

## CURRICULUM VITAE

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### EDUCATION AND TRAINING

#### Undergraduate

2003-2007	Brown University Providence, RI	BSc, 2007	Human Biology
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#### Graduate

2008-2010	Perelman School of Medicine, University of Pennsylvania Philadelphia, PA		Medicine
2017-2019	University of Pittsburgh Graduate School of Public Health Pittsburgh, PA	MPH, 2019	Behavioral and Community Health Sciences
2019-2022	University of Pittsburgh School of Public Health Pittsburgh, PA	PhD, 2022	Behavioral and Community Health Sciences
2022-2023	University of Pittsburgh School of Public Health Pittsburgh, PA	Postdoctoral Associate	Behavioral and Community Health Sciences

## APPOINTMENTS AND POSITIONS

### **Academic**

2023-	Assistant Professor	Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health
2021-2022	Research Assistant	Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health
2019-2021	Graduate Student Researcher	Department of Behavioral and Community Health Sciences, University of Pittsburgh Graduate School of Public Health
2014-2020	Research Assistant	Division of General Internal Medicine, University of Pittsburgh School of Medicine
2008-2009	Research Assistant	Annenberg School for Communication, University of Pennsylvania
2005-2007	Research Assistant	Brown University Department of Medicine

### **Non-Academic**

2023-	Affiliate Scholar	Pitt Cyber, University of Pittsburgh Institute for Cyber Law, Policy, and Security
2023-	Affiliate Faculty	Pitt Disinformation Lab, Pitt Cyber, University of Pittsburgh Institute for Cyber Law, Policy, and Security
2021-2023	Member	Pitt Disinformation Lab, Pitt Cyber, University of Pittsburgh Institute for Cyber Law, Policy, and Security
2020-	Member	Pitt Dissemination and Implementation Science Core (DISC)
2012	Fellow	Organizing for America, Pittsburgh, PA
2009	Student Leader	Penn Med Student Health Clinics, Philadelphia, PA

2007-2008 Health Policy Fellow Center for the Study of the Presidency  
and Congress, Washington, D.C.

## CERTIFICATION AND LICENSURE

### Medical or Other Professional Licensure

Emergency Medical National Registry of Emergency Rhode Island  
Technician – Cardiac Medical Technicians  
Level  
2006-2009

## MEMBERSHIP IN PROFESSIONAL AND SCIENTIFIC SOCIETIES

2016-present Member, Society of Behavioral Medicine  
2015-2016 Member, Society of General Internal Medicine

## HONORS

2023 Best Dissertation Award  
Delta Omega National Public Health Honor Society, Omicron Chapter,  
Department of Behavioral and Community Health Sciences, University of  
Pittsburgh School of Public Health

2022 Runner Up: Best Oral Abstract Presentation. Rita M. Patel GME  
Leadership Conference. Virtual. February 17, 2022.

2021 “Meritorious Abstract” Award for excellent student authored submission.  
Aging & the Future of Care: The Influence of the This Is Us Alzheimer’s  
Storyline. Annual Meeting and Scientific Sessions of the Society of  
Behavioral Medicine. Virtual, April 12-16, 2021.

2021 “Citation Abstract” Award. Aging & the Future of Care: The Influence of  
the This Is Us Alzheimer’s Storyline. Annual Meeting and Scientific  
Sessions of the Society of Behavioral Medicine. Virtual, April 12-16,  
2021.

2019 Elected to *Delta Alpha Pi* (Students with Disabilities Honors Society)  
University of Pittsburgh

- 2019 Best Master’s Thesis Award  
Delta Omega National Public Health Honor Society, Omicron Chapter,  
Department of Behavioral and Community Health Sciences, University of  
Pittsburgh Graduate School of Public Health
- 2019 First Place: Master’s Student Research, Dean’s Day Student Research  
Competition  
University of Pittsburgh Graduate School of Public Health
- 2007 Graduated *Magna Cum Laude* (4.0 GPA)  
Brown University
- 2007 EMT of the Year Award  
Brown University Emergency Medical Services
- 2007 Elected to *Sigma Xi* (Science National Honors Society)  
Brown University
- 2006 Elected to *Phi Beta Kata* (National Honors Society)  
Brown University

## PROFESSIONAL ACTIVITIES

### 1. Teaching

#### a. Courses Taught

<b>Years Taught</b>	<b>Course Number: Title</b>	<b>Hours of Lecture, Average Enrollment</b>	<b>Role in course</b>
2023	Pitt Public Health Science Academy	4-week summer program, 9 high school students	Co-Program Director; Faculty Mentor
2022	BCHS 2554: Introduction to Community Health	3 credits, 25 graduate students	Instructor
2022	Provost Academy: From TV to TikTok: Using Media to Promote Health	10 2-hour sessions, 24 first-year undergraduate students	Course Co- Developer and Instructor
2022	Pitt Public Health Science Academy	4-week summer program, 10 high school students	Program Manager
2021	Provost Academy: All I Ever Learned about Healthcare (So Far) I Learned on TV	10 2-hour sessions, 24 first-year undergraduate students	Course Co- Developer and Instructor

<b>Years Taught</b>	<b>Course Number: Title</b>	<b>Hours of Lecture, Average Enrollment</b>	<b>Role in course</b>
2020-2021	“What Can We Learn from Doctors on TV?” Getting Ready for Residency Bootcamp University of Pittsburgh School of Medicine	Two 2-hour sessions with 40-50 students per session	Course Co-Developer and Instructor
2020	Clinical Encounters, Physician Assistant Program Duquesne University	Six 2-hour sessions with 10-12 students per session	Course Co-Developer and Instructor

b. Other Teaching (lectures, tutorials and continuing education courses)

<b>Date(s)</b>	<b>Type of Teaching</b>	<b>Title</b>
2023	Guest Lecture, Science and Social Media	Pitt Public Health Undergraduate Scholars Program
2022, 2023	Guest Lecture, Media and Advocacy	BCHS 2509: Social and Behavioral Sciences in Public Health
2022	Guest Lecture, Manuscript Publication Process	BCHS 3006: Writing for Publication
2022	Guest Lecture, Science and Social Media	Research, Taylor Allerdice High School
2022	Guest Lecture, Dis- and Misinformation on Social Media	PUBHTL 0400: Social Media and Health
2022, 2023	Lecture, Science and Social Media	Pitt Public Health Science Academy
2021, 2022	Guest Lecture, Global Vaccination, Pandemic Mitigation, and Vaccine Hesitancy: A Brief History	PUBHLT 0100: Fundamentals of Public Health
2021	Seminar Co-Leader, Introduction to DEI Training: What is JEDI?	Pitt Department of Psychiatry Live Virtual Conference
2021	Seminar Co-Leader, Using TV Clips to Set the Stage for Difficult Conversations around Race Bias in Medicine	Pitt Psychiatry: Respect, Responsibility, and Equity in Medicine Residency Curriculum

