

Robert S. Gold
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Education

School	Degree	Area of Concentration	Date
University of Texas School of Public Health	Dr.P.H.	Public Health Epidemiology	1980
University of Oregon	Ph.D.	Health Education/Computer Science	1976
State University of New York (SUNY) at Brockport	M.S.	Health Education	1971
SUNY at Brockport	B.S.	Biology	1969
Orange County Community College	A.S.	Health and Physical Education	1967

Employment

Employer	Title	Dates
University of Maryland	Professor and Chair Dep't of Epidemiology and Biostatistics	3/1/13 – present
University of Maryland	University of Maryland Professor Dep't of Epidemiology & Public Health-UMB/SOM Dep't of Medicine-UMB/SOM	7/1/12 – present
University of Maryland	Dep't of Behavioral & Comm. Health-UMCP	7/1/12 – 3/1/13
University of Maryland	Founding Dean, University of MD School of Public Health	7/1/02- 6/30/12
University of Maryland	Chair, Dept of Public and Community Health	2001- 2002
University of Maryland	Professor Director, Public Health Informatics Res. Lab.	1999- present
Macro International Inc.	Vice President, Applied Human Technologies	1994-1999
Macro International Inc.	Senior Science Advisor	1990-1994
World Health Organization	Consultant	1988-1989
University of Maryland	Professor of Health Education	1986-1994
University of Maryland	Director, Laboratory for Health Promotion Research and Development	1991-1994
University of Maryland	Co-Founder/Co-Director, Minority Health Research Laboratory	1986-1989
University of Maryland	Director of Graduate Studies	1986-1991
Office of Disease Prevention and Health Promotion (USDHHS)	Director, Prevention Policy Branch	1985-1986
Office of Disease Prevention and Health Promotion (USDHHS)	National Director of School Health Programs	1984-1985
Southern Illinois University	Associate Professor of Health Education	1980-1984
University of Texas School of Public Health	Post-Doctoral Trainee with funding from the U.S. Public Health Service	1978-1980
SUNY at Brockport	Assistant Professor of Health Education	1976-1978
University of Oregon	Graduate Teaching Fellow	1974-1976
SUNY at Brockport	Instructor, Department of Health Education	1970-1974
SUNY at Brockport	Director, Drug Information Center	1972-1974

Work Experience

Dr. Gold was the founding Dean of the School of Public Health, at the University of Maryland College Park. He currently serves as University of Maryland Professor with appointments in: Department of

Behavioral and Community Health, School of Public Health, UMCP; Department of Epidemiology and Public Health (Primary), and Department of Medicine (Secondary), School of Medicine, University of Maryland, Baltimore. Dr. Gold is Associate Director of the University of Maryland Baltimore Clinical Translational Research Institute Director, Co-Director of the UMCP Center of Excellence for Health Information Technology Research, and Director of the UMCP/SPH Public Health Informatics Research Laboratory. Along with his 40 years experience in public health, Dr. Gold is recognized as an expert in the application of advanced communications technologies to health education, ranging from interactive video and computer software, to knowledge management, decision support, and expert systems technology. In addition, Dr. Gold has extensive training and experience in health-related research and evaluation for which he has received national awards. He has served in both public and private sector positions and has been responsible for planning, directing, and evaluating local through international programs. Dr. Gold also serves on the Board of Directors of the Sullivan Alliance, Prince George's County Hospital System, and Pacific Institute for Research and Evaluation, Inc.

Professional Affiliations and Honors

Memberships

- American School Health Association
- American Public Health Association
- American Medical Informatics Association Interactive Healthcare Consortium
- Eta Sigma Gamma (National Health Science honorary society)
- Sigma Xi (National Researchers honorary society – 1982 - 1995)
- Society for Public Health Education

