

# KAREN STRAZZA

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## Education

MPH, Health Behavior/Health Education, School of Public Health, The University of North Carolina at Chapel Hill, Chapel Hill, NC, 1991.  
BA, Psychology, Lewis and Clark College, Portland, OR, 1983.

## Professional Experience

2011 to date. RTI International, Division of Community Health Research, Community and Workplace Health Program, Research Triangle Park, NC.

**Public Health Analyst** Conduct mixed methods evaluation and training and technical assistance of comprehensive federal state and local public health interventions in chronic disease prevention and control, worker health and safety, injury and violence prevention and food security. Develop logic models, conceptual frameworks, questionnaires, protocols, and evaluation plans; perform data collection and analysis. Design implementation guides, dissemination briefs and training for translating evaluation findings into practical tools to assist practitioners in implementing effective public health interventions.

1997 to 2011. University of North Carolina at Chapel Hill, Chapel Hill, NC.

**PREVENT Project Director, Assistant Director of Education and Outreach** (2006 to 2011). At the Injury Prevention Research Center at University of North Carolina at Chapel Hill, oversaw program operations and deliverables for PREVENT (Preventing Violence through Education Networking and Technical Assistance), a national violence prevention initiative funded by CDC. Developed and implemented marketing activities and curriculum for on-site and distance learning activities. Assisted in overall PREVENT strategy development, evaluation planning and implementation, report writing, publications development, and budget planning and monitoring. Managed education and service activities within University of North Carolina and with external partner organizations.

**Project Director, The Center for Children's Health Care Improvement (CCHI), School of Medicine** (2004 to 2006). At the University of North Carolina at Chapel Hill, School of Medicine, led development, implementation, and administration of a training intervention designed for physician practices to improve preventive and developmental screening services for children. Planned and facilitated training at workshops and coached participating practices in improvement strategies. Led educational outreach efforts on increasing CCHI's visibility and spread of innovations in children's health care improvement. Directed efforts to support learning opportunities for quality improvement through communication, advocacy, and partnership development.

**Clinical Instructor, Department of Health Behavior and Health Education, Gillings School of Global Public Health** (2001 to 2004). Conducted lectures, facilitated small group work, and graded student assignments for three community-based health education required courses for MPH students. Coordinated communication and coursework requirements with public health professionals who served as preceptors to student teams. Oversaw field placements for 40 first-year MPH students by soliciting field projects from outside agencies and UNC departments, assisted students with learning contracts, and communicated with faculty advisors and external preceptors

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**Program Coordinator, Carolina Community Health Scholars Program (CHSP), Gillings School of Global Public Health** (1998 to 2004). Assisted postdoctoral scholars in developing goals and objectives in community-based participatory research. Served as liaison among scholars to public health agency and community partners and University of North Carolina faculty. Performed administrative duties including budget management, communication, report/proposal writing, and program coordination with the CHSP National Program Office and program evaluator.

**Consortium Director, Community-Based Public Health Initiative (CBPHI), Gillings School of Global Public Health** (1997 to 2007). Coordinated activities for the CBPHI, including coalition management, budgeting, staff development, program development, and sustainability for an initiative funded by the WK Kellogg Foundation. Developed program implementation and evaluation plans with local CBPHI coalitions. Provided technical assistance, consultation, and staff development training to local CBPHI staff.

1993 to 1997. Department of Environment, Health and Natural Resources, Division of Health Promotion, Breast and Cervical Cancer Control Program, Raleigh, NC.

**Health Education and Communications Director.** Directed statewide public education effort for the Breast and Cervical Cancer Control program. Oversaw needs assessments/market analyses. Developed and implemented statewide public education plans to address identified needs. Coordinated with statewide organizations and networks to carry out health education efforts. Designed and conducted training and provided technical assistance to local health departments and community organizations.

1991 to 1993. University of North Carolina at Chapel Hill, Gillings School of Global Public Health, Department of Maternal and Child Health, Chapel Hill, NC.

**Project Director.** Developed and field-tested survey instruments for a national follow-up study of 15 local health departments. Conducted interviews and analyzed interview and archival data to measure the capabilities of local health departments to fulfill core public health functions. Coordinated with state and local government officials to administer a community assessment survey measuring local public health performance. Prepared project reports and assisted with grant renewal applications.