<b>Date(s)</b>	<b>Type of Teaching</b>	<b>Title</b>
2021	Guest Lecture, Vaccine Hesitancy and Advocacy	EPIDEM 2160: Infectious Disease Epidemiology
2021, 2022	Guest Lecture, Entertainment Media and Health	SPH 343: Mass Media and Health Behavior (Albany)
2021	Guest Lecture, Health Communication in a Global Media Environment	SOC 473: Globalization and Health
2020	Guest Lectures, Entertainment Education and Social Media Communications	BCHS 2572: Risk Communication
2020	Guest Lecture, Public Health Communication and Mass Media	SOC 1450: Sociology of Health and Illness
2020	Guest Lecture, Medicine and Health in Primetime TV Entertainment	Provost Academy, University of Pittsburgh
2020-2021	Guest Lecture, Entertainment Education	PUBHLT 2019: Literature and Film to Understand Patient-Practitioner Experiences
2019	Guest Lecture, Vaccine Hesitancy	EPIDEM 2163: Vaccine Epidemiology
2017-2019	Guest Lecture, Careers in Health Communication	BCHS 2504: Overview of Health Communication

c. Mentoring of Graduate and Undergraduate Students

<b>Name of Student</b>	<b>Degree Awarded, Year</b>	<b>Type of Document and Title</b>	<b>Role</b>
Selam Mekbebe-Gillett	BS, Psychology, 2024	Chancellor's Undergraduate Research Fellowship	Faculty Mentor

d. Other Teaching and Training

<b>Dates</b>	<b>Teaching/Training Activity</b>	<b>Program/Description</b>
2023-2024	Diversity Institute for Emerging Leaders	Training program sponsored by the Society of Behavioral Medicine to train future leaders in diversity, equity, and inclusion

<b>Dates</b>	<b>Teaching/Training Activity</b>	<b>Program/Description</b>
2022	Motivational Interviewing – Brief Interventions in Health Care	Psychwire Online Course (8 hours)
2021	Achievement in Pedagogy Badge, Concentrations: Pedagogy, Online Teaching, Diversity/Equity/Inclusion	University of Pittsburgh Center for Teaching and Learning
2019	Tutor – GRE Test Prep	Pittsburgh, PA
2017-2019	Tutor – SAT Test Prep	Pittsburgh, PA
2012-2016	Tutor – PA Cyber School	Pittsburgh, PA
2006-2007	EMT-Basic Course Lab Instructor/Coordinator	Brown University Emergency Medical Systems
2006-2007	Teaching Assistant	Brown University Department of Community Health
2005-2007	Tutor - Organic Chemistry, Calculus, and MCAT Test Prep	Brown University
2004-2010	CPR Instructor	Brown University and University of Pennsylvania

## 2. Research and Training

### a. Grants and Contracts Received

#### Principal Investigator

<b>Years Inclusive</b>	<b>Grant and/or Contract Number and Title</b>	<b>Source</b>	<b>Direct Costs</b>	<b>% Effort</b>
2022-2023	Utilizing Edutainment and Motivational Interviewing to Address Dis- and Misinformation in the Healthcare Setting	Pitt Cyber	\$4,479	10%

### Co-Investigator on Grants

<b>Years Inclusive</b>	<b>Grant and/or Contract Number and Title</b>	<b>Source</b>	<b>Direct Costs</b>	<b>Role (% Effort)</b>
2023-2024	A Multi-Perspective Look at Middle and High School Students' Access to Healthcare and Athletic Training	UPMC Children's Hospital of Pittsburgh Diversity, Equity, and Inclusion Office	\$25,000	Co-Investigator
2023	Representations of Fatness and Anti-Fat Bias In Medical Dramas	Nielsen Foundation Data for Good grant	\$50,000	Co-Investigator (10%)
2023-2027	R01MD018543 Nicotine and Tobacco Misinformation on Youth-Oriented Social Media Platforms	NIH/NIMHD	\$2M	Postdoctoral Associate (50%)
2022-2023	FOREM: An Anti-Racism Curriculum to Mitigate Bias	Physician THRIVE	\$6,500	Co-Investigator
2022-2023	Disrupting Health Dis- and Misinformation in the Patient-Care Setting: Open Educational Resources for Nurse Education	Pitt SEED grant	\$74,168	Co-Investigator (10%)
2021-2023	Twitter and COVID-19 Vaccine Hesitancy	Richard King Mellon Foundation	\$117K	Project Coordinator
2021-2022	Leveraging Media to Address Racial Bias in the Medical Workplace	Presbyterian Campus Medical Staff of UPMC Presbyterian-Shadyside Innovation Grant	\$8K	Graduate Research Assistant



<b>Years Inclusive</b>	<b>Grant and/or Contract Number and Title</b>	<b>Source</b>	<b>Direct Costs</b>	<b>Role (% Effort)</b>
2020-2022	Identifying HPV Vaccine Hesitancy in a Cancer Catchment Area: A feasibility study leveraging social media (P30 administrative supplement)	NCI	\$250K	Graduate Research Assistant
2019-2021	Identifying Gaps in Tobacco-Related Vernacular Among Adolescents and Adolescent-serving Clinicians	Commonwealth of Pennsylvania (SAP-4100085243, James PI)	\$25K	Project Coordinator

b. Invited National/International Lectureships and Major Seminars

<b>Date</b>	<b>Title of Presentation</b>	<b>Venue</b>
February 2023	From Television to Twitter: The Confluence of Media and Health	Oregon State University College of Public Health and Human Services Research Seminar (virtual)
January 2022	Misinformation, Mistrust & Media: The Story of COVID-19 Vaccine Hesitancy	Center for Informed Democracy & Social cybersecurity (IDeaS), Carnegie Mellon University (virtual)
October 2021	Vaccine Hesitancy and The Impact of Social Media	Professional Immunization Seminar: Destination Vaccination. Erie, PA
January 2020	Entertainment Education: A New Paradigm for Public Health	Alaska Public Health Association Plenary Presentation. Anchorage, AL

c. Invited Local Lectureships and Major Seminars

<b>Date</b>	<b>Title of Presentation</b>	<b>Venue</b>
May 2023	All About Vaping (Keynote Panel)	2023 Health and Wellness Fair, Arsenal Middle School, Pittsburgh, PA