Honors

- Awarded University of Maryland College Park President's Medal – the highest recognition given faculty at the University of Maryland – awarded October, 2012.
- Awarded Honorary Doctor of Science – awarded May 12, 2012 by State University of New York.
- Awarded McGovern Lectureship – University of Texas Health Science Center, School of Public Health, Houston. Lecture to be given April 30, 2012.
- Elected President, Society for Public Health Education, September 2010.
- John P. McGovern Medal for Distinguished Contributions to Health Education, American School Health Association, Honolulu, HI, July 2007.
- Elected Fellow, American School Health Association, October 2006.
- Honor Award, Highest Award of Eta Sigma Gamma, The National Health Science Honorary Association. Presented at the Annual Meeting of the Society for Public Health Educators, 2004, Washington, D.C.
- Health Education Hall of Fame. Inducted November, 2002 at the Annual Meeting of the American Public Health Association, Philadelphia, PA.
- Presidential Citation of Merit – Association for the Advancement of Health Education. Presented at their annual meeting in Cincinnati, OH, March 2001.
- Research and Development Award – College of Health and Human Performance, University of Maryland, May 2000.
- Elected Fellow, American Academy of Health Behavior, February 1999.
- International Health Education Listserv - First Award For Contributions of Technology To Health Education. Presented at the Annual Meeting of the American Public Health Association, Indianapolis: IN, November 1997.
- George Kramer Practitioner Award. College of Health and Human Performance. June 1992.
- Distinguished Service Award: Eta Sigma Gamma - The National Health Science Honorary Association. Presented at the annual meeting of Eta Sigma Gamma, 1991.
- Key Leaders In Health Education: A Century of Commitment. Eta Sigma Gamma, November 1990.
- Researcher of the Year Award, American School Health Association. Presented at the annual meeting of the American School Health Association, October 1989.
- Distinguished Graduate Award. University of Oregon, College of Health, Physical Education, and Recreation. Presented 1988.

- Distinguished Service Award, American School Health Association. Presented at the annual meeting of the American School Health Association, October 1987.
- Association for the Advancement of Health Education (AAHE) Scholar of the Year Award, April 1987.

Funded Research / Evaluation Projects

- **Healthy Me / Mi Salud Smartphone Application: Identifying mechanisms to engage African Americans and Hispanics in personal health libraries.** Baur C. (PI), Gold RS (Co-I), Jackson, D (Co-I), Sehgal N (Co-I). Sponsor National Library of Medicine, NIH, R01M013039-01. 9/1/18 – 8/31/22. African American and Hispanic populations are less likely to access health and medical information through common sources/channels compared to their White counterparts. Although this information can help prevent high-prevalence diseases such as heart disease and diabetes, factors such as trust in certain sources (e.g. doctors), health literacy levels, or cultural and language preferences are known barriers to African Americans' and Hispanics' active health information seeking. Because smartphones are a common consumer device among all races and ethnicities, our goal is to refine and test a smartphone application (app) for personal health libraries that bridges the gap between available but under-used health information and the people who need it.
- **Promoting Maryland Student Achievement: Integration of Health Records with Academic Data.** Carter-Pokras / Arria / Gold 9/1/15 – 6/30/18. This Maryland Department of Health and Mental Hygiene (DHMH) project been funded to identify and develop ways of integrating school health data with academic data to more clearly understand the association between student health and academic achievement. The principal outcome is to be able to find a better understanding of this relationship to facilitate more comprehensive solutions, and ultimately help students achieve their full potential.
- **Using Technology to Coordinate Care and Improve Mental Health** – Optimizing the impact of public health information technology in Montgomery county (Robert Wood Johnson Family Foundation). The 24-month project is supported by a \$200,000 Robert Wood Johnson Foundation grant, awarded via the National Network of Public Health Institutes. Professors Ritu Agarwal (CHIDS) and Robert S. Gold (Chair, Department of Epidemiology and Biostatistics, School of Public Health) are leading the study, in collaboration with the Primary Care Coalition of Montgomery County and Montgomery County Department of Health and Human Services. Research findings are expected to provide critical information for public health practitioners and policy-makers that can be used to improve quality, efficiency, and equity in public health practice with the goal of improving population health nationwide. Co- Director, Period of performance – FY 2013 – FY 2015.
- **Center of Excellence in Health IT Research Center (COEHITR)** (Supported by Tier III Funds from the Office of the Vice President for Research and the Office of the Provost – UMCP). COEHITR is a campus-wide interdisciplinary initiative with a mission to develop solutions that accelerate and facilitate the transformation of healthcare. The capacity of individuals, families and communities and that of health care delivery institutions will be enhanced through the efforts of this initiative. The specific focus of the center will be on the design, introduction and integration of information and decision technologies into health systems that address the challenges of healthcare quality, cost, patient safety, access, as well as health literacy, health equity and health promotion. The Center functions in the domains of research and practice, bridging rigorous academic research with implementable real-world solutions. The Center's research activities will be constructed on the foundation of UMCP's outstanding research capabilities and intellectual capital, while the focus on technology development and deployment will leverage the University's existing capabilities in accelerating ventures and technology licensing, community-based testing and implementing innovative solutions for community and clinical settings. The use of these fund also produced an application to the Robert Wood Johnson Foundation referenced in the funded project above. Co-PI - Period of performance – FY 2011 – FY 2013.
- **Maryland Food Stamp Nutrition Education Program-Digital Inclusion Project (U.S. Department of Agriculture):** The FSNEP-DI project involved a comprehensive baseline assessment which resulted in plans for health promotion, health communication, and health education opportunities to be delivered through a variety of formats. A digital component was conducted in which select families received computers and Internet service in order to access electronic health information.
- **Body Fun: Health Education Enhancements and Online Community (Cancer Research Foundation of America).** Dr. Gold served as PI on this technology development project. The overall goal of this project was to redesign and update an interactive game, Dr. Health'nstein's Body

