

Rebecca J. McAdams, MA, MPH, CHES

[Google Scholar](#) | [LinkedIn](#)

EDUCATION

- 2019-present **PhD, Epidemiology**
University of Pittsburgh, Pittsburgh, Pennsylvania
- 2014-2016 **MPH, Epidemiology and Health Behavior Health Promotion**
The Ohio State University, Columbus, Ohio *Summa Cum Laude*
- 2009-2011 **MA, Higher Education and Student Affairs**
The Ohio State University, Columbus, Ohio *Magna Cum Laude*
- 2005-2009 **BS, Biological Sciences and Psychology**
Carnegie Mellon University, Pittsburgh, Pennsylvania

PROFESSIONAL EXPERIENCE

- 05/2018-present **Senior Research Associate (Data Analyst/Epidemiologist)**
6/2016-05/2017 Center for Injury Research and Policy
Nationwide Children's Hospital, Columbus, Ohio
- 08/2020-05/2021 **Graduate Student Researcher**
Department of Epidemiology, Dr. Lisa Bodnar
University of Pittsburgh, Pittsburgh, Pennsylvania
- 06/2017-04/2018 **Statistical Administrator**
Bureau of Assessment, Statistics, and Epidemiology
Allegheny County Health Department, Pittsburgh, Pennsylvania
- 1/2016-6/2016 **Graduate Fellow: Epidemiology Researcher**
Leadership Education in Neurodevelopmental Disabilities
The Ohio State University, Columbus, Ohio
- 5/2015-8/2015 **Graduate Student Intern: Epidemiologist**
Ryan White Part A Program
Columbus Public Health, Columbus, Ohio
- 9/2014-9/2015 **Tobacco Free Coordinator**
Student Life Student Wellness Center, The Ohio State University, Columbus, Ohio
- 6/2011-8/2014 **Academic Counselor and Recruiter**
Fisher College of Business, The Ohio State University, Columbus, Ohio
- 7/2009-6/2011 **Graduate Administrative Assistant: Admissions Counselor**
Undergraduate Admissions, The Ohio State University, Columbus, Ohio

PEER-REVIEWED PUBLICATIONS

1. **McAdams, R. J.**, Roberts, K. J., Klein, E. G., Manganello, J. A., & McKenzie, L. B. (2021). Using social media to disseminate injury prevention content: Is a picture worth a thousand words? *Health Behavior Research*, 4(2), 3. <https://doi.org/10.4148/2572-1836.1096>
2. Manganello, J. A., Kane, C., Roberts, K. J., Klein, E. G., **McAdams, R. J.**, & McKenzie, L. B. (2021). A Year of Child Injury Prevention on Instagram. *Journal of Health Communication*, 26(9), 636-644. <https://doi.org/10.1080/10810730.2021.1985658>
3. McKenzie, L. B., Roberts, K. J., **McAdams, R. J.**, Abdel-Rasoul, M., Kristel, O., Szymanski, A., Keim, S. A., & Shields, W. C. (2021). Efficacy of a mobile technology-based intervention for increasing parents' safety knowledge and actions: A randomized controlled trial. *Injury Epidemiology*, 8(56), 1-13. <https://doi.org/10.1186/s40621-021-00350-w>
4. Yang, Y., Krupsky, K., Keim, S., **McAdams R. J.**, Roberts, K. J., & McKenzie, L.B. (2021). Online Health Information Seeking Behaviors and Infant Feeding Practices: A Social Cognitive Theory Perspective. *Health Behavior Research*, 4(2), 10. <https://doi.org/10.4148/2572-1836.1102>
5. Klein, E. G., Roberts, K. J., Manganello, J., **McAdams, R. J.**, & McKenzie, L. B. (2020). When social media image and messages don't match: Attention to text versus imagery to effectively convey safety information on social media. *Journal of Health Communication*, 1-6. <https://doi.org/10.1080/10810730.2020.1853282>
6. Horvath, K. Z., **McAdams, R. J.**, Roberts, K. J., Zhu, M., & McKenzie, L. B. (2020). Fun ride or risky transport: Golf cart-related injuries treated in U.S. emergency departments from 2007 through 2017. *Journal of Safety Research*, 75, 1-7. <https://doi.org/10.1016/j.jsr.2020.10.002>
7. Evans, K. H. C., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. (2020). Sledding-related injuries among children and adults treated in US emergency departments from 2008 to 2017. *Clinical Journal of Sports Medicine*. <http://dx.doi.org/10.1097/JSM.0000000000000864>
8. Bano, J. M., **McAdams, R. J.**, Roberts, K. J., Yang, J., & McKenzie, L. B., (2020). Lacrosse-related injuries in boys and girls treated in US emergency departments, 2000-2016. *Journal of Sports and Health Science*. <https://doi.org/10.1016/j.jshs.2020.08.006>
9. Orsagh-Yentis, D., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. (2019). Foreign body ingestions of children <6 years treated in US emergency departments: 1995-2015. *Pediatrics*, 143(5), e20181988. <https://doi.org/10.1542/peds.2018-1988>
10. Roberts, K. J., **McAdams, R. J.**, Kristel, O., Szymanski, A., & McKenzie, L. B. (2019). Qualitative and quantitative evaluation of the Make Safe Happen app – a mobile technology-based safety behavior change intervention. *JMIR Pediatrics and Parenting*, 2(1), e12022. <https://doi.org/10.2196/12022>
11. Vajda, J., **McAdams, R. J.**, Roberts, K. J., Zhu, M., & McKenzie, L. B. (2018). Cosmetic-related injuries treated in US emergency departments: 2002 to 2016. *Clinical Pediatrics*, 58(14), 1493-1501. <https://doi.org/10.1177/0009922819850492>