<b>Date</b>	<b>Title of Presentation</b>	<b>Venue</b>
May 2021	Virtual Environmental Film Screening: Fake	Phipps Conservatory and Botanical Gardens
September 2020	COVID-19: Looking at the Infodemic	University of Pittsburgh Clinical & Translational Science Institute Community PARTners Lunch & Learn (virtual)

d. Invited Academic Lectureships and Major Seminars

<b>Date</b>	<b>Title of Presentation</b>	<b>Venue</b>
May 2022	Misinformation, Mistrust & Media: Health Promotion in the Digital Age	Teaching Social Medicine Leadership Group, University of Pittsburgh School of Medicine
May 2022	Panel Participant: Teaching Advocacy to Psychiatry Residents: An Introductory Workshop	Pitt Psychiatry: Respect, Responsibility, and Equity in Medicine Residency Curriculum
October 2021	Misinformation, Mistrust & Media: The Story of COVID-19 Vaccine Hesitancy	Division of Pulmonary, Allergy, and Critical Care Medicine Grand Rounds, University of Pittsburgh
February 2021	Panel Participant: Battling the Infodemic: COVID-19 Mis-and Disinformation	Pitt Cyber, University of Pittsburgh (virtual)
November 2020	Disinformation & Misinformation: Politics, Pandemics & Public Health	Conversations about COVID-19, University of Pittsburgh Graduate School of Public Health Seminar Series (virtual)
November 2020	Vaccine Hesitancy in the Age of Covid-19	Department of Medicine Grand Rounds, University of Pittsburgh
October 2020	COVID-19 Vaccine Hesitancy	Center for Pharmaceutical Policy and Prescribing Seminar "COVID-19 Vaccine Development: What Happens Next?", University of Pittsburgh (virtual)

<b>Date</b>	<b>Title of Presentation</b>	<b>Venue</b>
October 2020	From the Small Screen to the Computer Screen: Utilizing Medical TV Shows to Teach Interprofessional Communication to Graduating 4th Year Medical Students	Medical Education Research Conference, University of Pittsburgh (virtual)
October 2020	The First Pandemic in the Age of Social Media	Duquesne University Grefenstette Center symposium: Disinformation, Misinformation and Technology: New Ethical Challenges and Solutions (virtual)
May 2020	Understanding and Addressing the COVID-19 Infodemic	Conversations about COVID-19, University of Pittsburgh Graduate School of Public Health Seminar Series (virtual)
May 2020	Media and Youth Suicide: Through the Lens of “Thirteen Reasons Why”	Co-Workshop Presenter STAR-Center Conference, University of Pittsburgh Medical Center (presented virtually to over 600 attendees)
March 2020	Netflix and News(feeds): Suicide and Violence through the Lens of Media	Co-Workshop Presenter, Every Life Matters Conference, University of Pittsburgh (invited and scheduled, however canceled secondary to the COVID19 pandemic).

### 3. Publicity, Press, Media

#### a. National and International

<b>Date</b>	<b>Organization</b>	<b>Title</b>
June 2023	U.S. News & World Report	<a href="#">Using ‘Grey’s Anatomy’ to warn teens away from vaping</a>
May 2023	Healio	<a href="#">YouTube videos about nutritional care for atopic disease mostly poor, inaccurate</a>
May 2023	Healio Pulmonology	<a href="#">Q&amp;A: Medical TV shows contribute to views on vaping-related lung injury</a>

<b>Date</b>	<b>Organization</b>	<b>Title</b>
April 2023	PainRelief.com	<a href="#"><u>EVALI-Vaping and Lung Injury-Storylines on Popular Medical Dramas May Change Behavior</u></a>
Sept 2022	Today (NBC News)	<a href="#"><u>'This Is Us' has created positive change for the Alzheimer's community, study finds</u></a>
Sept 2022	U.S. News & World Report	<a href="#"><u>How 'This Is Us' Put Alzheimer's Care in the Spotlight</u></a>
June 2022	Health Leaders	<a href="#"><u>Healthcare Professionals Can Counter COVID-19 Vaccine Misinformation by Taking to Social Media</u></a>
Jan 2022	Rasmussen University Health Sciences Blog	<a href="#"><u>Health Literacy: What Is It and Why Is It Important?</u></a>
Aug 2021	Coda Story	<a href="#"><u>Vietnamese and Latino micro-influencers fight against vaccine misinformation in San Jose</u></a>
Nov 2020	Buzzfeed News	<a href="#"><u>A Teen Created a TikTok To Help Those With Disordered Eating and People are Duetting Her to Have Someone to Eat "With."</u></a>
May 2020	Insider	<a href="#"><u>A Map of Anti-Vaxxer Facebook Users shows how they're better targeting neutral parties in the dangerous war against vaccine supporters on social media, according to a new study.</u></a>
March 2020	The New York Times	<a href="#"><u>A Call to Arms: Under Attack, Pro-Vaccine Doctors Fight Back</u></a>
Feb 2020	Hulu Streaming Service	<a href="#"><u>Vice Investigates Anti-Vaxx Fever</u></a>
Oct 2019	WXXI (Rochester PBS affiliate)	<a href="#"><u>Second Opinion: Childhood Vaccines</u></a>
Oct 2019	WXXI (Rochester PBS affiliate)	<a href="#"><u>Second Opinion: Millennial Health</u></a>
April 2019	Al Jazeera English	<a href="#"><u>Vaccine misinformation 'fueling measles outbreak' in New York</u></a>
March 2019	The Verge	<a href="#"><u>Why it matters that Madam Secretary is fighting vaccine misinformation</u></a>
March 2019	CNN	<a href="#"><u>Anti-vaxxers and Facebook: The four subgroups that fuel online attacks</u></a>
March 2019	The Verge	<a href="#"><u>New research targets anti-vaccination comments on Facebook</u></a>

<b>Date</b>	<b>Organization</b>	<b>Title</b>
March 2019	US News & World Report	<a href="#"><u>What drives ‘anti-vaxxer’ parents? It’s a mixed bag, study shows</u></a>
March 2019	The Washington Post	<a href="#"><u>Anti-vaxxers trolled a doctor’s office. Here’s what scientists learned from the attack</u></a>
March 2019	Mashable	<a href="#"><u>Why anti-vaxxer mobs go after pro-vaccine doctors online — and what to do about it</u></a>
March 2019	Newsweek	<a href="#"><u>Anti-vaxxers are anti-vaxxers for one of these four reasons</u></a>
March 2019	Daily Mail	<a href="#"><u>Most anti-vaxxer trolls on Facebook are mothers who support Donald trump or Bernie Sanders, study finds</u></a>
Dec 2018	NYU Pixel	<a href="#"><u>The Grey’s Anatomy Effect</u></a>

b. Local

<b>Date</b>	<b>Organization</b>	<b>Title</b>
June 2023	Pittsburgh Post-Gazette	<a href="#"><u>Pitt study asks: Can TV dramas on vaping impact teens?</u></a>
June 2023	Pittsburgh Post-Gazette	<a href="#"><u>E-cigarette sales jumped more than 46% from 2020-2022, per a CDC study</u></a>
June 2023	WTAE (Pittsburgh ABC TV affiliate)	<a href="#"><u>Pittsburgh students use popular TV show to explore dangers of vaping</u></a>
June 2023	KDKA (Pittsburgh CBS TV affiliate)	<a href="#"><u>Pitt researchers find compelling TV helps teens understand dangers of vaping</u></a>
June 2023	WESA News radio (Pittsburgh NPR affiliate)	<a href="#"><u>Pitt study finds popular TV shows might help stop teens from vaping</u></a>
June 2023	KDKA News Radio	<a href="#"><u>Television can be effective way to deter children from vaping</u></a>
March 2023	Pittsburgh Post-Gazette	<a href="#"><u>Post-‘The Whale,’ Pitt researchers to study fat representation in film, TV</u></a>
Feb 2023	Pittsburgh Post-Gazette	<a href="#"><u>The Ohio measles outbreak and the danger of losing herd immunity</u></a>
Sept 2022	Pittsburgh Post-Gazette	<a href="#"><u>Watching ‘This is Us,’ families coping with dementia found, ‘this really is us’</u></a>

