

**Charles E. Basch**  
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## EDUCATION

- Ph.D.  
1982 Southern Illinois University  
Major: Health Education  
Concentration: Health education research, program planning and evaluation.
- M.S.  
1977 State University of New York  
Major: Health Education  
Concentration: Computer applications in health education and evaluation research.
- B.S.  
1976 State University of New York  
Major: Community Health Education  
Concentration: Community structure and process.

## TEACHING/ADMINISTRATIVE EXPERIENCE

- 1984-present ***Richard March Hoe Professor of Health and Education (1999- ) and Chair (1996-2007), Associate Professor (1988-1996); Assistant Professor (1984-1988)***, Department of Health Studies and Applied Educational Psychology, Teachers College, Columbia University, New York, New York. Teach graduate-level courses on epidemiology, program planning, research methods, and program evaluation; mentor student research; and maintain ongoing active program of research to reduce health disparities among low-income urban minority populations.
- 1982-1984 ***Assistant Professor and Coordinator for Community Health Education***. Department of Health Education, Russell Sage College, Troy, New York. Taught undergraduate- and graduate-level courses in community organization, epidemiology, program planning and evaluation, and community health education methods; established placements for and supervised undergraduate and graduate students in community health education field experiences; served as primary advisor to graduate students for developing their academic programs and conducting thesis research.
- 1980-1981 ***Graduate Teaching Fellow***, Department of Health Education, Southern Illinois University. Taught two weekly first aid and safety classes per semester; trained and evaluated students for basic certification and instructor certification in standard first aid and CPR; and delivered numerous guest lectures to classes on evaluation, research design, needs and risk assessment, epidemiology, and consumer health.
- 1980 ***Instructor***, Department of Health Education, University of Maine, Farmington, Maine. Taught continuing education course on foundations of health science.
- 1977-1978 ***Graduate Teaching Fellow***, Department of Health Science, State University of New York College. Taught weekly classes in consumer health and personal health; and conducted research to facilitate planning and evaluation of health care services on a state college campus.

## RESEARCH AND PROGRAM DEVELOPMENT GRANTS AND CONTRACTS

2018-2023	<p>Position: <b>Principal Investigator</b>, Teachers College Subcontract            Title: Randomized Efficacy Trial of MySmileBuddy, a Family-centered Behavioral Intervention to Reduce Early Childhood Caries            Funding Source: National Institute of Dental and Craniofacial Research, <b>NIH</b>            Amount of Award: <b>\$694,236</b>            Purpose: Conduct rigorous evaluation of educational technology and community health workers on incidence of caries among two to five-year-old Hispanic children.</p>
2014-2016	<p>Position: <b>Principal Investigator</b>            Title: Planning a State II Trial to Prevent ECC Progression            Funding Source: National Institute of Dental and Craniofacial Research, <b>NIH</b>            Amount of Award: <b>\$248,724</b>            Purpose: Plan a Phase II trial to evaluate an intervention to prevent progression of early childhood caries among a low-income Latino population.</p>
2009-2015	<p>Position: <b>Principal Investigator</b>            Title: Evaluating Alternative Approaches to Increase Colorectal Cancer Screening in a Hard-to-Reach Urban Minority Population            Funding Source: <b>American Cancer Society</b>            Amount of Award: <b>\$2,100,000</b>            Purpose: Develop and evaluate alternative approaches separately and in combination for increasing colorectal cancer screening among a hard-to-reach minority population in New York City.</p>
2004-2008	<p>Position: <b>Co-Investigator</b>            Title: Prostate Cancer Education in African American Men            Funding Source: National Cancer Institute, <b>NIH</b>            Amount of Award: <b>\$2,162,663</b>            Purpose: Develop and evaluate a tailored telephone intervention to increased informed decision making about prostate cancer screening among African American.</p>
2000-2005	<p>Position: <b>Co-Principal Investigator</b>            Title: Evaluating Alternative Retinopathy Screening Interventions            Funding Source: National Eye Institute, <b>NIH</b>            Amount of Award: <b>\$3,035,691</b>            Purpose: Develop and evaluate an educational intervention to promote retinopathy screening among a tri-ethnic population.</p>
1999-2004	<p>Position: <b>Principal Investigator</b>            Title: Tailored Communications for Colorectal Cancer Screening            Funding Source: National Cancer Institute, <b>NIH</b>            Amount of Award: <b>\$1,774,550</b>            Purpose: Develop and evaluate an educational intervention to promote colorectal cancer screening among a tri-ethnic population.</p>