12. McKenzie, L. B., Roberts, K. J., Clark, R., **McAdams, R.**, Abdel-Rasoul, M., Klein, E. G., ... & Shields, W. C. (2018). A randomized controlled trial to evaluate the Make Safe Happen® app—a mobile technology-based safety behavior change intervention for increasing parents’ safety knowledge and actions. *Injury Epidemiology*, 5(1), 5. <https://doi.org/10.1186/s40621-018-0133-3>
13. **McAdams, R. J.**, Swidarski, K., Clark, R. M., Roberts, K. J., Yang, J., & McKenzie, L. B. (2018). Bicycle-related injuries among children treated in US emergency departments, 2006-2015. *Accident Analysis & Prevention*, 118, 11-17. <https://doi.org/10.1016/j.aap.2018.05.019>

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

1. Rowe, S., Reeves, P., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. (2022). Baby wearing injuries presenting to emergency departments, 2011-2020. *Pediatrics* (under review).
2. **McAdams, R. J.**, Acevedo-Fontáñez, A. I., Arcury-Quandt, A. E., & Heberger, J. R. (2022). Head injuries among children treated in US emergency departments, 2015-2019. *Clinical Pediatrics* (in preparation).
3. White, E. R., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. (2022). Field hockey-related injuries treated in US emergency departments, 2000-2020. *Pediatrics* (in preparation).
4. Roberts, K.J., **McAdams, R. J.**, & McKenzie, L. B. (2021). Stay-at-home, Safe at Home? A survey of parental home safety practices before and during the COVID-19 pandemic. Injury Free Coalition for Kids annual meeting supplement to be published in *Injury Epidemiology* (under review).

PUBLISHED BRIEFS

1. **McAdams, R. J.** (2018). *Allegheny County mortality report: 2015*. Retrieved from https://www.alleghenycounty.us/uploadedFiles/Allegheny_Home/Health_Department/Resources/Data_and_Reporting/Chronic_Disease_Epidemiology/2015-Allegheny-County-Mortality-Report.pdf.
2. **McAdams, R. J.** (2017). *Allegheny County birth report: 2015*. Retrieved from https://www.alleghenycounty.us/uploadedFiles/Allegheny_Home/Health_Department/Resources/Data_and_Reporting/Chronic_Disease_Epidemiology/2015-Birth-Report.pdf.
3. Yang, E. A., **McAdams, R. J.**, Havercamp, S. M., Andridge, R. (2016). *Ohio children with developmental disabilities and special health care needs: 2015 OMAS health and health care findings*. Retrieved from http://grc.osu.edu/sites/default/files/inline-files/ChildrenDDBriefFINAL_1.pdf.

PUBLISHED ABSTRACTS

1. Orsagh-Yentis, D., Clark, R. M., Roberts, K., **McAdams, R. J.**, & McKenzie, L. B. (2018). Tu1981-Foreign Body Ingestions Among Children < 6 Years of Age Treated in US Emergency Departments, 1995–2015. *Gastroenterology*, 154(6), S-1074.
2. Swidarski K, **McAdams R**, Clark R, *et al.* 150 Bicycle-related injuries among children treated in us emergency departments, 2006–2015. *Injury Prevention* 2017;23:A56.