- Fun™, for children that teaches healthy lifestyle habits, translate it for application to the web, and use it as a centerpiece for building an online health community for children. Principal Investigator (9/3/02 – 9/2/03).
- **MCPS Middle School Tobacco Education Evaluation** (Montgomery County Public Schools) – Dr. Gold serves as Co-PI with oversight on the design and development of two online surveys to be used to evaluate the fidelity of implementation of two different middle school tobacco education curriculums. Co-Principal Investigator (6/02 – 6/03)
 - **State Prevention System – Management Information System (SPS/MIS)**. Subcontract from Macro International Inc. (Funds originating at Center for Substance Abuse Prevention (CSAP/SAMSHA/DHHS.)) Principal Investigator.
 - **Prevention Science Decision Support System**. Sub-contractor to Macro International Inc., submitted to The Center for Substance Abuse Prevention, Substance Abuse and Mental Health Administration, U. S. Department of Health and Human Services. Project Director
 - **Educational Website For Cancer Prevention – Role of Lycopene**. Submitted with Cancer Research Foundation of America to Jack Horner Communications, Inc. Principal Investigator.
 - **Communications Support for the National Task Force on Child Survival and Development..** This project required provision of communications technology support to the Task Force for Child Survival and Development. This support included the creation and maintenance of an online Web Portal – serving as a gateway to current science on child growth and development and online conferencing capability that will allow for communication and data collection. Principal Investigator.
 - **Health Communications - National Eye Health Education Program** - Subcontract to Eagle Design, Inc. /National Eye Institute. Officer in Charge / Principal Investigator. This project required support for the National Eye Health Education Program — including health communications and social marketing for Eye Institute constituencies.
 - **Initiative For Biomedical / Behavioral Minority Research On Breast Cancer (USAMRMC - BCRP)** - Dr. Gold served as officer in charge and principal investigator for this project funded by the United States Army Medical Research and Materiel Command - Breast Cancer Research Program. This project seeks to understand barriers to participation of minority researchers in biomedical and behavioral research related to breast cancer prevention and treatment. Research strategies included more than 75 intensive expert interviews, secondary analysis of scoring data on more than 3000 peer reviewed research applications, content analyses of summary sheets, 17 regional focus groups, individual case studies and program profiles. Following these background efforts, three consensus development conferences were convened with minority researchers resulting in recommendations on overcoming barriers to more effective research by minority researchers and within minority populations. (Principal Investigator: US Army Medical Research and Materiel Command - Breast Cancer Research Program: 5/97 - 9/98)
 - **Accelerating Community Transformation (The Healthcare Forum)**: Dr. Gold served as officer in charge and principal investigator of a five year applied study of indicators of quality of life in communities. The project required the development of web-based surveillance and evaluation technologies to track more than 100 indicators of quality of life in multiple communities, collecting data and assessing the potential for direct interventions designed to improve quality of life in those communities. (Principal Investigator: Developing the Toolkit for Accelerating Community Transformation The Healthcare Forum Phase I: 1/97-6/98; Developing the Toolkit for Accelerating Community Transformation The Healthcare Forum Phase II: 6/98-12/00)
 - **Social Marketing / Recruitment of Subjects For Clinical Trials and Studies** (NIH Clinical Center): Dr Gold serves as officer in charge and senior evaluation specialist on a five year project designed to apply social marketing strategies to ensure adequate recruitment of participants in more than 800 intramural clinical studies conducted annually at the National Institutes of Health Clinical Center. (Officer in Charge: NIH Clinical Center, Patient Recruitment Center, 5/98 - 5/02)
 - **Stop Asthma - The Development of An Expert Clinical System For Physicians Dealing with Asthma Patients (Baylor College of Medicine / NIAID)** -- Dr. Gold served as officer in charge and principal investigator of this sub-contract with Baylor College of Medicine to develop the expert rule base and object network to serve as the foundation for a clinical expert system to improve physician management of asthma patients. (Principal Investigator: Subcontract to Baylor University / Institute of Allergies and Infectious Diseases, 6/97 - 5/99)