1997-2002	<p>Position: <b>Co-Investigator</b>  Title: Multi-Ethnic Drug Abuse Prevention Research Center  Funding Source: National Institute on Drug Abuse, <b>NIH</b>  Amount of Award: <b>\$7,118,042</b> (Does not reflect amount awarded to TC)  Purpose: Design and implement efficacious and feasible interventions to prevent drug abuse and reduce morbidity and mortality in minority populations.</p>
1992-1998	<p>Position: <b>Principal Investigator</b>  Title: Hispanic Heart Healthy Milk Program  Funding Source: National Heart, Lung, and Blood Institute, <b>NIH</b>  Amount of Award: <b>\$2,400,000</b>  Purpose: Develop and evaluate an educational intervention to promote the substitution of low-fat for whole milk in two to three-year-old Latino children to decrease excessive saturated fat intake and reduce elevated serum lipids levels.</p>
1992-1998	<p>Position: <b>Principal Investigator</b>  Title: Ophthalmic Complications Prevention Trial  Funding Source: National Eye Institute, <b>NIH</b>  Amount of Award: <b>\$1,200,000</b>  Purpose: Develop and evaluate an educational intervention to prevent vision loss and blindness among African Americans with diabetes.</p>
1992-1994	<p>Position: <b>Principal Investigator</b>  Title: Preventing Baby Bottle Tooth Decay Among Urban Hispanic Families  Funding Source: National Institute of Dental Research, <b>NIH</b>  Amount of Award: <b>\$24,600</b>  Purpose: Describe Latina mothers' knowledge, beliefs and behaviors concerning children's oral health, and develop and pilot test oral health education materials for Latino families.</p>
1991-1996	<p>Position: <b>Principal Investigator</b>  Title: Behavioral Epidemiology of Diet-Related Cancer Risk Reduction among Recently Immigrated Latino Families  Funding Source: <b>Cancer Research Foundation of America</b>  Amount of Award: <b>\$70,000</b>  Purpose: Describe dietary behavior patterns related to cancer risk reduction among recently immigrated Latino families with young children in northern Manhattan, New York City.</p>
1988-1994	<p>Position: <b>Principal Investigator</b>  Title: Washington Heights-Inwood Healthy Heart Program  Funding Source: <b>New York State Department of Health</b>  Amount of Award: <b>\$2,025,000</b>  Purpose: Implement community-wide health education and disease prevention programs to reduce cardiovascular disease risk factors among 200,000 Latino residents in northern Manhattan, New York City.</p>

1987-1992	<p>Position: <b>Co-Principal Investigator</b>  Title: AIDS Prevention for Adolescents in Schools  Funding Source: National Institute for Mental Health, <b>NIH</b>  Amount of Award: <b>\$1,323,299</b> (Does not reflect amount awarded to TC)  Purpose: Develop, implement, and evaluate school health education to prevent AIDS among adolescents attending high school in Manhattan, New York City.</p>
1985-1987	<p>Position: <b>Co-Principal Investigator</b>  Title: Study of Young Drivers  Funding Source: <b>AAA Foundation for Traffic Safety</b>  Amount of Award: <b>\$105,000</b>  Purpose: Describe cognitive correlates and rationalizations related to drinking and driving and other risk-taking behaviors among 18-22 year-olds in diverse educational and occupational settings.</p>
1985-1991	<p>Position: <b>Principal Investigator</b> (Co-PI, 1985-1986)  Title: Determinants of Diet and Physical Activity in Children  Funding Source: National Heart, Lung, and Blood Institute, <b>NIH</b>  Amount of Award: <b>\$1,480,139</b>  Purpose: Improve understanding about four to seven-year-old children's acquisition of diet and physical activity habits and cardiovascular health.</p>
1978-1979	<p>Position: <b>Data Collection Coordinator</b>  Title: Development of Comprehensive Health Education within Maine Schools  Funding Source: <b>Maine Department of Human Services</b>  Amount of Award: <b>\$2,000,429</b>  Purpose: Develop school health education programs in 15 Maine school districts.</p>