1988 to 1989. CARE International, Thailand.

**Nutrition Education Coordinator.** Planned and coordinated CARE's nutrition/health education program, serving 25,000 Khmer refugee women and their children. Developed and implemented a nonformal health education curriculum for teachers and teacher trainers. Designed and conducted in-service training for CARE staff and other United Nations relief agency staff. Supervised and provided technical assistance to 25 Thai and Khmer health education staff.

1986 to 1987. Japan International Volunteer Center (JVC), Thailand.

**Nutrition Education Officer.** Planned, implemented, and evaluated JVC's nutrition/health education program serving 3,000 Khmer. Developed training curriculum and conducted training sessions for Khmer community health workers. Spearheaded interagency maternal and child health education activities.

1985 to 1986. Save the Children, Thailand.

**Teacher/Trainer.** Taught cultural adjustment skills, math, and English as a Second Language to Indochinese refugee youth. Assisted in curriculum development and training of teachers and refugee interpreters.

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1984. North Portland Youth Service Center, Portland, OR.

**Project Coordinator.** Supervised and trained Southeast Asian refugee youth for the Project Assist program serving low-income senior citizens. Developed worksites, recruited, interviewed, and screened youth applicants.

### **Consultant Experience**

2000 to 2001. Evaluation Research Associates, Inc.

Developed system for tracking use of promotional materials and target audiences for an evaluation of the American Cancer Society's colorectal website pilot campaign. Conducted four focus groups with target audience to assess appeal and usefulness of promotional materials. Designed and implemented a telephone survey of regional coordinators involved in the campaign. Analyzed focus group and survey results and formulated recommendations for final report to the National Office of the American Cancer Society. Also conducted telephone interviews of project coordinators and participants involved in a pilot colorectal cancer peer education program conducted by the American Cancer Society in three states. Summarized results and prepared a report and recommendations to the National Office of the American Cancer Society.

1996, 1997, 1997. UNICEF, Thailand.

Assessed, with key counterparts, community decision-making mechanisms with and within communities. Identified secondary data sources and other informational needs for community diagnosis training. Conducted training on community diagnosis for university faculty, health personnel, and villagers for two subdistricts in northeastern Thailand.

1994. World Health Organization, Laos Peoples Democratic Republic.

Worked with the Laos Ministry of Health to identify priority problems, selected audiences, communication methods, and channels for a national communications plan to control diarrheal diseases and acute respiratory infection. Developed a plan of action with Ministry officials for national communications activities.

1991. UNICEF, Cambodia.

Conducted training for national Ministry of Health staff in data collection and analysis skills for the design and evaluation of community health education interventions to control diarrheal diseases (CDD). Designed and pretested data collection instruments for focus group interviews, KAP survey, and an action-oriented community diagnosis. Coordinated the collection and preliminary analysis of focus group, KAP survey, and community diagnosis data defining CDD-related problems and resources of two subdistricts in central Cambodia. Developed key messages and strategies for disseminating information about CDD.

### **Selected Project Experience**

**Medicaid Coverage for National Diabetes Prevention Program (DPP) System Challenges Evaluation, (2020 to 2021)—Project Director.** Funded by the New York State Department of Health, this formative evaluation is assessing factors that influence update and implementation of the Medicaid DPP in the Bronx. Responsibilities include designing the evaluation protocol and workplan, managing interviewers and study coordinator in recruitment and qualitative data collection efforts, leading qualitative data analysis, and leading development of dissemination briefs of findings for organizations interested in implementing the Medicaid DPP in the Bronx.

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***Evaluation of the Connecting Kids to Coverage, HEALTHY KIDS Outreach and Enrollment Cooperative Agreements Program*** (2019 to date)—*Task Lead*. Funded by U.S. Centers for Medicare & Medicaid Services, this is an evaluation of grants awarded in federal fiscal years 2019 through 2023 for the outreach and enrollment of eligible but unenrolled children in Medicaid and the Children’s Health Insurance Program (CHIP). Responsibilities include overseeing qualitative data collection and analysis of implementation activities of 48 grantees, synthesizing evaluation results and recommendations, and providing content expertise in the design and implementation of in-person grantee meetings and other technical assistance activities.