- **Evaluation of International Implementation of the Bright Smiles / Bright Futures Program** (Colgate- Palmolive) The purpose of this project was to develop a protocol that could guide the comprehensive evaluation of C-Ps BS/BF program in an international setting. C-P intends to implement this school based program in as many as 70 nations. As officer in charge and principal investigator, Dr. Gold was responsible for guiding the team that produced the variety of evaluation protocols and for negotiating with C-P final acceptance of the protocol document. (Principal Investigator: "Bright Smiles, Bright Future" Evaluation Colgate-Palmolive 11/29/95-1/31/96)
- **HealthDesk Development and Implementation Project, (Kaiser Permanente)** Dr. Gold served as officer in charge of this project designed to improve the delivery of disease prevention and health promotion efforts to members' homes. As officer in charge, Dr. Gold was responsible to oversight on technical quality of the evaluation strategies used to evaluate HealthDesk. (Officer in Charge: Mid-Atlantic Kaiser Permanente, 9/94 - 6/95)
- **National College Health Risk Behavior Survey (CDC)**—This survey builds on the high school YRBS to generate national estimates of health risk behaviors among full-and part-time college students attending 2-and 4-year colleges, by gender, with an oversampling of 18-to 24-year-old students. Separate estimates are developed for white, black non-Hispanic, and white students by gender, broad age groups, and 2- versus 4-year college status. The survey involves a data collection at 150 sites. Over 90 percent of selected colleges agreed to participate. As principal investigator, Dr. Gold's tasks included instrument design and development, participation in expert panels, and assistance in dissemination of results. (Principal Investigator: Centers for Disease Control and Prevention; 9/94 - 8/96)
- **National School Health Programs and Policies Study (CDC)**—This study represents the first attempt to describe nationally the role of schools in contributing to the health of children through health services, health instruction, physical education, food services, and other efforts to create tobacco-, drug-, and violence-free schools. The study includes policy surveys of the Departments of Education in all States, policy surveys of over 500 school districts, and onsite visits to nearly 600 schools across the United States, focuses on how programs and services are actually delivered. Over 95 percent of districts agreed to participate and visits were conducted with nearly 80 percent of selected schools. The intent of the study was to develop baseline measures for 18 Healthy People 2000 objectives that can be achieved directly by schools, an additional 100+ objectives to which schools can contribute, and National Education Goal 6, which calls for violence-free, drug-free environments where children may learn. As co-principal investigator, Dr. Gold was responsible for instrument design and reporting of results in this CDC-funded study. (Co-Principal Investigator: School Health Policies and Programs Study (SHPPS) 200-92-0535 U.S. Center for Disease Control and Prevention 9/92-5/95.)
- **EncorePlus** - National Evaluation of Breast Cancer Early Detection (YWCA) -- Officer in Charge for an evaluation of ENCOREplus, a breast and cervical cancer prevention and early detection project being implemented in 69 YWCAs across the United States. This project for the YWCA's Office of Women's Health Initiatives involves both management of the evaluation process, and technical assistance to the sites in the area of evaluation procedures. (ENCOREplus Evaluation YWCA, Washington Office 11/94-2/97)
- **HealthQuest (Brown & Benchmark / McGraw-Hill)** --Officer in Charge on multimedia health education efforts for Brown & Benchmark Publishers. This project, HealthQuest involves creating nine health education modules into a single integrated application for college level students taking health education classes. (Principal Investigator: Explorations in Personal Health and Wellness Wm. C. Brown Publishers (formerly Brown & Benchmark) 3/95-8/96 \$22,000; HealthQuest Multimedia Development McGraw-Hill Publishing (formerly Brown & Benchmark) 4/96-4/97)
- **Interactive Intervention For Early Detection and Improved Asthma Self-Management in Inner City Youth: (NHLBI)** Officer In Charge and Principal Investigator on the development of an interactive multimedia application to be used in school settings by children with asthma. This project, which builds on the clinical asthma project, is also funded by NHLBI. (Principal Investigator: National Heart Lung and Blood Institute, 9/94 - 8/ 97)
- **CD-ROM Technology to Increase Appropriate Self-Care and Preventive Behaviors Among Army and Navy Women (Department of Defense).** This project seeks to determine the most pressing reproductive health education needs of enlisted Army and Navy women and to develop and test multimedia health education materials designed to address those needs. The study involves