#### **OTHER RESEARCH AND PRACTICE EXPERIENCE**

- 2014-2017      *Consultant*, Healthy and Ready to Learn, Children’s Health Fund. New York, NY. Assisted director and staff to conceptualize, design and implement a school health program in three Title I elementary school in Harlem and the south Bronx, as well as disseminate ideas underlying the school health agenda to the Fund’s national network of pediatrics practices throughout the United States.
- 1990-2005      *Evaluation Research Consultant*, Diabetes Research and Training Center, Albert Einstein College of Medicine, Bronx, NY. Assisted Director of the Diabetes Research and Training Center to initiate and maintain intervention studies on educational and behavioral programs to prevent and control complications of diabetes.
- 1985-1989      *Research Design Consultant*, Waterloo Smoking Project, University of Waterloo, Waterloo, Ontario, Canada. Assisted Principal Investigator (A. Best) to develop smoking prevention research (which was funded by National Institutes of Health) and served on Scientific Advisory Committee.
- 1989              *Instrument Design Consultant*, Hutchinson Cancer Center Smoking Prevention Project, Seattle, WA. Assisted Principal Investigator (A. Peterson) in developing instrumentation for NCI-funded school-based cigarette smoking prevention study.

- 1985-1987 **Research Design and Planning Consultant**, College of Physicians and Surgeons, Columbia University, New York, NY. Assisted Principal Investigator (R Levy) in designing and implementing a health education needs assessment in a hospital and university health sciences center.
- 1984-1986 **Data Collection Consultant**, American Health Foundation, New York, NY. Assisted Principal Investigator (E. Wynder) in conceptualizing and designing instrumentation for measuring dietary consumption patterns, cigarette smoking, passive inhalation of cigarette smoke and other possible determinants of various cancers and provided ongoing during a prospective observational study.
- 1984 **Instrument Design Consultant**, Westat Research Corporation, Bethesda, MD. Assisted Principal Investigator (M. Scheirer) in designing two telephone interview schedules (one for school superintendents and one for principals) being used in a national study of the adoption and diffusion of a school-based dental health programs.
- 1981-1982 **Evaluation Research Consultant**, Illinois Statewide Facilitator Center, Metropolis, IL. Assisted Principal Investigator (S. Menedez) to plan and coordinate a multi-site evaluation study, involving implementation analysis and outcome assessment of a fifth-grade health instruction curriculum.
- 1981-1982 **Research Fellow**, School of Medicine, Southern Illinois University, Carbondale, Illinois. Assisted Dean (C Richardson) to identify potential private and public sources of financial support for public health research; and prepared three research grant proposals: randomized clinical trial to improve cancer patient compliance, evaluation of the effects of physician communication behavior on patient compliance, and descriptive epidemiology of elderly abuse.
- 1981 **Evaluation Research Consultant**, Southern Illinois University, Carbondale, IL. Assisted Director of University-Wide Wellness Center to evaluate the effects of a fitness promotion program on physiological changes in participants, utilization of university health services and incidence of exercise related injuries.
- 1980 **Data Analysis Consultant**, University of Maine, Farmington, ME. Assisted Director of Health Education Resource Center to analyze quantitative data from a statewide survey of health education providers on the nature and extent of programming initiatives.
- 1978-1980 **Data Collection Coordinator**, University of Maine, Farmington, ME. Assisted Dean (D. Fearon) to survey public and private sources of health status data (e.g., vital statistics, rates of morbidity and mortality, medical care utilization, socioeconomic characteristics, etc.) describing the population in 30 Maine school districts, identified and defined high-risk groups for various health problems; developed reporting formats for dissemination of useful information to site personnel; provided training to project personnel concerning collection, interpretation and utilization of health related data to facilitate program planning and evaluation; designed instruments to assess curricula, training needs, program implementation processes; developed and implemented computer programs for data analysis of local needs assessment surveys; supervised student research assistantships; and managed data collection activities for an in-depth evaluation study of statewide health education projects.