<b>Date</b>	<b>Organization</b>	<b>Title</b>
June 2022	Pittsburgh Post-Gazette	<a href="#"><u>Health care workers could be doing more to fight vaccine misinformation on social media, Pitt study finds</u></a>
June 2022	NEXT Pittsburgh	<a href="#"><u>New Pitt study finds healthcare workers reluctant to post about Covid-19 vaccine on social media</u></a>
Feb 2022	WTAE (Pittsburgh ABC TV affiliate)	<a href="#"><u>Pittsburgh pediatrician uses TikTok to fight against vaccine misinformation</u></a>
Oct 2021	WPXI (Pittsburgh NBC TV affiliate)	<a href="#"><u>Pitt researchers say reducing vaccine hesitancy starts on social media</u></a>
July 2021	WPXI (Pittsburgh NBC TV affiliate)	Live interview on Simone Biles and mental health
April 2021	The Tribune-Democrat	<a href="#"><u>Storytelling plays important role in vaccine discussion</u></a>
April 2021	WESA News radio (Pittsburgh NPR affiliate)	<a href="#"><u>The Confluence: where the news comes together</u></a>
April 2021	Pittwire	<a href="#"><u>Five Research-Baked Steps to a Pro-Vaccination Social Media Campaign</u></a>
Feb 2021	The Pitt News	<a href="#"><u>'A feeding ground for misinformation': Pitt researchers study vaccine hesitancy on Twitter</u></a>
Jan 2021	KDKA (Pittsburgh CBS TV affiliate)	<a href="#"><u>COVID-19 In Pittsburgh: University of Pittsburgh Study Aims To Curb Vaccine Misinformation</u></a>
Jan 2021	Pittsburgh Tribune Review	<a href="#"><u>Covid vaccine misinformation target of Pitt study</u></a>
Jan 2021	Pittsburgh Post-Gazette	<a href="#"><u>\$250,000 grant will fund ultra-cold-storage units to keep COVID-19 vaccines safe</u></a>
Oct 2020	Pittsburgh Business Times	<a href="#"><u>Pitt experts talk about how to convince people to get COVID-19 vaccine</u></a>
Oct 2020	KDKA (Pittsburgh CBS TV affiliate)	<a href="#"><u>Pittsburgh Medical Experts Concerned About Coronavirus Vaccine Hesitancy</u></a>
April 2019	WPXI (Pittsburgh NBC TV affiliate)	<a href="#"><u>Anti-vaccine movement tries to silence local pediatrician</u></a>

<b>Date</b>	<b>Organization</b>	<b>Title</b>
March 2019	WESA News radio (Pittsburgh NPR affiliate)	<a href="#">New analysis of social media illuminates anti-vaccine fears</a>
March 2019	Pittsburgh Post-Gazette	<a href="#">Pitt analyzes anti-vaccine comments on social media</a>
March 2019	Pittsburgh Tribune Review	<a href="#">Vaccine attacks prompt response from physicians and researchers</a>

## PUBLICATIONS

### 1. Refereed Articles

1. **Hoffman BL**, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. (2023) Utilizing television clips for graduate medical education anti-racist curricula: An acceptability study. *Cureus* 15(7): e41526. [doi:10.7759/cureus.41526](https://doi.org/10.7759/cureus.41526)
2. **Hoffman BL**, Sidani JE, Miller E, Manganello JA, Chu K, Felter EM, Burke JG. (2023) “That was better than any DARE program”: A qualitative analysis of adolescent reactions to EVALI storylines on popular medical dramas. *Health Promotion Practice*. E-pub ahead of print: [doi:10.1080/10810730.2023.2201814](https://doi.org/10.1080/10810730.2023.2201814)
3. **Hoffman BL**, Wolynn R, Barrett E, Manganello JA, Felter EM, Sidani JE, Miller E, Burke JG, Primack BA, Chu K. (2023) Viewer reactions to EVALI storylines on popular medical dramas: A thematic analysis of Twitter messages. *Journal of Health Communication*.28(5): 282-291. [doi: 10.1080/10810730.2023.2201814](https://doi.org/10.1080/10810730.2023.2201814)
4. Wolynn T, Hermann C, **Hoffman BL**. (2023) Social media and vaccine hesitancy: Help us move the needle. *Pediatric Clinics of North American*. 70(2): 329-341. [doi:10.1016/j.pcl.2022.11.010](https://doi.org/10.1016/j.pcl.2022.11.010)
5. Coulter RWS, Sumetsky N, Marsh LN, **Hoffman BL**, Burke JG, Friedman MR, Mitchell SR, Escobar-Viera C, Egan JE, Mair C. (2023) How has the COVID-19 pandemic affected mental health inequities for sexual and gender minority adults? *Annals of LGBTQ Public and Population Health*. E-pub ahead of print: [doi:10.1891/LGBTQ-2021-0043](https://doi.org/10.1891/LGBTQ-2021-0043).
6. **Hoffman BL**, Hoffman RM, VonVille HM, Sidani JE, Manganello JA, Chu K, Felter EM, Miller E, Burke JG. (2022) Characterizing the influence of television health entertainment narratives in lay populations: A scoping review. *American Journal of Health Promotion*. 37(5): 685-697. [doi: 10.1177/08901171221141080](https://doi.org/10.1177/08901171221141080).