***Sodium Reduction in Communities Program (SRCP) Evaluation—Round 3*** (2017 to date)—*Case Study Team Member*. Grantees in six states received Centers for Disease Control and Prevention (CDC) funding to promote and sustain policy, systems, and environmental changes to reduce sodium consumption and conduct program evaluations. Responsibilities include developing and implementing a 5-year case study evaluation plan; collecting and analyzing qualitative data; and preparing reports, briefs, and manuscripts on SRCP findings.

***Rapid Evaluation and Assessment of National Diabetes Prevention Targeting Vulnerable Populations*** (2017 to 2019)—*Qualitative Task Lead*. RTI conducted a mixed-methods evaluation of two organizations delivering the National DPP that were noted for their ability to reach underserved populations and of the strategies these organizations implemented to engage, enroll, and retain program participants. Responsibilities included developing and implementing processes for in-depth key informant interviews, performing field observations and secondary data review of the two sites, leading analysis of qualitative data, and assisting with development of reports on findings for expert panel review. Developed a practice-based guide for DPP practitioners on how to reach vulnerable populations and a manuscript on evaluation results and lessons learned.

***Systematic Screening and Assessment of Pharmacy-Based Diabetes Self-Management and Education and Support (DSMES) Programs*** (2018 to 2019)—*Task Lead*. RTI collaborated with CDC to implement the Systematic Screening and Assessment methodological approach to systematically identify, screen, and select up to four promising pharmacy-based DSMES programs targeting underserved populations to be rigorously evaluated and replicated. Responsibilities include conducting site visits with a subset of selected programs to collect qualitative and quantitative data on implementation strategies and data capacity and developing summary reports of findings for subject matter expert review. Led task to translate Evaluability Assessment findings into lesson learned briefs for practitioners on strategies to recruit, enroll, and retain participants in pharmacy-based DSMES programs.

***Evaluation of the Medicaid National DPP Demonstration Project*** (2016 to 2019)—*Data Collection Task Member*. RTI evaluated the implementation and effectiveness of the National DPP for Medicaid beneficiaries in Oregon and Maryland. Managed and collected qualitative data from in-depth stakeholder interviews and secondary data. Led analysis of state-specific and cross-state findings and assisted in the development of an evaluation report for CDC. Developed report briefs on strategies to recruit and retain Medicaid beneficiaries for the National DPP.

***Evaluation of the Share Our Strength (SoS) No Kid Hungry (NKH) Campaign*** (2015 to 2019)—*Technical Assistance Task Leader*. Provided guidance and technical expertise to SoS to develop and implement qualitative measures for capturing process evaluation of NKH campaign implemented by grantees and partners in six states. Led design of action institutes and other strategies to engage grantees in systematic capture of campaign activities. Served on evaluation case study team, which included conducting site visits, collecting and analyzing quantitative and qualitative data, and writing reports and other dissemination products.

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***Surveillance of Culture of Health (CoH) Activities and Outcomes at the Community Level*** (2015 to 2018)—*Task Leader*. Funded by the Robert Wood Johnson Foundation, this project aimed to assess the current CoH context in 30 sentinel communities. Responsibilities included leading data collection and reporting efforts for four sentinel communities, serving as lead interviewer and reviewer of secondary data sources, synthesizing data, assisting in writing reports describing the current state of CoH in these communities, and helping develop standard CoH measures across all communities.

***National Healthy Worksite Program (NHWP) Follow-Up Assessment, Evaluation, and Reporting*** (2014 to 2016)—*Technical Assistance Task Leader*. Follow-up assessment of employers participating in the NHWP from CDC. Led assessment assistance task to ensure accurate collection and reporting of follow-up assessment data used to evaluate process and outcome measures, such as changes in knowledge, organizational change, and health risks. Oversaw two assessment advisors, served as advisor for 10 NHWP employers, designed and implemented monthly webinars, made employer summary report calls, and performed other activities to support NHWP employer efforts to collect and report follow-up assessment data.