**Research and Administrative Intern**, Providence Ambulatory Care Foundation, Providence, RI. Assisted Operations Manager (L.Walker) to examine efficiency of patient transportation systems; abstracted five years of retrospective health services utilization data to assess future health care needs; developed and implemented a hearing screening program for preschool children; and coordinated the WIC Maternal and Infant Nutrition Program in an urban health center (formulated a public relations campaign, assessed applicants' eligibility, dispensed food vouchers, and maintained client records).

## PUBLICATIONS IN REFEREED JOURNALS

Basch CH, Narayanan S, Tang H, Fera J, Basch CE. Descriptive analysis of TikTok videos posted under the hashtag #Ozempic. *Journal of Medicine Surgery and Public Health*. 2023 Volume 1, 100013, <https://doi.org/10.1016/j.glmedi.2023.100013>.

Basch CH, Ethan D, Fera J, Kollia B, Basch CE. Micromobility vehicles, obstructions, and rider safety behaviors in New York City bike lanes. *Journal of Community Health*. 2023; [Epub ahead of print]. PMID: 36745357

Jacques ET, Basch CH, Fera J, Basch CE. Debate in public versus independent secondary schools in New York City: Post-COVID-19 health literacy and equal access to sound basic educational opportunities. *Journal of Community Health*. 2022; [Epub ahead of print]. PMID: 35675004

Basch CH, Basch CE, Hillyer GC, Meleo-Erwin Z. Social media, public health, and community mitigation of COVID-19 – Challenges, risks, and benefits. *Journal of Medical Internet Research*. 2022; 24(4):e36804. PMID: 35380539.

Basch CE, Basch CH. Epidemiology, secondary school curriculum, and preparing the next generation for global citizenship. *JMIR-Public Health Surveillance*. 2022; 8(3):e36006. PMID:35254281

Basch CH, Fera J, Pellicane A, Basch CE. Handwashing videos on TikTok during the COVID-19 pandemic: Potential for disease prevention and health promotion. *Infection, Disease, & Health*. 2021; S2468-0451(21)00082-1. PMID: 34690108

Basch CH, Fera J, Pellicane A, Basch CE. Videos with the Hashtag #vaping on TikTok and Implications for informed decision making by adolescents: Descriptive study. *JMIR- Pediatrics and Parenting*. 2021;4(4):e30681. PMID: 34694231.

Basch CH, Mohlman J, Fera J, Tang H, Pellicane A, Basch CE. Community mitigation of COVID-19 and portrayal of testing on TikTok: Descriptive study. *JMIR Public Health Surveillance*. 2021 Jun 10;7(6):e29528. doi: 10.2196/29528.

Basch CE, Basch CH, Hillyer GC, Meleo-Erwin ZC, Zagnit EA. YouTube videos and informed decisions-making about COVID-19 vaccination: Successive sampling study. *JMIR Public Health Surveillance*. 2021 May 6;7(5):e28352. doi: 10.2196/28352.

Lumsden CL, Edelstein BL, Basch CE, Wolf RL, Koch PA, McKeague I, Leu C, Andrews H. Protocol for a family-centered behavioral intervention to reduce early childhood caries: the MySmileBuddy program efficacy trial. *BMC Oral Health*. 2021; 21:1-12.

