC Coordinating Center for PRC Cancer Network – CDC (2004-2009: \$1,498,720)
Co-Investigator	Colonoscopy Utilization in North Carolina – NIH (2003-2008: \$909,375)
Co-Investigator	Increasing CRC Screening in Health Plan Members – CDC (2004-2008: \$2,507,897)

Prior (Examples)

Principal Investigator	Health eCommunities: The Impact of Listservs on Cancer Patients – Robert Wood Johnson Foundation (2003-2006: \$495,674)
Co-Investigator	Cancer Center Core Support Grant, Senior Leaders – NCI (1999-2004: \$286,253)
Principal Investigator	*Achieving Repeat Mammography: Stepped-Care and Self-Choice – NCI subcontract (1995-1999: \$3,068,700)
Co-Principal Investigator	*Enhancing Informed Consent for Genetic Testing – Project within NCI Spore (1994-1998: \$1,290,000)
Principal Investigator	*Increasing Breast Screening Among Non-Adherent Women – NCI (1993-1998: \$2,022,158)
Principal Investigator	*Cancer Information Service Contract – NCI (1993-1998: \$2,853,000)
Principal Investigator	Breast and Cervical Cancer Program Promotional Agreement – North Carolina Department of Health (1994-1997: \$328,480)
Co-Principal Investigator	Counseling Women at Risk for Breast Cancer – NCI subcontract (1993-1997: \$372,173)
Co-Principal Investigator	Use of Proactive Counseling and Behavioral Reminders by CIS – NCI subcontract: (1993-1997: \$193,835)
Principal Investigator	Enhancing Cancer Control in a Community Health Center – NCI (1993-1997: \$1,082,164)
Co-Principal Investigator	Breast Cancer Risk Counseling – NCI subcontract (1992-1996: \$250,800)
Co-Principal Investigator	Reducing Avoidable Mortality From Breast Cancer – NCI (1987-1993: ~\$2,500,000)
Co-Principal Investigator	Clear Horizons: Adherence to a Smoking Cessation Program for Adults 50-74 Years of Age – NCI (1987-1993: ~\$1,500,000)

Principal Investigator	Behavioral Research Core for Enhancing Adherence to Cancer Control Regimens – NCI (~1987-1993: \$1,000,000)
Principal Investigator	Mobile Mammography: Enhancing Adherence at the Worksite – NCI (1987-1993: ~\$1,500,000)
Principal Investigator	NCI Breast Cancer Leadership Summit – NCI (1991: \$24,000)
Principal Investigator	A Self-Help Smoking Cessation Program for Health Department Clients – Pennsylvania Department of Health
Principal Investigator	Smoking and Pregnancy Program – Pennsylvania Department of Health (~1984-1985: \$100,000)

**PI role for starred items was given to other faculty when Dr. Rimer moved to National Cancer Institute.*

SERVICE

Institutional Professional Activities for University of North Carolina at Chapel Hill

(Examples from numerous committee memberships)

2016	Chair, Review Committee of William Roper, MD, Dean, School of Medicine (hold)
2014 – Present	Chancellor’s “Big Ideas” Committee
2013	Member, Advisory Board, UNC Institute for Healthcare Quality Improvement, School of Medicine
2013	Chair, Review Committee for Leslie Strohm, JD, Vice Chancellor and General Counsel, Office of the Chancellor
2013	Member, Search Committee for Vice Chancellor for University Advancement
2012	Chair, Review Committee of Mike Smith, JD, Dean, School of Government
2009 – 2013	Member, Chancellor’s Advisory Committee on Naming Facilities and Units
2009 – 2010	Chair, Search Committee, Dean, School of Dentistry
2009 – Present	Member, UNC-Chapel Hill Priorities and Budget Advisory Committee
2008	Internal Advisory Board Committee, GI SPORE
2008 – Present	Member, NC TraCS Institute/CTSA Internal Advisory Board (IAB)
2007 – Present	Member, Institute for Global Health and Infectious Diseases (IGHID) Oversight Committee
2007 – Present	Member, University Cancer Research Fund Executive Committee
2007 – 2008	Chair, Search Committee, Dean, Kenan-Flagler Business School
2006 – 2007	Chair, Provost’s Distance Education Task Force
2005 – 2006	Member, Chancellor’s Engagement Task Force