***Healthcare Innovation Awards Evaluation: Community Resource Planning, Prevention, and Monitoring*** (2013 to 2016)—*Case Study Team Member*. Case study evaluation of a subset of Center for Medicare and Medicaid Innovation awardees implementing novel service delivery/payment strategies to improve patient care experience, reduce health care costs, and improve the health of the population. Responsibilities were to oversee the collection of quantitative and qualitative data of select awardees; develop evaluation questions, measures, and protocols; conduct site visits and interviews; and assist in data analysis and report writing.

***National Evaluation of the Worksite Health Training Program (Work@Health)*** (2012 to 2016)—*Task Leader*. Oversaw the design and implementation and dissemination of case studies of employers participating in the Work@Health training interventions funded by CDC. Developed interview instruments and protocols. Collected and analyzed data to determine which Work@Health training models and approaches met their intended objectives.

***Improving Dissemination of a Retail Workplace Violence Prevention Program*** (2011 to 2013)—*Co-Investigator*. Led design and implementation of a qualitative study funded by the National Institute for Occupational Health and Safety to identify factors that influence business operator use of an evidence-based program to prevent violence in small high-risk businesses. Conducted interviews with small business operators and influential organizations. Analyzed study data and generate strategies from study results for improved dissemination and translation for the program. Produced guide with recommended recruitment and implementation strategies for violence prevention practitioners and organizations working with small businesses.

***Sodium Reduction in Communities Program (SRCP) Evaluation*** (2011 to 2014)—*Case Study Team Member*. Assisted with developing and implementing a 3-year case study evaluation plan, collecting and analyzing qualitative data, and preparing reports and manuscripts for the SRCP. The program, funded by CDC's Division of Heart Disease and Stroke Prevention, was launched to reduce sodium intake by creating healthier food environments at the local level. Six communities received CDC funding to promote and sustain policy, systems, and environmental changes to reduce sodium consumption in the communities and conduct program evaluations of their progress.

***Communities Putting Prevention to Work*** (2011 to 2012)—*Task Leader*. Oversaw the collection of qualitative data for case study evaluation of select communities funded by CDC to implement policy, systems, and environmental interventions for obesity prevention and tobacco prevention and control. Developed instruments and protocols and conducted training for interview teams conducting site visits in more than 30 communities nationwide. Assisted in data collection, analysis, and report writing.

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## Honors and Awards

Member, Delta Omega, National Public Health Honor Society, 1991 to date  
NC student representative, National Society of Public Health Education Conference, 1990

## Professional Associations

Review panel chair, Chatham County government grants to nonprofit organizations, 2009, 2010  
Member, Graduate Student Admissions Committee, Department of Health Behavior and Health Education, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, 2007 to 2010  
Founding member, Community-Based Public Health Caucus, American Public Health Association, 1999

## Professional Service

Adjunct faculty, Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, 1996 to date  
Guest editor, *Journal of Health Education and Behavior*, Lay Health Advisors: A Critical Link to Community Capacity, 24, 4, August 1997  
Abstract reviewer, HIV/AIDS Section, American Public Health Association's Annual Meeting, 2005 to 2006  
Abstract reviewer, Community-Based Public Health Caucus, American Public Health Association's 130th Annual Meeting, 2002  
Grant reviewer, Minority Infant Mortality Reduction Program, NC Department of Health and Human Services

## Seminars and Courses Taught

Cultural diversity trainer, Office of Minority Health, NC Department of Health and Human Services, 1996 to date  
Violence and Trauma: Public Health Problems in Global Perspective, Department of Health Behavior and Health Education, UNC Gillings School of Global Public Health, 2010  
Action-Oriented Community Diagnosis, Department of Health Behavior and Health Education, UNC Gillings School of Global Public Health, 2001 to 2003  
Public Health Interventions, Department of Health Behavior and Health Education, UNC Gillings School of Global Public Health, 2003

## Languages

Thai (advanced), Khmer (advanced)

## Books, Book Chapters, and Monographs

Eng, E., **Strazza, K.**, Rhodes, S. D., Griffith, D., Shirah, K., & Mebane, E. (2012). Insiders and Outsiders Assess Who is. In Barbara A. Israel, Eugenia Eng, Amy J. Schulz, Edith A. Parker (Eds.), *Methods in Community-Based Participatory Research for Health* (2nd ed.). (pp. 133–159). San Francisco, CA: Jossey-Bass.