7. **Hoffman BL**, Sidani JE, Wang Y, Chang J, Burke JG. (2022) "It Encourages Family Discussion": A Mixed-Methods Examination of the This Is Us Alzheimer's Disease & Caregiving Storyline. *Journal of Health Communication*. 27(6): 382-393. [doi: 10.1080/10810730.2022.2111620](https://doi.org/10.1080/10810730.2022.2111620)
8. **Hoffman BL**, Hershey TB, Chu K, Sidani JE. (2022) Moving vaccination beyond partisan politics. *Vaccine* 40(28): 3815-3817. [doi:10.1016/j.vaccine.2022.05.049](https://doi.org/10.1016/j.vaccine.2022.05.049)
9. **Hoffman BL**, Wolynn R, Sidani JE, Donovan AK. (2022) Utilizing fictional medical television programs to teach interprofessional communication to graduating 4<sup>th</sup> year medical students. *Southern Medical Journal* 115(12): 870-873. [doi: 10.14423/SMJ.0000000000001474](https://doi.org/10.14423/SMJ.0000000000001474)
10. **Hoffman BL**, Boness CL, Chu K, Wolynn R, Sallowicz L, Mintas D, Douaihy AB, Felter EM, Sidani JE. (2022) COVID-19 vaccine hesitancy, acceptance, and promotion among healthcare workers: A mixed-methods analysis. *Journal of Community Health* 47(5): 750-758. [doi:10.1007/s10900-022-01095-3](https://doi.org/10.1007/s10900-022-01095-3)
11. Sidani JE, **Hoffman BL**, Colditz JB, Wolynn R, Hsiao L, Chu K, Shensa A, Davis EM, Primack BA. (2022) Discussions and misinformation about electronic nicotine delivery systems and COVID-19: A qualitative analysis of Twitter Content. *JMIR Formative Research*. 6(4):e26335. [doi:10.2196/26335](https://doi.org/10.2196/26335)
12. Chu K, Hershey T, **Hoffman BL**, Wolynn R, Colditz JC, Primack BA, Sidani JE. (2022) Puff Bars, tobacco policy evasion, and nicotine dependence: Content analysis of tweets. *JMIR* 24(3):e27894. [doi:10.2196/27894](https://doi.org/10.2196/27894)
13. Sidani JE, **Hoffman BL**, Colditz JB, Melcher E, Taneja SB, Shensa A, Primack BA, Davis E, Chu KH. (2022) E-cigarette-related nicotine misinformation on social media. *Substance Use & Misuse* 57(4): 588-594. [doi:10.1080/10826084.2022.2026963](https://doi.org/10.1080/10826084.2022.2026963)
14. **Hoffman BL**, Sidani JE, Wolynn R, Morgan A, Calhoun B. (2022) "Thinking beyond the medicine": Feasibility and acceptability of using television clips to teach communication skills. *Journal of Physician Assistant Education* 33(3): 234-238. [doi:10.1097/JPA.0000000000000454](https://doi.org/10.1097/JPA.0000000000000454)
15. **Hoffman BL**, Wolynn T, Sidani JE. (2021) COVID-19 vaccines for children and adolescents: Leveraging the ABCs of communication. *Journal of Adolescent Health* 69(6): 884-885. [doi:10.1016/j.jadohealth.2021.08.021](https://doi.org/10.1016/j.jadohealth.2021.08.021)
16. **Hoffman BL**, Colditz JB, Shensa A, Wolynn R, Taneja SB, Felter EM, Wolynn T, Sidani JE. (2021) #DoctorsSpeakUp: Lessons learned from a pro-vaccine Twitter event. *Vaccine* 39(19): 2684-2691. [doi:10.1016/j.vaccine.2021.03.061](https://doi.org/10.1016/j.vaccine.2021.03.061)
17. Shensa A, Sidani JE, **Hoffman BL**, Escobar-Viera CG, Melcher EM, Primack BA, Myers SP, Burke JG (2020). Positive and negative social media experiences among young adults with and without depressive symptoms. *Journal of Technology in Behavioral Science* 6, 378-387. doi: [10.1007/s41347-020-00175-2](https://doi.org/10.1007/s41347-020-00175-2)



18. **Hoffman BL**, Shensa A, Escobar-Viera CG, Sidani JE, Miller E, Primack BA. (2020) “Their Page is Still Up”: Social media and coping with loss. *Journal of Loss and Trauma* 26(5): 451-468. doi: [10.1080/15325024.2020.1820227](https://doi.org/10.1080/15325024.2020.1820227)
19. **Hoffman BL**, Cafferty LA, Shensa, A, Jain P, Rosenthal EL Primack, BA, Sidani JE (2020). Physician-patient communication behaviors in the most popular prime time television shows. *Journal of Health Communication*. 25(2): 170-179. doi: [10.1080/10810730.2020.1723040](https://doi.org/10.1080/10810730.2020.1723040)
20. Chu KH, Shensa A, Colditz JB, Sidani JE, **Hoffman BL**, Sinclair D, Krauland, M, Primack, BA (2020). Modeling the social dynamics of cigarette and e-cigarette use. *Health Education & Behavior* 47(2): 191-201. doi: [10.1177/1090198119876242](https://doi.org/10.1177/1090198119876242)
21. **Hoffman BL**, Felter EM, Chu KH, Shensa A, Hermann C, Wolynn T, Williams, D, Primack BA (2019). It’s not all about autism: the emerging landscape of anti-vaccination sentiment on Facebook. *Vaccine* 37(16): 2216-23. doi: [10.1016/j.vaccine.2019.03.003](https://doi.org/10.1016/j.vaccine.2019.03.003)
22. Escobar-Viera, CG, Whitfield, DL, Wessel, C, Shensa, A, Sidani, JE, Brown, AL, Chandler, CJ, **Hoffman, BL**, Stall, RD, Marshal, MP, Primack, BA (2018). For better or for worse? A systematic review of the evidence on social media use and depression among lesbian, gay, and bisexual minorities. *JMIR Mental Health* 5(3):e10496 doi: [10.2196/10496](https://doi.org/10.2196/10496)
23. **Hoffman BL**, Tulikangas, MC, Shensa, A, James, AE, Colditz, JB, Sidani JE, Primack, BA (2018). Pennsylvania policymakers’ knowledge, attitudes, and likelihood for action regarding waterpipe tobacco smoking and electronic nicotine delivery systems. *Tobacco Prevention & Cessation*. 4(14). doi: [10.18332/tpc/89624](https://doi.org/10.18332/tpc/89624)
24. **Hoffman BL**, Rosenthal, EL, Colditz JB, McGarry RP, Primack BA (2018). Use of Twitter to viewer reactions to the medical drama *Code Black*. *Journal of Health Communication* 23(3): 244-253. doi: [10.1080/10810730.2018.1426660](https://doi.org/10.1080/10810730.2018.1426660)
25. **Hoffman BL**, Hoffman RM, Wessel C, Shensa A, Primack BA. (2018) Use of fictional medical television in medical education: A systematic review. *Advances in Health Sciences Education* 23(1): 201-06. doi: [10.1007/s10459-017-9754-5](https://doi.org/10.1007/s10459-017-9754-5)
26. Primack BA, Shensa A, Sidani JE, **Hoffman BL**, Soneji S, Sargent J, Hoffman R, Fine MJ (2018). Initiation of traditional cigarette smoking after electronic cigarette use among tobacco-naïve U.S. young adults. *American Journal of Medicine* 131(4): e1-443.e9. doi: [10.1016/j.amjmed.2017.11.005](https://doi.org/10.1016/j.amjmed.2017.11.005)
27. **Hoffman BL**, Shensa A, Wessel C, Hoffman RM, Primack BA. (2017) Exposure to fictional medical television and health: A systematic review. *Health Education Research* 32(2): 107-23. doi: [10.1093/her/cyx034](https://doi.org/10.1093/her/cyx034)