Basch CH, Meleo-Erwin Z, Fera J, Jaime C, Basch CE. A global pandemic in the time of viral memes: COVID-19 vaccine misinformation and disinformation on TikTok. *Human Vaccines & Immunotherapeutics*. 2021; [Epub ahead of print]. PMID: 33764283

Basch CH, Fera J, Pierce I, Basch CE. Promoting mask use on TikTok: Descriptive, cross-sectional study. *Journal of Medical Internet Research-Public Health and Surveillance*. 2021; PMID 33523823

Hillyer GC, Basch CH, Basch CE. Coverage of transmission of COVID-19 information on successive samples of YouTube videos. *Journal of Community Health*. 2021; [Epub ahead of print]. PMID: 33400077

Basch CH, Hillyer GC, Wahrman MZ, Garcia P, Basch CE. DNA Testing information on YouTube: Inadequate advice can mislead and harm the public. *Journal of Genetic Counseling*. 2021; 30(3):785-792. PMID: 33382174

Basch CH, Hillyer GC, Zagnit EA, Basch CE. YouTube coverage of COVID-19 vaccine development: Implications for awareness and uptake. *Human Vaccines and Immunotherapeutics*. 2020; [Epub ahead of print]; 1-4. PMID: 32701403

Basch CE, Basch CH, Hillyer GC, Jaime C. The role of YouTube and the entertainment industry in saving lives by educating and mobilizing the public to adopt behaviors for community mitigation of COVID-19: Successive sampling design. *Journal of Medical Internet Research-Public Health and Surveillance*. 2020; 6(2):e19145. PMID: 32297593

Basch CH, Hillyer GC, Meleo-Erwin Z, Jaime C, Mohlman J, Basch CE. Preventive behaviors conveyed on YouTube to mitigate transmission of COVID-19: Cross-sectional study. *Journal of Medical Internet Research-Public Health and Surveillance*. 2020;6(2):e18807. PMID: 32240096

Basch CH, Mohlman J, Basch CE. An observational cross-sectional assessment of violent imagery in advertisements on city buses in manhattan, New York City. *Health Promotion Perspectives*. 2020, 10(2), 162-165 PMID: 32296630

Basch CH, Basch CE. Emerging methods in health-related social media research: A case study of vaccine safety and YouTube. *SAGE Research Methods*. 2020. [Epub]. 1-12.

Basch CH, Berger K, Basch CE. Incidental alcohol appearances in advertisements on City buses in Manhattan, New York City: A descriptive study. *Journal of Community Health*. 2019. [Epub ahead of print]. PMID: 31679073

Basch CH, Hillyer GC, Kecojevic A, Ku C, Basch CE. Indoor tanning and poor mental health among adolescents in New York City (2015). *Journal of Health Psychology*. 2019. [Epub ahead of print]. PMID: 31140324

Fernandes CF, Schwartz MB, Ickovics JR, Basch CE. Educator perspectives: Selected barriers to implementation of School-Level Nutrition Policies. *Journal of Nutrition Education and Behavior*. 2019;51(7):843-849. doi: 10.1016/j.jneb.2018.12.011. Epub 2019 29. PMID: 30704936.

Basch CH, MacLean S, Garcia P, Basch CE. Readability of On-Line Breast Cancer Information. *Breast Journal*. 2019. [Epub ahead of print]. PMID:30972837

Hillyer GC, Basch CH, Guerro S, Sackstein P, Basch CE. YouTube Videos as a Source of Information About Mastectomy. *Breast Journal*. 2019. [Epub ahead of print]. PMID:30734408

Basch CH, Hillyer GC, Garcia P, Basch CE. Content of Widely Viewed YouTube Videos About Celiac Disease. *Public Health*. 2019; 167: 147-151. PMID: 30682698

Basch CH, LeBlanc M, Ethan D, Basch CE. Sugar Sweetened Beverages on Emerging Outdoor Advertising in New York City. *Public Health*. 2019; 167: 38-40. PMID: 30616032