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## Peer-Reviewed Journal Articles

### Complete List of Published Work in My Bibliography:

<https://www.ncbi.nlm.nih.gov/myncbi/karen.strazza.1/bibliography/public/>

Early publications appear under the name Moore.

- Strazza K.**, Jordan J., Ferriola-Bruckenstein K., Kane, H., Whitehill, J., Teachout E., Yarnoff, B. Approaches for Implementing Healthy Food Interventions in Settings With Limited Resources: A Case Study of Sodium Reduction Interventions in Emergency Food Programs Addressing Food Insecurity. *American Journal of Health Promotion*. December 2021. <https://doi.org/10.1177/089011712111056121>
- Cluff, L. A., Lang, J. E., Rineer, J. R., Jones-Jack, N. H., & **Strazza, K.** (2018). Training employers to implement health promotion programs: Results from the CDC Work@Health® program. *American Journal of Health Promotion*, 32(4), 1062–1069. <https://doi.org/10.1177/0890117117721067>
- Bruening, R., **Strazza, K.**, Nocera, M., Peek-Asa, C., & Casteel, C. (2015). Understanding small business engagement in workplace violence prevention programs. *American Journal of Health Promotion*, 30(2), 83–91. <https://doi.org/10.4278/ajhp.140221-QUAL-80>
- Bruening, R. A., **Strazza, K.**, Nocera, M., Peek-Asa, C., & Casteel, C. (2015). How to engage small retail businesses in workplace violence prevention: Perspectives from small businesses and influential organizations. *American Journal of Industrial Medicine*, 58(6), 668-678. doi:10.1002/ajim.22436
- Kane, H., **Strazza, K.**, Losby, J.L., Lane, R., Mugavero, K., Anater, A., ... Hersey, J. (2015). Lessons learned from community-based approaches to sodium reduction. *American Journal of Health Promotion*, 29(4), 255-258. <https://doi.org/10.4278/ajhp.121012-ARB-501>
- Hollar, D., Fleming, P., **Strazza, K.**, Runyan, C., Knight, E. D., & Villaveces, A. (2014). Attitudes & effectiveness of professional programs for primary prevention of violence: Exploratory validation of the PREVENT primary prevention of violence self-assessment. *International Journal of Injury Control and Safety Promotion*, 21(1), 90–97. doi:10.1080/17457300.2012.760610
- Strazza, K.**, Mariana, G., Knight, E. D., Runyan, C. W., Carol, R., & Runyan, D. K. (2010). PREVENT child maltreatment—Enhancing national capacity through public and private partnerships to stop child maltreatment before it starts. *Protecting Children*, 25(4), 77–90.
- Villaveces, A., Stucky, B. D., Runyan, C. W., **Moore, K. S.**, & Berlin, S. P. (2010). The development of an instrument for evaluating core competencies in violence and injury prevention. *Journal Public Health Management and Practice*, 16(4), 1–8.
- Lannon, C. M., Flower, K., Duncan, P., **Moore, K. S.**, Stuart, J., & Bassewitz, J. (2008, July). The Bright Futures Training Intervention Project: Implementing systems to support preventive and developmental services in practice. *Pediatrics*, 122(1), e163–e171. doi:10.1542/peds.2007-2700
- Dodds, J. S., Calleson, D., Eng, E., Margolis, L. H., & **Moore, K. S.** (2003). Structure and culture of schools of public health to support academic public health practice. *Journal of Public Health Management and Practice*, 9(6), 504–512.
- Holden, D. J., **Moore, K. S.**, & Holliday, J. L. (1998). Health education for a breast and cervical cancer screening program: Using the ecological model to assess local initiatives. *Journal of Health Education Research*, 13(2), 293–299.
- Miller, C. A., **Moore, K. S.**, Richards, T., & McKaig, C. (1994). A screening survey to assess public health performance. *Public Health Reports*, 109(5), 659–664.