three phases: 1) a needs assessment phase with surveys and focus groups with enlisted women and their health care providers, 2) an application development phase, and 3) an efficacy testing phase. (Principal Investigator: CD-ROM Technology to Increase Appropriate Self-Care and Preventive Behaviors Among Army and Navy Women DAMD17-96-C-6091 U.S. Army Medical Research Acquisition Activity 9/96-2/01)

- **ABLEDATA** Dr. Gold is officer in charge of a project that is focused on the design and development of a technology product using CD-ROM as a delivery vehicle, for people with disabilities and two projects that provide service to the disability community, ABLEDATA and the subcontract to KRA for support to the NARIC contract. (ABLEDATA HN92026001 U.S. Department of Education 8/93-9/96; ABLEDATA HN96015001 U.S. Department of Education 10/96-10/97 plus 4 Option Years (base year and 4 option years))
- **Alcohol, Tobacco, and Other Drug Prevention Training (Center for Substance Abuse Prevention -CSAP)** Dr. Gold serves as officer in charge of this contract, which provides for the conduct of alcohol, tobacco, and other drug (ATOD) prevention training and technical assistance for healthcare systems. Under this contract a number of products have been developed, including a computerized self-assessment tool that organizations can use to determine the extent to which they have implemented each guideline and an interactive, multimedia CD-ROM that assists the organizations in meeting the specific guideline that requires training in ATOD awareness and responsibilities for all staff. The CD-ROM will be used by individuals or small groups of employees onsite at managed care organizations or hospitals. As officer in charge Dr. Gold is responsible for quality assurance oversight. (Subcontract to ETP / CSAP)
- **Decision Support Systems Applications to Cancer Prevention (NCI)** As Project Director of this National Cancer Institute Phase I and Phase II SBIR, Dr. Gold was responsible for examining the potential application of computer modeling of community organization to cancer prevention and control. This project involved the development and testing of a computerized decision support system for use in health program planning and evaluation. The PRECEDE/PROCEED model serves as the framework for this project. (Expert System for Planning Health Promotion Programs for Community Development Phase I - 1R44CA53977-01 National Institutes of Health / National Cancer Institute 6/2/91-12/28/92 \$50,000; Principal Investigator: Expert System for Planning Health Promotion Programs for Community Development Phase II - 2R44CA53977-02 National Institutes of Health / National Cancer Institute 3/2/92-2/28/93)
- **HIV Training for Health Care Professionals (NIAID)** This feasibility study is designed to result in the development of a prototype module on treatment of tuberculosis in HIV-positive patients. Dr. Gold serves as officer in charge and principal investigator, with technical oversight and quality assurance responsibility. He also provides guidance on system design.
- **Human Papilloma virus Prevention and Early Detection In College Students (NCI)** This was an SBIR Phase I feasibility study for a multimedia program for college students on human papilloma virus prevention and early detection. Dr. Gold served as officer in charge and principal investigator. As principal investigator he participated in expert panel and helped craft recommendations for the product scope. He also played a role in the instructional design of the proposed product.
- **Improving Asthma Self-Management of Inner City Youth Through School Based Programs (NHLBI)** This extension of the clinical NHLBI project to improve asthma self-management in schools requires redesign of instructional materials for the school setting and modification of the software for delivery of tailored messages to school aged children. Dr. Gold serves as officer in charge and principal investigator with technical and substantive oversight on development and evaluation of the multimedia CD-ROM based programmatic materials. (Principal Investigator: Subcontract to University of Texas Center for Health Promotion Research and Development, School of Public Health 6/96 - 6/99)
- **In-Home Asthma Patient Education To Children and Their Care givers (National Institute of Allergy and Infectious Disease of the National Institutes of Health).** Major goals for this Phase I feasibility study were to analyze currently available asthma education materials and assess the adaptability of core content to an interactive multimedia application; and to develop, test, and refine a design document for a multimedia product. Ultimately, the recommendation was to develop this product as a CD-I (compact disk - interactive) application. As officer in charge and principal investigator, Dr. Gold was responsible for technical and substantive oversight, and guiding