PRESENTATIONS

1. Roberts, K. J., **McAdams, R. J.**, & McKenzie, L. B. Stay-at-home, Safe at Home? A survey of parental home safety practices before and during the COVID-19 pandemic. *American Academy of Health Behavior 2022 Annual Meeting*. Key Largo, FL. *Poster Presentation*. March 2022.
2. Roberts, K. J., **McAdams, R. J.**, & McKenzie, L. B. Safe at Home? What do parental home safety practices look like during the COVID-19 pandemic. *Injury Free Coalition for Kids 2022 Annual Meeting*. Virtual. March 2022.
3. Rowe, S., Reeves, P., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. Baby wearing injuries presenting to emergency departments, 2011-2020: A dangerous fashion trend. *National Conference & Exhibition of the American Academy of Pediatrics*. Philadelphia, PA. *Virtual Poster Presentation*. October 2021.
4. Bano, J. M., **McAdams, R. J.**, Roberts, K. J., Yang, J., & McKenzie, L. B. Lacrosse-related injuries among boys and girls treated in US emergency departments 2000-2016. *Georgetown School of Medicine Student Presentations*. Washington, DC. *Oral Presentation*. April 2021.
5. **McAdams R. J.**, Roberts K. J., Klein E. G., Manganello J., McKenzie, L. B. Using content analysis and eye-tracking to understand injury prevention content dissemination on social media. *Society for Advancement of Violence and Injury Research Meeting*. Cincinnati, OH. *Poster Presentation*. April 2021
6. **McAdams R. J.**, Roberts K. J., Klein E. G., Manganello J., McKenzie, L. B. Moms on social media: A nationally representative online survey. Poster accepted for presentation at AAHB 2020 Annual Scientific Meeting, “Transforming the narrative to meet emerging health behavior challenges” (March 8-11, 2020) in Napa, CA. DUE TO COVID-19 RELATED CONFERENCE CANCELLATION, THIS PEER-REVIEWED ABSTRACT AND ORAL PRESENTATION WAS ACCEPTED BUT NOT PRESENTED.
7. Klein EG, Roberts KJ, **McAdams RJ**, Manganello J, McKenzie LB. Visual attention to sponsored content labeling on social media. Poster accepted for presentation at AAHB 2020 Annual Scientific Meeting, “Transforming the narrative to meet emerging health behavior challenges” (March 8-11, 2020) in Napa, CA. DUE TO COVID-19 RELATED CONFERENCE CANCELLATION, THIS PEER-REVIEWED ABSTRACT AND ORAL PRESENTATION WAS ACCEPTED BUT NOT PRESENTED.
8. Klein EG, Roberts KJ, **McAdams RJ**, Manganello J, McKenzie LB. Image and message congruency with safety messages on social media: Is a picture worth a thousand words? Poster accepted for presentation at AAHB 2020 Annual Scientific Meeting, “Transforming the narrative to meet emerging health behavior challenges” (March 8-11, 2020) in Napa, CA. DUE TO COVID-19 RELATED CONFERENCE CANCELLATION, THIS PEER-REVIEWED ABSTRACT AND ORAL PRESENTATION WAS ACCEPTED BUT NOT PRESENTED.
9. **McAdams RJ**, Roberts KJ, Klein E, Manganello J, McKenzie LB. Using content analysis and eye-tracking to understand injury prevention content dissemination on social media. Accepted as an Oral Presentation at 2020 SAVIR Conference (April 29, 2020) in Philadelphia, PA. DUE TO COVID-19 RELATED CONFERENCE CANCELLATION, THIS PEER-REVIEWED ABSTRACT AND ORAL PRESENTATION WAS ACCEPTED BUT NOT PRESENTED.
10. Bano J, **McAdams RJ**, Roberts KJ, Yang J, McKenzie LB. Lacrosse-related injuries among boys and girls treated in US emergency departments, 2000-2016. Accepted as an oral presentation at 2020 SAVIR

Conference (April 29, 2020) in Philadelphia, PA. DUE TO COVID-19 RELATED CONFERENCE CANCELLATION, THIS PEER-REVIEWED ABSTRACT AND ORAL PRESENTATION WAS ACCEPTED BUT NOT PRESENTED.