28. Sidani JE, Shensa A, **Hoffman BL**, Hanmer J, Primack BA. (2016). Association between social media use and eating concerns among U.S. young adults. *Journal of the Academy of Nutrition and Dietetics* S2212-2672(16):30110-1. doi: [10.1016/j.jand.2016.03.021](https://doi.org/10.1016/j.jand.2016.03.021)
29. Lin LY, Sidani JE, Shensa A, Radovic A, Miller E, Colditz JB, **Hoffman, BL**, Giles, LM, Primack BA. (2016). Association between social media use and depression among U.S. young adults. *Depression and Anxiety* 33(4): 323:31. doi: [10.1002/da.22466](https://doi.org/10.1002/da.22466)
30. Wintermeyer P, Cheng CW, Gehring S, **Hoffman BL**, Holub M, Brossay L, Maihoefer C, Gregory SH. (2009). Invariant natural killer T cells suppress the neutrophil inflammatory response in a mouse model of cholestatic liver damage. *Gastroenterology* 136(3): 1048-59. doi: [10.1053/j.gastro.2008.10.027](https://doi.org/10.1053/j.gastro.2008.10.027)

## 2. Articles Submitted

### 3. Presentations (\* indicates presenter role)

1. **Hoffman BL\***, Shensa A, Mekbeeb-Gillett S, Sidani JE, Donovan AK, Douaihy A, Calhoun B. Using edutainment and motivational interviewing to address misinformation in the healthcare setting. Oral Presentation. 2023 International Conference on Communication in Healthcare. Rio Mar, Puerto Rico. Oct 22-25, 2023.
2. **Hoffman BL\***, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Edutainment for anti-racism education: Development of an intervention for graduate medical trainees. Poster Presentation. Postdoctoral Data & Dine Symposium, University of Pittsburgh. May 24, 2023.
3. **Hoffman BL\***, Wolynn R, McCartney JM, Sidani JE, Miller E, Manganello JA, Chu K, Felter EM, Burke JG. “Better than any DARE program”: A qualitative analysis of adolescent reactions to EVALI storylines on popular medical dramas. Paper Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.
4. **Hoffman BL\***, Wolynn R, Barrett EL, Sidani JE, Manganello JA, Felter EM, Primack BA, Miller E, Burke JG, Chu K. “Give me orgies in the OR not lessons on vaping”: An analysis of Twitter messages about EVALI storylines on popular medical dramas. Live Research Spotlight. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.
5. Sidani JE, **Hoffman BL**, Wolynn RI, Haines UM, Tung H. “It’s All About FREEDOM”: A Content Analysis of Twitter Messages About COVID-19 Vaccine Policy.” Poster Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 28, 2023.

6. Wolynn R, **Hoffman BL**, Sidani JE. The use of focus groups to elicit student feedback in planning a school-based pilot trial. Poster Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.
7. Lechtenberg U, Miller R, **Hoffman BL**, Ross M. Strategies for dispelling health misinformation: Pre-bunking and motivational interviewing. Lightning Talk. NNLM 2023 Virtual Health Misinformation Symposium. April 5, 2023.
8. Bridges N, Robertson L, Chu K, Bear T, **Hoffman BL**, Guido R, Tersak JM, Wolynn R, Barrett EL, Simon B. 2023. Health (Mis)Information on Twitter at a Crossroad: Leveraging Social Media to Combat Vaccine Hesitancy. Annual Meeting, Society for Applied Anthropology. Cincinnati, OH. March 28 - April 1, 2023.
9. Covert H, **Hoffman BL**, Deslouches B, Lichtveld M. The Public Health Science Academy: Broadening Access to Public Health Education and Careers for Diverse High School Students. Oral Presentation. 2023 Association of Schools and Programs of Public Health (ASPPH) Annual Meeting. Arlington, VA. March 13, 2023.
10. Lovelace EZ, Sidani JE, Pellathy T, **Hoffman BL**, Barrett AK, Beyer NM, Burkitt KH, Mor MK, Rodriguez KL, Sonel AF, Switzer G, Wolynn R, Fine MJ. Insights into COVID-19 Vaccine Uptake from Cluster Analysis of Veterans' Thoughts and Feelings about COVID Infection and Vaccine Safety/Effectiveness. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
11. Barrett AK, Beyer NM, Hruska KL, Rodriguez KL, Lovelace EZ, **Hoffman BL**, Wolynn R, Sidani JE, Pellathy T, Burkitt KH, Mor MK, Switzer G, Sonel AF, Fine MJ. Understanding Veteran Motivations and Hesitancies for COVID-19 Vaccination by Clusters Derived from COVID-19 Thoughts and Beliefs. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
12. Beyer NM, Pellathy T, Burkitt KH, Mor MK, Rodriguez KL, **Hoffman BL**, Sidani JE, Hruska KL, Lovelace EZ, Barrett AK, Wolynn R, Switzer G, Sonel AF, Fine MJ. COVID-19 Vaccination Motivations and Hesitations in Veterans Affairs Community Living Center Patient Care Services Staff. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
13. Tripathi A, **Hoffman BL**, Tung H, Hanes UM, Hoffman R, Chu K. "Mix some damn juice": A discourse analysis of a "do-it-yourself" (DIY) e-cigarette community on Reddit. Poster Presentation. American Public Health Association Annual Meeting. Boston, MA. Nov 6-9, 2022.
14. Beyer NM; Pellathy T, Burkitt KH, Mor MK, Rodriguez, KL, **Hoffman BL**, Sidani JE, Hruska KL, Lovelace EZ, Barrett AK, Wolynn 3, Switzer G, Sonel AF, Porter, BW, Fine MJ. COVID-19 Vaccination Motivations and Hesitations in Veterans Affairs Community Living Center Patient Care Services Staff. Oral presentation. VA Pittsburgh Healthcare System 15<sup>th</sup> Annual Best Practice Conference. Pittsburgh, PA. September 2022.