recommendations on multimedia delivery platform. (Principal Investigator: Interactive Multimedia for In-Home Asthma Education 1-R43-AI35486-01 National Institutes of Health/NIAID 7/94-2/95)

- **Interactive CD-ROM on Carrier Testing for Cystic Fibrosis (NIDDK)** Dr. Gold served as the officer in charge and principal investigator in the evaluation of multimedia decision support materials for cystic fibrosis carrier screening, a project for the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK). He participated in the design of the field test of the decision support materials, including an interactive CD-ROM with digital video, a linear video, and a low literacy brochure for a multicultural, low-literate population of reproductive-age adults at four genetic counseling centers across the United States. He was responsible for the conduct of alpha and usability testing with individuals and adults to test the concepts and structure of the CD-ROM materials. (Officer in Charge: National Institute for Diabetes, Digestive and Kidney Disorders, 9/93 - 8/95)
- **Interactive Video in Cancer Prevention for Hispanic Women (NCI)** As Project Director of this National Cancer Institute Phase II SBIR, Dr. Gold was responsible for oversight on the development, field evaluation, and beta testing of an interactive videodisc on cancer prevention targeting low income, acculturating Hispanic women. This Phase II effort began with a Phase I Study on the Feasibility of Hypermedia for PDQ-P with High Risk Populations. In this project, Dr. Gold was responsible for examining the potential application of Physician's Desk Query in prevention to high risk populations. This work resulted in award of a Phase II project focused on Hispanic women. (Development of Interactive Videodisc on Cancer Prevention for Hispanic Women 2R44CA53979-02 National Cancer Institute Phase I 3/91-9/91; Development of Interactive Videodisc on Cancer Prevention for Hispanic Women 2R44CA53979-02 National Cancer Institute Phase II 7/92-6/94)
- **Multimedia Products for Diabetes Control (NIDDK)** Dr. Gold serves as officer in charge and principal investigator on several diabetes control projects with NIDDK. One project involves the development of an interactive multimedia product directed at primary care physicians which translates the complex treatment recommendations of a recently completed national clinical trial (the Diabetes Control and Complications Trial) into techniques that are applicable in the primary care setting. The other project involves the development of a film to be used in a national clinical trial on the prevention of Type I diabetes which essentially explains the risks and benefits of the trial to potential participants prior to securing informed consent. As principal investigator, Dr. Gold is responsible for quality assurance oversight. (Educational Materials- Screening for Risk of IDDM 1 R43DK4998-01 National Institute for Diabetes and Digestive and Kidney Diseases, NIH 7/95-2/96)
- **Time Out - Violence Prevention for School Aged Youth (NICHD)** This Phase I SBIR feasibility study was designed to examine the determinants of risk for injury from violence among school aged youth, design a prototype intervention utilizing advanced multimedia technologies, and develop a working prototype of the application. Dr. Gold served as officer in charge and principal investigator for Time Out and was responsible for the final substantive prototype design and its beta testing.
- **Development of an Information Tracking System for the 1990 Objectives for the Nation.** Office of Disease Prevention and Health Promotion, DHHS Project No. 282-83-0091, January 1986. (Project Officer with Joel Kavett).