2004 – 2005	Member, Search Committee, Dean, School of Journalism and Mass Communication
2004	Honorary Event Co-Chair and Judge, Women’s Health Research Day
2003 – 2005	Member, Protocol Review Committee, UNC Lineberger Comprehensive Cancer Center
2003 – 2004	Member, Search Committee, Dean, School of Information and Library Science
2003 – 2004	Chair, Search Committee for new faculty position in Health Communication, School of Public Health

Invited Committee Memberships

2018 –	Chair, Corporate responsibility and sustainability, AFLAC
2018 –	Member, North Carolina’s Commission on Inclusion (appointed by Governor Roy Cooper)
2017 –	Member, Harvard Board of Overseers’ Committee to Visit the Harvard T. H. Chan School of Public Health
2016 – 2017	Member, Cancer Moonshot Blue Ribbon Panel
2014 – 2018	Chair, Governance Committee, AFLAC
2013	Chair, Nomination Review Committee for the ASPPH/Pfizer Early Career in Public Health Teaching Award
2013	Member, Cherokee Investment Partners Distinguished Professorship in Sustainable Community Design Selection Committee
2012 – 2014	Member, Harvard Board of Overseers’ Committee to Visit the Harvard School of Public Health
2011 – 2018	Chair, President’s Cancer Panel (Presidential Appointment)
2011 – 2014	Member, External Advisory Board for CanSORT NCI P01, “The Challenge of Individualizing Treatment for Breast Cancer: Reducing Patient Morbidity and Burden”
2011	Expert Panelist, Promising Practices Assessment of the National Breast and Cervical Cancer Early Detection Program
2010	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
2010	Member, Campaign for Public Health Foundation Unsung Hero Awards Selection Committee
2010 – 2012	Member, The Robert J. Greczyn, Jr. Community Health Center Leadership Award Selection Committee
2009 – 2011	Member, Search Committee, Scientific Director, National Institute of Environmental Health Sciences (NIEHS)

2008 – Present	<p>Association of Schools and Programs of Public Health (ASPPH)</p> <ul style="list-style-type: none"> ▪ Member, Academic Public Health Leadership Institute (APHLI) Advisory Group (2018-present) ▪ Member, DrPH Expert Panel (2015-2017) ▪ Member, Population Health (2016-2017) ▪ Member, Science Initiative Task Force (2013) ▪ Member, Board Governance Committee (2013) ▪ Member, Educational Continuum Framing Task Force (2011-2016) ▪ Member, Association of Schools and Programs of Public Health Education Committee, Educational Continuum Framing Task Force (2011-2016) ▪ At Large Member, Board of Directors (2010-2016) ▪ Member, Communications Subcommittee (2008-2010) ▪ Member, Diversity and Inclusion Committee (2015-present) ▪ Member, Diversity Subcommittee
2008 – 2009	Member, Committee to Select Recipient of Thomas Francis Jr. Medal in Global Public Health Award, University of Michigan, Ann Arbor, MI
2007	Consultant, Cancer X Prize Advisory Council/Lance Armstrong Foundation
2006 – 2013	Member, North Carolina Institute of Medicine (NCIOM). Appointed by Governor Michael Easley, State of North Carolina
2005 – 2006	Member, Planning Committee, <i>Stimulating Advances in Behavioral Theory: Applications to Cancer Screening</i> Meeting, December 2006. National Cancer Institute, Neurosciences Center, Bethesda, MD.
2004 – 2005	Chair, NIH Conference on eHealth Research
2004	Member, External Review Committee, National Cancer Institute of Canada
2003 – 2006	Member, Centers of Excellence in Cancer Communication Research Consultant Committee, NCI
2003 – 2006	Member, External Advisory Boards: University of Pennsylvania Comprehensive Cancer Center; Nurses' Health Study, Harvard University
2003 – 2015	Member, Task Force on Community Preventive Services, Use Control and Prevention (Vice Chair, 2004 – 2015)
2003 – 2005	Member, Task Force on Behavioral Science and Cancer, American Association for Cancer Research (AACR)
2003	Member, Planning Committee, National Cancer Institute, Conference on Communication and Behavioral Research
2002 – 2003	Member, Planning Committee, Frontiers in Cancer Prevention Meeting, AACR
2000 – 2002	Member, Institute of Medicine Committee on Health Communication for Diverse Populations
1999 – 2001	Member, Charles S. Mott Selection Committee of the General Motors Cancer Research Foundation
1998	Member, Executive Committee, Academy of Behavioral Medicine Research (Elected)