Basch CH, Blankenship EH, Goff E, Yin J, Basch CE, DeLeon AJ, Fung IC. Fluoride-related YouTube videos: A cross-sectional study of video contents by upload sources. *Journal of Dental Hygiene*. 2018; 92(6):47-53. PMID:30643004

Basch CH, Ethan D, Basch CE. Bike Lane Obstructions in Manhattan, New York City: Implications for Bicyclist Safety. *Journal of Community Health*. 2018. [Epub ahead of print]. PMID:30542971

Basch CH, Ethan D, MacLean S, Garcia P, Basch CE. Readability of Colorectal Cancer Online Information: A Brief Report. *International Journal of Preventive Medicine*. 2018; 9:77. PMID: 30283609

Basch CH, LeBlanc M, Ethan D, Basch CE. Violence Depicted in Advertisements on LinkNYC Kiosks in Manhattan, New York City. *International Journal of Adolescent Medicine and Health*. 2018. [Epub ahead of print]. PMID: 30256761

Basch CH, Fera J, Ethan D, Garcia P, Perin D, Basch CE. Readability of Online Information Related to Skin Cancer. *Public Health*. 2018. [Epub ahead of print]. PMID: 30149263

Basch CH, Ethan D, MacLean SA, Fera J, Garcia P, Basch CE. Readability of Prostate Cancer Information On-Line: A Cross-Sectional Study. *American Journal of Men's Health*. 2018. [Epub ahead of print]. PMID: 29888641

MacLean S, Basch CH, Clark A, Basch CE. Readability of Information on Colonoscopy Preparation on the Internet. *Health Promotion Perspectives*. 2018. 8(2):167-70. PMID: 29744314

Basch CH, Ethan D, LeBlanc M, Basch CE. A Description of Advertisements for Alcohol on LinkNYC Kiosks in Manhattan, New York City: A Pilot Study. *Journal of Community Health*. 2018. [Epub ahead of print]. PMID: 29484514

Kecojevic A, Basch CH, Basch CE, Kernan WD. Pre-Exposure Prophylaxis YouTube Videos: Content Evaluation. *Journal of Medical Internet Research: Public Health Surveillance*. 2018. 4(1):e19 PMID: 29467119

Lepore SJ, Nair RG, Davis SN, Wolf RL, Basch CE, Thomas N, Shmukler C, Ullman R. Patient and Physician Factors Associated with Undisclosed Prostate Cancer Screening in a Sample of Predominantly Immigrant Black Men. *Journal of Immigrant and Minority Health*. 2017;19(6):1343-1350. PMID: 27449217

Basch CH, Kecojevic A, Berdnik A, Cadorett V, Basch CE. An Analysis of the Most Widely Viewed YouTube Videos on Anal Cancer. *International Journal of Preventive Medicine*. 2017. September 19. [Epub ahead of print]. PMID: 29026506

MacLean S, Basch CH, Reeves R, Basch CE. Brief Report: Portrayal of Generalized Anxiety Disorder in YouTube videos. *International Journal of Social Psychiatry*. 2017; 63(8):792-795. PMID: 29145793

Basch CH, Hillyer GC, Garcia P, Basch, CE. *Clostridium difficile* on YouTube: A need for greater focus on prevention. *Journal of Infection and Public Health*. 2017. August 26. [Epub ahead of print]. PMID: 28851505

Basch CH, Fung IC, Hammond R, Blankenship EB, Tsz Ho Tse Z, Fu K, Ip P, Basch CE. Zika Videos: An Analysis of YouTube Contents by Source. *Journal of Preventive Medicine and Public Health*. 2017; 50(8):133-140. PMID: 28372356