11. Vajda J, **McAdams RJ**, Roberts KJ, Zhu M, McKenzie LB. Cosmetic-related injuries treated in US emergency departments: 2002 to 2016. Abstract submitted to COM Research Day 2020, The Ohio State University in Columbus, OH.
12. Yang, Y., Krupsky, K., Keim, S., **McAdams, R.**, Roberts, K., & McKenzie, L. Associations between parental usage of social media and infant feeding practices. 2019 Research Retreat at Nationwide Children's Hospital Research Institute. Columbus, OH. November 2019.
13. Roberts, K., **McAdams, R.**, Horvath, K., Klein, E., Manganello, J., & McKenzie, L. Using social media to disseminate injury prevention content: Is a picture worth a thousand words? *Society for Advancement of Violence and Injury Research Meeting*. Cincinnati, OH. *Poster Presentation*. April 2019
14. Vajda, J., **McAdams, R. J.**, Roberts, K. J., Zhu, M., & McKenzie, L. B. Cosmetic-related injuries among children treated in US emergency departments, 2002-2016. *Society for Advancement of Violence and Injury Research Meeting*. Cincinnati, OH. *Poster Presentation*. April 2019
15. Yang, E., **McAdams, R.**, Havercamp, S., Andridge, R., & Ellsworth, D. Health of Ohio's Children with Developmental Disabilities and Special Health Care Needs. *American Public Health Association Meeting*. Atlanta, GA. *Poster Presentation*. November 2017
16. Clark, R., **McAdams, R.**, Roberts, K., & McKenzie, L. Wrist, hand, and finger injuries associated with baseball and softball among children in the United States from 2005-2015. *Society for Advancement of Violence and Injury Research Meeting*. Ann Arbor, MI. *Oral Presentation*. September 2017
17. Shisler, E., Clark, R., **McAdams, R.**, Roberts, K., & McKenzie, L. Injuries associated with cribs, playpens, and bassinets among young children in the United States from 2009-2015. *Society for Advancement of Violence and Injury Research Meeting*. Ann Arbor, MI. *Oral Presentation*. September 2017
18. McKenzie, L., Roberts, K., **McAdams, R.**, & Cotton, C. Development and Evaluation of a Mobile Technology-Based Safety Behavior Change Intervention. *Society for Advancement of Violence and Injury Research Meeting*. Ann Arbor, MI. *Oral Presentation*. September 2017
19. Gage, D., Kaercher, R. M., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. Injuries associated with automatic and manual garage doors treated in US emergency departments from 1990 through 2015. *Medical Student Research Symposium*. Columbus, OH. *Poster Presentation*. November 2016
20. Gage, D., Kaercher, R. M., **McAdams, R. J.**, Roberts, K. J., & McKenzie, L. B. Injuries associated with automatic and manual garage doors treated in US emergency departments from 1990 through 2015. *American Medical Association Meeting*. Orlando, FL. *Oral Presentation*. August 2016
21. Mullin, C., **McAdams, R.**, Havercamp, S., & Andridge, R. Comparison of unmet healthcare needs for children with and without disabilities using data from the Ohio Medicaid Assessment Survey. *American Public Health Association National Meeting*. Denver, CO. *Poster Presentation*. August 2016

22. Mullin, C., **McAdams, R.**, Havercamp, S., & Andridge, R. Comparative study of access to healthcare based on insurance types for children with developmental disabilities and special healthcare needs to children who are typically developing. *Multiple Perspectives on Access, Inclusion, and Diversity*. Columbus, OH. *Poster Presentation*. April 2016
23. **McAdams, R.**, Ferketich, A., & Katz, M. Tobacco-related chronic disease and motivation to quit smoking. *American Society of Preventive Oncology National Meeting*, Columbus, OH. *Poster Presentation*. March 2016
24. **McAdams, R.** Kickin' butts off campus. *Big 10 Health Educators Conference*. Ann Arbor, MI. *Oral Presentation*. June 2015
25. **McAdams, R.** The physical environment and student physical activity. *Wellness Collaborative Meeting*. Columbus, OH. *Oral Presentation*. February 2013
26. **McAdams, R.** & Miller, M. Reinventing the first-year seminar course for millennial students. *National Academic Advising Association Regional Conference*. Akron, OH. *Poster Presentation*. April 2012
27. **McAdams, R.** & Naklah, J. Orientation, technology, and implications for the future. *American College Personnel Association National Conference*. Baltimore, MD. *Oral Presentation*. March 2011

GRANT PARTICIPATION

ASI GRANT

8/1/2017-7/31/2019

R49CE002106

Centers for Disease Control and Prevention

Using social media to disseminate injury prevention content: Is a picture worth a thousand words?