- Miller, C. A., **Moore, K. S.**, Richards, T., & Monk, J. (1994). A proposed method for assessing local public health performance. *American Journal of Public Health*, 84(11), 1743–1749.
- Miller, C. A., **Moore, K. S.**, & Richards, T. (1993). Longitudinal observations on a selected group of health departments: A preliminary report. *Journal of Public Health Policy*, 14(1), 34–50.
- Miller, C. A., **Moore, K. S.**, & Richards, T. (1993). The impact of critical events on core functions for a selected group of local health departments. *Public Health Reports*, 108(6), 695–700.
- Barganier, C., Devadason, C., Caperton, R., McDonough, D., Miller, A. D., Young, Jr., F. H., Gilbertson, L., Miller, C. A., & **Moore, K. S.** (1994). Health objectives for the nation public health core functions - Alabama, Maryland, Mississippi, New Jersey, South Carolina, and Wisconsin, 1993. *Morbidity and Mortality Weekly Report*, 43(1), 13–15.

## Presentations and Proceedings

- Ferriola-Bruckenstein, K., Rupert, D., Stewart, K., Brown, R. I., **Strazza, K.**, Amoozegar, J., & Porterfield, D. (2019, August). *Pharmacy-based diabetes self- management education and support (DSMES) programs serving vulnerable populations*. Presented at American Association of Diabetes Educators, Houston, TX.
- Razi, S., Emery, K. J., Quattrone, W. A., Durocher, B. L., Payne, J., Tardif-Douglin, M. G., & **Strazza, K.** (Invited Speaker). (2016, June). *The integration of community health workers (CHWs) into healthcare organizations*. Presented at Academy Healthy Annual Research Meeting, Boston, MA.
- Rebecca, B., **Strazza, K.**, Nocera, M., Peek-Asa, C., & Casteel, C. (2014, March). *Overcoming barriers to small business participation in workplace violence prevention*. Poster presented at Society for Public Health Education Annual Meeting, Baltimore, MD.
- Anater, A.S., Kane, H., Frost, A. C., Hersey, J. C., Margolis, M., & **Strazza, K.** (2013, August). *Making the new sodium school meal standards work in your community: Lessons learned from the field*. Poster session presented at Society of Nutrition Education and Behavior's 2013 Annual Conference, Portland, OR.
- Kane, H., Anater, A. S., **Strazza, K.**, Hersey, J., Frost, A. C., & Margolis, M. (2013). *Lessons for moving upstream: Strategies for community efforts to affect policy and environmental change to reduce consumption of sodium*. Society for Prevention Research Annual Meeting. San Francisco, CA.
- Strazza, K.**, Kane, H. L., Anater, A. S., Frost, A. C., Margolis, M. A., & Hersey, J. C. (2013, August). *Lessons from planning and implementing sodium reduction strategies with independent restaurants*. Poster presented at Society of Nutrition Education and Behavior's 2013 Annual Conference, Portland, OR.
- Kane, H. L., Anater, A. S., **Strazza, K.**, Margolis, M. A, Frost, A. C., & Hersey, J. C. (2012, October). *Engaging the community in development and implementing reduced sodium food procurement policies and practices*. Paper presented at the annual American Evaluation Association, Minneapolis, MN.
- Spina, R., **Moore, K. S.**, Rhodes, S., & Brooks, C. (2002). *Using participatory action research to develop a church-based resource nurse program: The Jordan Grove experience*. Paper presented at the 130th Annual American Public Health Association Meeting, Philadelphia, PA.
- Shirah, K., Eng, E., **Moore, K. S.**, Rhodes, S., & Royster, M. (2002). *Insider's view and outsiders view: duality of cultural understanding and planned social change*. Paper presented at the 130th Annual American Public Health Association Meeting, Philadelphia, PA.