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- Basch CH, Kecojevic A, Cadorett V, Basch CE. Advertisements for Children's Entertainment Products in a Popular Parenting Magazine: Sedentary or Active? *Health Promotion Perspectives*. 2017;7(1):47-49. PMID: 28058242
- Basch CH, Fung IC, Berdnik A, Basch CE. Widely Viewed English Language YouTube Videos Relating to Diabetic Retinopathy: A Cross-Sectional Study. *Journal of Medical Internet Research: Diabetes*. 2016;1(2):1-8.
- Basch CH, Mongiovi J, Berdnik A, Basch CE. The Most Popular YouTube Videos with Content Related to Multivitamins. *Health Promotion Perspectives*. 2016;6(4):213-216. PMID: 27766240
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- Basch CH, Basch CE, Hillyer GC, Berdnik A. YouTube Videos Related to Human Papillomavirus: The Need for Professional Communication. *International Journal of Adolescent Medicine and Health*. 2016; 30 (1) 1-4. 1-4. PMID: 27060736
- Basch CH, Basch CE, Zybert P, Wolf RL. Failure of Colonoscopy Knowledge to Predict Colonoscopy Uptake. *Journal of Community Health*. 2016;41(5):1094-9. PMID: 27098522
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- Basch CH, Kecojevic A, Cadorett V, Zagnit EA, Basch CE. Sedentary Images in a Popular U.S. Based Parenting Magazine: 2010-2015. *Health Promotion Perspectives*. 2016, 6(2), 55-57. PMID: 27386418
- Basch CH, Mongiovi J, Hillyer, GC, MacDonald Z, Basch CE. YouTube Videos Related to E-Cigarette Safety and Related Health Risks: Implications for Preventing and Emerging Epidemic. *Public Health*. 2016; 132:57-9. PMID: 26826891
- Wolf RL, Basch CE, Zybert P, Basch CH, Ullman R, Shmukler C, King F, Neugut AI. The Effects of Patient Preferences on Colorectal Cancer Screening in an Urban Minority Population with Health Insurance. *Journal of Community Health*. 2016;41(3):502-8. PMID: 26585609
- Basch CH, Wahrman MZ, Shah J, Guerra L, MacDonald Z, Marte M, Basch CE. Glove Changing When Handling Money: Observational and Microbiological Analysis. *Journal of Community Health*. 2016;41(2):334-9. PMID: 26463082
- Basch CH, Guerra LA, Reeves R, Basch CE. Advertising Violent Toys in Weekly Circulars of Popular Retailers in the United States. *Health Promotion Perspectives*. 2015; 5(3) 191-197. PMID: PMC4667259

Basch CH, Ruggles KV, Berdnik A, Basch CE. Characteristics of the Most Viewed You Tube™ Videos Related to Bullying. *International Journal of Adolescent Medicine and Health*. 2015. Nov 19. [Epub ahead of print] PMID: 26556842

Lawson G, Basch CH, Wolf RL, Zybert P, Basch CE. Applying the RESPECT approach to health education to physician-directed academic detailing to increase practice-wide colorectal cancer screening uptake. *Health Promotion Perspectives*. 2015; 5(3) 169-175. PMID: PMC4667256

Basch CE, Zybert P, Wolf RL, Basch CH, Ullman R, Shumkler C, King F, Neugut AI, Shea S. A randomized trial to compare alternative educational interventions to increase colorectal cancer screening in a hard-to-reach urban minority population with health insurance. *Journal of Community Health*. 2015 Apr 8. [Epub ahead of print] PMID:25850386

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Michael SL, Merlo CL, Basch CE, Wentzel KR, Wechsler H. Critical connections: Health and academics. *Journal of School Health*. 2015;85:740-758. PMID: 26440816

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Custodio-Lumsden CL, Wolf RL, Contento IR, Basch CE, Zybert PA, Koch PA, Edelstein BL. Validation of an early childhood caries risk assessment tool in a low-income Hispanic population. *Journal of Public Health Dentistry*. 2015 Oct 6. doi: 10.1111/jphd.12122. [Epub ahead of print] PMID: 26440728

Chamany S, Walker EA, Schechter CB, Gonzalez JS, Davis NJ, Ortega FM, Carrasco J, Basch CE, Silver LD. Telephone Intervention to Improve Diabetes Control: A Randomized Trial in the New York City A1c Registry. *American Journal of Preventive Medicine*. 2015 Jul 22. [Epub ahead of print] PMID: 26232903