PI: Lara McKenzie

Role: Senior Research Associate

Responsibilities: Designed survey and analyzed the data using SAS for cross-sectional eye tracking study

1/1/2016-12/31/2018

Grant Number N/A

Nationwide Foundation

Make Safe Happen App Evaluation

PI: Lara McKenzie

Role: Senior Research Associate

Responsibilities: Serve as the data analyst who designed and developed surveys, and applied statistical techniques using SAS and SPSS to analyze data from a randomized control trial, as well as pre- and post-test surveys, focus groups, and home evaluations

MENTORING

- | | |
|-----------|--|
| 2020 | Elizabeth White, Field hockey-related injuries treated in US emergency departments, 2000-2020 |
| 2017-2019 | Joseph Bano, Lacrosse-related injuries among boys and girls treated in US emergency departments, 2000-2016 |

- 2016-2018 Danielle Orsagh-Yentis, Foreign Body Ingestions Among Children < 6 Years of Age Treated in US Emergency Departments, 1995–2015
- 2016-2017 Katherine Swidarski, Bicycle-related injuries among children treated in US emergency departments, 2006-2015
- 2016 David Gage, Injuries associated with automatic and manual garage doors treated in US emergency departments from 1990 through 2015
- 2016 Elizabeth Shisler, Injuries associated with cribs, playpens, and bassinets among young children in the United States from 2009-2015
- 2016 Darius Mantero, Wrist, hand, and finger injuries associated with baseball and softball among children in the United States from 2005-2015

SERVICE

Peer Reviewer

- 2022 Pediatrics
- 2020 Injury Epidemiology
- 2019 Journal of Medical Internet Research
- 2018 Journal of Injury Prevention
- 2018 Journal of Pediatrics

Abstract Reviewer

- 2016 & 2019 American Public Health Association Annual Meeting, Injury and Violence Prevention Committee

PROFESSIONAL SOCIETIES

- 2019-present American Academy of Health Behavior, Full member
- 2018-present Society for Advancement of Violence and Injury Research
- 2016-present Certified Health Education Specialist
- 2015-present American Public Health Association
Sections: Epidemiology & Injury Control and Emergency Health Services
- 2015-present Ohio Public Health Association
- 2009-2014 Student Affairs Professionals in Higher Education
- 2009-2014 American College Personnel Association

AWARDS

Ohio State University

- 2016 College of Public Health Graduate Student Choice Award Nominee
- 2012 Advisor of the Month, April

Carnegie Mellon University

- 2007-2009 Order of Omega Honor Society, Vice President (2008-2009)
- 2007-2009 Rho Lambda Honor Society, Vice President (2008-2009)
- 2007-2008 Greek Award of Distinction
- 2006-2009 Psi Chi Honor Society
- 2006-2007 Lambda Sigma Sophomore Honor Society
- 2005-2009 Presidential Scholarship Recipient

2005-2009 Science and Humanities Scholars Program Member

LEADERSHIP

2015-2016 Excellence in Teaching Award Committee. *MPH Epidemiology Student Member.*
2014-2016 College of Public Health, *Student Ambassador.*
2013-2014 Buckeye Wellness Innovator Program. *Wellness Innovator.*
2013-2014 Fisher Undergraduate Programs and Advising Office. *Wellness Team Member.*
2009-2011 Ohio State Health Insurance Committee. *Graduate Student Representative.*
2009-2011 Higher Education and Student Affairs Professional Association. *Sunshine Chair.*

TEACHING

2020 Department of Epidemiology. University of Pittsburgh. *Teaching Assistant.*
2011-2013 Business Administration 1100 (undergraduate). College of Business Survey. Ohio State, Columbus campus. *Instructor.*

OTHER RESEARCH EXPERIENCE

Ohio State University

6/2010-7/2010 Developed a qualitative research project to determine the content and structure of an online orientation program at a university England, Office of Colleges and Student Life, Lancaster University, United Kingdom

Carnegie Mellon University

1/2008-5/2009 Conducted qualitative analysis to evaluate support-seeking behavior among married couples, Social Psychology Department

PROFESSIONAL SKILLS

Computer Skills

R, SAS, SAS Enterprise Guide, SPSS, STATA, ArcGIS, REDCap, Microsoft Office