15. Barrett AK, Beyer NM, Hruska KL, Rodriguez KL, Lovelace EZ, **Hoffman BL**, Wolyynn R, Sidani JE, Pellathy T, Burkitt KH, Mor MK, Switzer G, Sonel AF, Fine MJ. Understanding Veteran Motivations and Hesitancies for COVID-19 Vaccination by Clusters Derived from COVID-19 Thoughts and Beliefs. Oral presentation. VA Pittsburgh Healthcare System 15<sup>th</sup> Annual Best Practice Conference. Pittsburgh, PA. September 2022.
16. **Hoffman BL\***, Sidani JE, Jonassaint CR, Wolyynn R, Donovan AK. Using popular TV dramas to eliminate racial bias in medicine. Poster Presentation. International Society for Research on Internet Interventions 11<sup>th</sup> Scientific Meeting. Pittsburgh, PA. September 18-21, 2022.
17. **Hoffman BL\***, Sidani JE, Jonassaint CR, Wolyynn R, Donovan AK. Media for race bias education: Development of an intervention for graduate medical trainees. Poster Presentation. Department of Medicine Research Day, University of Pittsburgh. Virtual. April 26, 2022.
18. **Hoffman BL\***, Wolyynn R, Barrett EL, Robertson LB, Bear TM, Bridges NC, Guido RS, Tersak JM, Chu K. Vaccine communication on Twitter: A comparison of HPV and COVID-19 messages. Live Research Spotlight. 2022 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Baltimore, MD. April 7, 2022.
19. **Hoffman BL\***, Manganello JA, Chu K, Sidani JE, VonVille HM, Miller E, Felter EM, Burke JG. Exposure to fictional television and health: A scoping review. Poster Presentation. 2022 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Baltimore, MD. April 7, 2022.
20. **Hoffman BL**, Sidani JE, Jonassaint CR, Wolyynn R, Donovan AK. Developing an edutainment intervention to discuss race bias among graduate medical trainees. Poster Presentation. Society of General Internal Medicine Annual Meeting. Orlando, FL. April 6-9, 2022.
21. **Hoffman BL\***, Sidani JE, Jonassaint CR, Wolyynn R, Donovan AK. The use of media for race bias education: An acceptability study across GME programs. Oral Presentation. Rita M. Patel Leadership Conference. Virtual. February 17, 2022.
22. Sallowicz L, Wolyynn R, **Hoffman BL**, Sidani JE. "It went to affluent northern neighborhoods": An analysis of COVID-19 Twitter messages during the first month of vaccine distribution. ePoster. 2021 SACNAS National Diversity in STEM (NDiSTEM) Digital Conference. October 2021.
23. **Hoffman BL\***, Wolyynn R, Sidani JE, Donovan AK. A new drill at bootcamp: An edutainment strategy to teach interprofessional communication to graduating medical students. ePoster. 6<sup>th</sup> Annual Med Ed Day. Sept 17, 2021.
24. **Hoffman BL\***, Sidani JE, Shensa A, Wang Y, Watson-Currie E, Burke JG. Aging & the future of care: The influence of the *This Is Us* Alzheimer's storyline. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.

25. **Hoffman BL\***, Shensa A, Sidani JE, Wolynn R, Morgan A, Calhoun B. “Thinking beyond the medicine”: Using television clips to teach physician assistant students communication skills. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.
26. Sidani JE, **Hoffman BL**, Colditz JB, Wolynn R, Hsiao L, Chu KH, Shensa A, Davis E, Primack BA. Discussions about electronic nicotine delivery systems and COVID-19 on Twitter. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.
27. **Hoffman BL**, Sidani JE, Shensa A, Donovan AK. From the small screen to the computer screen: utilizing medical TV shows to teach interprofessional communication to graduating 4<sup>th</sup> year medical students. ePoster. Transition to Residency Symposium. October 21, 2020.
28. **Hoffman BL\***, Sidani JE, Shensa A, Donovan AK. From the small screen to the computer screen: utilizing medical TV shows to teach interprofessional communication to graduating 4<sup>th</sup> year medical students. ePoster. 5<sup>th</sup> Annual Med Ed Day. Sept 18, 2020.
29. **Hoffman BL\***, Colditz JB, Sidani JE, Davis EM, Taneja SB, James AE, Primack BA, Morris A, Brink L, Lynch M, Rose JJ, Chu KH. Correlation of Twitter data to reported cases of e-cigarette or vaping product use-associated lung injury (EVALI). ePoster. 2020 American Thoracic Society International Conference. May 17, 2020. (ePoster due to conference cancellation secondary to the COVID-19 pandemic)
30. Shensa A, **Hoffman BL**, Escobar-Viera CG, Melcher EM, Sidani JE, Myers SP, Primack BA, Burke JG. Social media experiences among depressed and non-depressed young adults. ePoster. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA, April 4, 2020. (ePoster due to conference cancellation secondary to the COVID-19 pandemic)
31. **Hoffman BL\***, Felter EM, Chu KH, Hermann C, Wolynn T, Burke JG, Colditz JB, Wolynn R, Primack BA. Vaccine misinformation on social media: Historical contexts, lessons learned, and paths forward. Symposium Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 3, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)
32. **Hoffman BL\***, Burke JG, Wolynn R, Primack BA, Liebschutz JM, Sidani JE, Miller E, Jacobson SL. Assessing the mental health impact of *13 Reasons Why*: A narrative literature review. Oral Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 2, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)

33. Sidani JE, Colditz JB, Shensa A, Melcher E, **Hoffman BL**, Davis E, James AE, Primack BA, Chu KH. Identifying patterns of dissemination of e-cigarette-related misinformation on social media. Symposium Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 2, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)
34. **Hoffman BL\***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Graduate School of Public Health Board of Visitors Meeting. Pittsburgh, PA. May 14, 2019.
35. **Hoffman BL\***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Oral Presentation. Graduate School of Public Health Dean's Day. Pittsburgh, PA. April 16, 2019.
36. **Hoffman BL\***, Shensa A, Sidani JE, Williams D, Escobar-Viera CG, Primack BA. "Their page is still up": The self-reported influence of social media on coping with the loss of a loved one. Poster Presentation. 40<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 9, 2019.
37. **Hoffman BL\***, Cafferty LA, Shensa A, Jain P, Rosenthal EL, Primack BA, Sidani JE. Patient-centered communication behaviors on primetime television. Poster Presentation. 40<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 7, 2019.
38. **Hoffman BL\***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Society of Adolescent Health and Medicine. Washington, DC. March 6, 2019.
39. Shensa A, Sidani JE, Escobar-Viera CG, **Hoffman BL**, Primack BA. Talking about stressful situations in-person and on social media: The differential associations with depression. Poster Presentation. Society of Behavioral Medicine. 40<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 6, 2019.
40. **Hoffman BL\***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Modeling Social Dynamics and Health Behavior Conference. Pittsburgh, PA. October 26, 2018.
41. **Hoffman BL\***, Tulikangas MC, Shensa A, Jame, AE, Colditz JB, Primack BA. Pennsylvania policymakers' attitudes and knowledge regarding waterpipe tobacco smoking and electronic nicotine delivery systems. Poster Presentation. 38<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Diego, CA. March 31, 2017.