1996 Co-Chair, Conference on the Recruitment and Retention of Minority Participants in Clinical Cancer Research

1996 Member, Fellowship Selection Committee, American Association of Cancer Research

1995 – Present Board of Directors, AFLAC: chair corporate governance (5 years)

1994 – 1997 Chair and Member, National Cancer Advisory Board (Presidential Appointment)

1994 Member, Detection and Treatment Subcommittee on Breast Cancer, American Cancer Society

1993 – 1996 Member, Nominating Committee for the Society of Behavioral Medicine

1993 – 1997 Member, Advisory Committee on Cancer Coordination and Control, State of North Carolina (Governor's Appointment)

1993 – 1994 Member, Cancer Centers' Support Committee, NCI, Bethesda, MD

1993 Invited Participant and Committee Chair, Frontiers of Behavioral Medicine Meeting

1993 Member, Detection and Treatment Subcommittee on Breast Cancer, American Cancer Society, Atlanta, GA

1993 Invited Speaker, President Cancer Panel's Special Commission on Breast Cancer, Miami, FL

1993 Member, Report Committee, International Workshop on Screening for Breast Cancer, NCI

1993 Member, Recruitment and Adherence Committee, Office of Women's Health, NIH

1993 Invited Co-Chair, Secretary Shalala's Meeting to Develop a National Strategic Plan for Breast Cancer, Bethesda, MD

1993 Chair, Program Committee, Annual Meeting, American Society of Preventive Oncology, Tucson, AZ

1992 – 1995 Member, Clinical Cancer Committee, Duke University Medical Center

1992 Chair, National and State Task Force on Breast Cancer Control, American Cancer Society, Atlanta, GA

1991 – 1997 Member, Appointments and Promotion Committee, Community and Family Medicine, Duke University

1991 Member, Expert Advisory Committee, AMC Cancer Research Center/Centers for Disease Control and Prevention Cooperative Agreement

1990 – 1991 Member, Health Promotion Advisory Board, Wesley Foundation, Wichita, KS

1990 – 1991 Member, Program Committee, Annual Meeting, American Society of Preventive Oncology

1989 – 1991 Member, American Association of Retired Persons Task Force on Smoking

1988 – 1991 Vice Chair, Institutional Review Board, Fox Chase Cancer Center

1988 – 1995	Member, Advisory Committee, Brown University and University of Rhode Island, Cancer Prevention Research Unit
1988 – 1989	Member, External Advisory Committee, Vermont Regional Cancer Center
1988	Invited Participant, Surgeon General's Workshop on Health Promotion and Aging

Editorial and Advisory Boards

2014	Guest Editorial Board, Special Issue Honoring Noreen Clark, <i>Health Education & Behavior</i>
2010 – Present	<i>Translational Behavioral Medicine: Practice, Policy, Research</i>
2006 – 2011	<i>Morbidity and Mortality Weekly Report</i>
2003 – 2005	<i>Cancer Epidemiology, Biomarkers & Prevention</i>
2003 – 2005	<i>American Journal of Health Behavior</i>
2003 – 2005	Associate Editor Emerita, <i>American Journal of Health Promotion</i>
2001 – Present	<i>American Journal of Preventive Medicine</i>
2000 – 2001	<i>Effective Clinical Practice</i>
1998 – 2001	<i>Cancer Genetics Patient Data Query – National Cancer Institute</i>
1998 – Present	<i>Cancer Causes and Control</i>
1998 – 2000	<i>Breast Diseases</i>
1994 – 2005	<i>Patient Education and Counseling</i>
1990 – 2005	Associate Editor, <i>Preventive Medicine</i>
1990 – 1998	<i>Health Education Research</i>
1989 – 1990	<i>The Journal of Compliance in Health Care</i>
1988 – 1989	Editor, Special Cancer Issue of <i>Health Education Research</i>
1985 – 1987	<i>Health Education Quarterly</i>
1983	Guest Editorial Board, <i>Health Education Quarterly</i>

MAJOR RESEARCH AREAS

- Health communication, including use of new communication technologies; health communication about new health care technologies
- Evidence-based intervention assessment and synthesis of evidence
- HPV Vaccination