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- Moore, K. S.** and Scott, K. (1999). *Recognizing needs in diverse populations*. NC Comprehensive Breast and Cervical Cancer Control Program's Annual Clinical Update: Timely Topics for the Health Care Provider, the Clinician and Health Educator, Burlington, NC.
- Moore, K. S.** (1999). *Ain't misbehavin': Promoting healthy lifestyles*. Workshop conducted at the 5<sup>th</sup> Annual North Carolina Minority Infant Mortality Reduction Conference, Sanford, NC.
- Moore, K. S.** (1999). *Building coalitions*. Workshop conducted at the NC Healthy Start Baby Love Plus Outreach and Recruitment Conference, Durham, NC.
- Moore, K. S.** (1998). *Planning a community health worker program: Preplanning essentials*. Workshop for the CDC National Training Center for the Prevention and Early Detection of Cancer entitled "Developing and Managing Community Health Worker Programs: Training for Success," Charlotte, NC.
- Moore, K. S.** (1997). *Models and strategies: Interpersonal*. Workshop for the CDC National Training Center for the Prevention and Early Detection of Cancer entitled "Effective Outreach Strategies for Older Medically Underserved Women," Newport Beach, CA.
- Moore, K. S.** (1997). *Turning to the community: Recruiting lay health advisors*. Workshop conducted for the Mountain Area Health Education Prevention Task Force, Asheville, NC.
- Moore, K. S.**, Flax, V., Vincus, A., & Holliday, J. L. (1996). *Making successful lay health advisor interventions happen: Evaluation of a program manual for local breast and cervical cancer screening programs*. Paper presented at the 124th Annual American Public Health Association Meeting, New York, NY.
- Moore, K. S.**, Crawford, Y., Farrell, D., Bell, A. R., & Holliday, J. L. (1996). *Explaining follow-up care for abnormal breast and cervical cancer tests: A formative evaluation of stories for women with limited literacy skills*. Paper presented at the 124th Annual American Public Health Association Meeting, New York, NY.
- Conlisk, E., **Moore, K. S.**, Bors, P., Lengerich, E., & Holliday, J. L. (1996). *Evaluating outreach strategies of the NC Breast and Cervical Cancer Screening Program using a socio-ecological model*. Paper presented at the 124th Annual American Public Health Association Meeting, New York, NY.
- Hantgan, R., **Moore, K. S.**, & Holden, D. J. (1996). *Building community partnerships for breast and cervical cancer education: Lessons learned from the National Education Association*. Paper presented at the 124th Annual American Public Health Association Meeting, New York, NY.
- Moore, K. S.**, Johnson, H., Saxon, S., & Holliday, J. L. (1995). *Making focus groups a reality: Increasing the effectiveness of local breast and cervical cancer screening programs*. Paper presented at the 123rd Annual American Public Health Association Meeting, Washington, DC.
- Moore, K. S.**, Holden, D. J., Conlisk, E., Hollis, D., & Holliday, J. L. (1995). *Reaching older women for breast and cervical cancer screening: Evaluating effective strategies*. Poster presented at the 123rd Annual American Public Health Association Meeting, Washington, DC.
- Moore, K. S.** (1995). *Stages of change: Examples from the North Carolina Breast and Cervical Cancer Control Program*. Paper presented at the North Carolina Society for Public Health Education Annual Meeting, Raleigh, NC.
- Gordon, A., **Moore, K. S.**, Locklear, K. O., Eng, E., & Holliday, J. L. (1995). *Learning about Lumbee women's barriers to mammography*. Paper presented at the Native American Cancer Conference III, Seattle, WA.
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**Moore, K. S.,** Holden, D. J., & Holliday, J. L. (1995). *The NC Breast and Cervical Cancer Control Program: Evaluating the effectiveness of local health education initiatives*. Paper presented at the First Annual National Cancer Prevention and Control Conference, Atlanta, GA.

Gordon, A., **Moore, K. S.,** Locklear, K. O., Eng, E., & Holliday, J. L. (1995). *Learning about Lumbee women's barriers to mammography*. Paper presented at the Third Annual North Carolina Cancer Research Symposium, Winston-Salem, NC.

**Moore, K. S.,** Bell, A. R., Holden, D. J., Griffing, M. R., & Holliday, J. L. (1994). *The Mother's Day message: Using a Medicaid mailing to promote cancer screening*. Poster presented at the Ninth National Conference on Chronic Disease Prevention and Control, Washington, DC.

**Moore, K. S.,** Holden, D. J., & Holliday, J. L. (1994). *NC Breast and Cervical Cancer Control Program: Evaluating the effectiveness of local health education initiatives*. Paper presented at the 122nd Annual American Public Health Association, Washington, DC.

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