42. **Hoffman BL\***, Colditz JB, McGarry, RP, Welling J, Smith N, Primack BA. The use of Twitter to assess viewer reactions to the medical drama *Code Black*. Poster Presentation. 37<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. April 2, 2016.
43. **Hoffman BL\***, James AE, Tulikangas MC, Primack BA. Electronic nicotine delivery systems: The state of state policy. Poster Presentation. 37<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. April 1, 2016.
44. Primack, BA, Shensa A, Sidani JE, **Hoffman BL**, Soneji S, Fine MJ, James AE, Sargent JD. Initiation of cigarette smoking after E-cigarette use: A nationally-representative study. Paper Presentation and Citation Abstract. 37<sup>th</sup> Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 30, 2016.
45. **Hoffman BL\***, Shensa A, Wessel C, Hoffman R, Primack BA. Exposure to fictional medical television and patients' health: A systematic review. Poster presentation. 38<sup>th</sup> Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.
46. **Hoffman BL\***, Shensa A, Wessel C, Hoffman R, Primack BA. The use of fictional medical television in medical education: A systematic review. Poster presentation. 38<sup>th</sup> Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 23, 2015.
47. Lin L, Sidani JE, Shensa A, **Hoffman BL**, Radakovic A, Miller E, Primack BA. Associations between social media use and depressive symptoms among US young adults. Oral presentation. 38<sup>th</sup> Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.
48. Sidani JE, Shensa A, Baffour M, **Hoffman BL**, Hanmer J, Primack BA. Associations between social media use and eating disorder risk among US young adults. Oral presentation. 38<sup>th</sup> Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.

#### 4. Non-Peer Reviewed Articles

1. Sidani JE, **Hoffman BL**, Ragavan M. Misinformation will be rampant when it comes to COVID-19 shots for young children – here's what you can do to counter it. 24 June 2022. *The Conversation*. <https://theconversation.com/misinformation-will-be-rampant-when-it-comes-to-covid-19-shots-for-young-children-heres-what-you-can-do-to-counter-it-185666>
2. Sidani JE, **Hoffman BL**, Ragavan M. COVID-19 vaccines for children: How parents are influenced by misinformation, and how they can counter it. 15 Dec 2021. *The Conversation*. <https://theconversation.com/covid-19-vaccines-for-children-how-parents-are-influenced-by-misinformation-and-how-they-can-counter-it-173212>



3. Blumenthal SJ, Shive M, **Hoffman BL**, and Ko Y. U.S. Presidential candidates health care plans 2008: HIV/AIDS proposals – A time for leadership. 12 Dec 2007. *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/us-presidential-candida\\_b\\_76552.html](http://www.huffingtonpost.com/susan-blumenthal/us-presidential-candida_b_76552.html)
4. Blumenthal, SJ and **Hoffman, BL**. College women: Give yourself the gift of a healthier future. 20 Dec 2007. *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/college-women-give-yours\\_b\\_77703.html](http://www.huffingtonpost.com/susan-blumenthal/college-women-give-yours_b_77703.html)
5. Blumenthal SJ, Ko, Y, **Hoffman BL**, and Shive M. U.S. presidential candidates health care plans update: A side by side comparison. 3 March 2008. *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/us-presidential-candida\\_b\\_89701.html](http://www.huffingtonpost.com/susan-blumenthal/us-presidential-candida_b_89701.html)
6. Blumenthal, SJ and **Hoffman, BL**. Eating disorders awareness week. 23 Feb 2010, *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/eating-disorders-awarenes\\_b\\_473050.html](http://www.huffingtonpost.com/susan-blumenthal/eating-disorders-awarenes_b_473050.html)
7. Blumenthal, SJ and **Hoffman, BL**. Health and the holidays. 25 Dec 2011, *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/healthy-holidays\\_b\\_1168890.html](http://www.huffingtonpost.com/susan-blumenthal/healthy-holidays_b_1168890.html)
8. Blumenthal, SJ and **Hoffman, BL**. Go Red: Raising awareness of heart disease in women. 3 Feb 2012, *The Huffington Post*. [http://www.huffingtonpost.com/susan-blumenthal/heart-month\\_b\\_1250873.html](http://www.huffingtonpost.com/susan-blumenthal/heart-month_b_1250873.html)

## 5. Formal Acknowledgments

1. Primack BA (2021). You Are What You Click: How Being Selective, Positive, and Creative Can Transform Your Social Media Experience. Chronicle Prism.
2. Chu K, Hershey TB, Sidani JE (2021). Collaborative public health strategies to combat e-cigarette regulation loopholes. *JAMA Pediatrics*. 175(11): 1102-1104. doi [10.1001/jamapediatrics.2021.2432](https://doi.org/10.1001/jamapediatrics.2021.2432)
3. Coldiz JB, Chu K, Emery S, Welling J, Larkin CR, James AE, Primack BA (2018). Toward real-time infoveillance of Twitter health messages: Practical considerations for data collection, management, and human coding. *American Journal of Public Health*. 108: 1009-1014. doi: [10.2105/AJPH.2018.304497](https://doi.org/10.2105/AJPH.2018.304497)
4. Turow, J (2010). *Playing Doctor: Television, Storytelling, and Medical Power*. University of Michigan Press.



## SERVICE

### 1. Service to School and University

<b>Years</b>	<b>Committee</b>	<b>Position</b>
2022	BSPH Mentoring Program	Co-founder
2021-2022	Department of Behavioral and Community Health Sciences Chair Search Committee	Student representative
2021	Pitt Public Health Orientation	Guest speaker
2020-2021	Department of Behavioral and Community Health Sciences Faculty Searches, University of Pittsburgh	Student interviewer
2009	Penn Medicine Student Health Clinics, Perelman School of Medicine, University of Pennsylvania	Student leader
2005-2007	Brown University Emergency Medical Services	Senior EMT
2005-2007	Meiklejohn Peer Advising Program, Brown University	Group leader

### 2. Service to Field of Scholarship

#### b. Manuscript and Other Document/Publication Review

##### **Journal Title**

Frontiers in Psychology  
British Medical Journal  
American Journal of Public Health  
Journal of Health Communication  
Vaccine  
Cyberpsychology, Behavior & Social Networking  
Health Education & Behavior  
Journal of Medical Internet Research  
Advances in Medical Education and Practice  
Communication Monographs  
Journal of Adolescent Health

c. Conference Review Panels

<b>Date</b>	<b>Conference Title</b>
2021-present	Society of Behavioral Medicine Annual Meeting
2019-present	Hawaii International Conference on System Sciences (HICSS)

**3. Service for Practice and Policy-Making, including Consultantships**

b. Non-Governmental and Community-Based Organizations

<b>Date</b>	<b>Position</b>	<b>Type of Service and/or Organization</b>
2022-present	Member	Community Vitality Collaborative
2021-present	Member	Children’s Hospital Arsenal Middle Medical Mentorship Program of Pittsburgh (CHAMP)
2021-present	Member	Youth Community Vaccine/Vitality Collaborative

**4. Non-Professional Service**

<b>Year(s)</b>	<b>Position and Organization</b>
2023-present	Secretary, Board of Directors, Hull House Real Recovery, Akron OH
2022-present	Cat fosterer, PAWS Across Pittsburgh, Pittsburgh, PA
2021-present	Co-founder, Em Upton Scholarship Fund, Hull House Real Recovery, Akron OH
2021	Volunteer advisor, Hull House Recovery Residencies, Akron, OH
2015-present	Gymnastics coach, Aspinwall Gymnastics Center, Pittsburgh, PA
2011-present	Kitten fosterer, Humane Animal Rescue of Pittsburgh, Pittsburgh, Pennsylvania