Basch CH, Ethan D, Zybert P, Basch CE. Pedestrian Behavior at Five Dangerous and Busy Manhattan Intersections. *Journal of Community Health*. 2015 Feb 22. [Epub ahead of print] PMID: 25702052

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Basch CH, Basch CE. The potential danger of flavoring in health promoting and health compromising products: implications for children. *Health Promotion Perspectives*. 2015 Mar 29;5(1):1-2. doi: 10.15171/hpp.2015.001. eCollection 2015. No abstract available. PMID: 26000240

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Zaharek-Girgasky MM, Wolf RL, Zybert P, Basch CH, Basch CE. Diet-related colorectal cancer prevention beliefs and dietary intakes in an urban minority population. *Journal of Community Health*. 2015 Aug;40(4):680-5. doi: 10.1007/s10900-014-9984-x. PMID: 25528326

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#### **INVITED PRESENTATIONS ON HEALTH AND EDUCATION (Selected)**

American Public Health Association  
American School Health Association  
Children's Health Fund  
Educational Commission of the States

Educational Testing Service  
 National Academy of Sciences, Engineering, and Medicine  
 National Conference of State Legislators  
 National Education Association  
 National Coordinating Committee on School Health & Safety  
 New York Academy of Medicine  
 White House (President Obama's Administration)  
 Southern Education Foundation  
 Surgeon General's Working Group on Education and Health  
 State and municipal education and health agencies and related organizations  
     Arkansas Department of Education (Little Rock, AK)  
     Boston Teachers Union (Dorchester, MA)  
     Children's Defense Fund (Cincinnati, OH)  
     Colorado Association of School Nurses (Loveland, CO)  
     Colorado Legacy Foundation (Denver, CO)  
     Colorado School Board (Denver, CO)  
     Health Schools Campaign (Chicago, IL and Washington, DC)  
     Idaho Department of Education (Boise, ID)  
     Kansas City Department of Health (Kansas City, MO)  
     Kentucky Department of Health (Louisville, KY)  
     Minneapolis School District (Minneapolis, MN)  
     National Assembly on School-Based Health Care (Albuquerque, NM)  
     National Press Club (Washington, DC)  
     New Haven Public Schools (New Haven, CT)  
     New York Academy of Family Physicians (Lake Placid, NY)  
     Ohio Association of School Nurses (Cleveland, OH)  
     Seattle Public Schools (Seattle, WA)  
     Tennessee Department of Education (Murfreesboro, TN)  
     Texas A&M (College Station, TX)  
     Western New York Learning Connection (Rochester, NY)

**CURRENT AND PAST SERVICE TO THE COLLEGE** (Selected)

Elected, Faculty Advisory Committee (Current)  
 Elected, EdD/PhD Committee  
 Elected, Presidential Search Committee  
 Elected, Standing Committee on Appointment to Tenure  
 Elected, TC Representative to Columbia University Senate (and Education Sub-Committee)  
 Elected, TC Representative to Executive Committee, Graduate School of Arts and Sciences  
 Appointed, Numerous Search Committees (recently Statistics, and Communication Sciences and Disorders)  
 Appointed, School Partnership Committee

**SERVICE TO THE PROFESSIONAL FIELD** (Selected)

Elected member, New York State Cancer Detection and Education Advisory Committee (Current)

Appointed member, Joint Committee U.S. Centers for Disease Control and Prevention and the Association for Supervision and Curriculum Development Consultation Group on Conceptualizing Whole Child, Whole School, Whole Community Model (2014-2016)

Study Section: American Cancer Society Standing Grant Review Committee for Cancer Control and Prevention: Psychosocial and Behavioral Research (2013-2017); ad hoc grant reviewer for the National Heart, Lung, and Blood Institute, National Cancer Institute, and National Eye Institute.