During his previous tenure at the University of Maryland, as Director of the Laboratory for Health Promotion Research and Development, Dr. Gold completed the following selected projects:

- Principal Investigator—Development of Criterion Referenced Measures for Evaluation of Comprehensive School Health Education—This 2-year project was designed to develop criteria-referenced measures for use in school-age populations to evaluate health education instructional programs. Developed for the State of Maryland, the measures were designed to be consistent with the State's 131 health indicators for school-aged youth.
- Co-Principal Investigator—Maryland Database on Drug Treatment and Prevention—Conducted for the Maryland Governor's Office of Justice Assistance, this 4-year database project monitored all drug and alcohol treatment and prevention programs in the State of Maryland. A computerized database was maintained, as well as a directory provided to all service providers in the State.
- Principal Investigator—Assessing Student Outcomes for Comprehensive School Health Education—This 3-year evaluation conducted for the Prince George's County schools involved instrument development, field testing, and data collection and analysis.

- Minority Oral Health Improvement Program - Bright Smiles, Bright Future—This project, carried out for the Colgate-Palmolive Company, was designed to develop health education curriculum materials appropriate for culturally diverse inner-city elementary school classrooms. The project involved the conduct of more than 75 focus groups with 4- through 7-year-olds in English and Spanish and the conduct of more than a dozen expert panels and teacher curriculum writing workshops. Evaluation of the program included both efficacy and effectiveness studies, as well as monitoring of program implementation in three inner-city school systems—Oakland, CA; Philadelphia, PA; and Washington, DC. \$403,000
- Principal Investigator—Status of Participation of National Education Associations in School Health Education—This study, conducted for the H.J. Kaiser Family Foundation, was designed to assess the potential participation of national education-oriented associations in health education efforts. \$5,000
- Co-Principal Investigator—Developing Appropriate Educational Materials for AIDS Education for Minority Populations—Conducted with Centers for Disease Control funds, this project was designed to develop and evaluate culturally appropriate AIDS education materials. Dr. Gold was responsible for guidance on the evaluation and the conduct of focus groups with Hispanic, African-American, and white teenagers and teachers as part of the evaluation of the materials.

During his tenure at the Office of Disease Prevention/Health Promotion, Dr. Gold was the Project Officer/Co-Project Officer on the following research and evaluation studies:

- Development of an Information Tracking System for the 1990 Objectives for the Nation. Office of Disease Prevention and Health Promotion, DHHS Project No. 282-83-0091, January 1986. (Project Officer with Joel Kavett).
- National Children and Youth Fitness Study II: Ages 6-9 Years. Office of Disease Prevention and Health Promotion, DHHS Project No. 200-81-0053. September 1985. (Project Officer)
- Evaluation of the Healthy Older People Campaign. Office of Disease Prevention and Health Promotion, DHHS Project No. 282-85-0052, September 1985. (Project Officer)
- Cooperative Agreement With the American Alliance for Health, Physical Education, Recreation and Dance, the Association for the Advancement of Health Education, the American School Health Association, and the Society of Health Education. (Project Officer)
- National Adolescent Student Health Survey. Office of Disease Prevention and Health Promotion, DHHS Project No. HPU 850013-01-0, September 1985. (Project Officer)
- Cooperative Agreement With the American School Health Association. Achieving the 1990 Objectives: Action Plans for the States. Office of Disease Prevention and Health Promotion, DHHS Project No. 8400002-02-0, September 1985. (Project Officer)
- Seven Handbooks Project: Development of Seven Evaluation Handbooks for Health Education. DHHS Project No. 200-81-0622, September 1985. (Co-Project Officer)
- Development of a Manual for Evaluation of School Based Health Promotion Programs. Office of Disease Prevention and Health Promotion, DHHS Project No. 282-84-0084. (Project Officer)
- Cooperative Agreement With American Association of School Administrators, Office of Disease Prevention and Health Promotion, September 1984. (Project Officer)
- School Health Education Evaluation Project. Officer of Disease Prevention and Health Promotion, September 1984. CDC Contract No. 200-81-0600. (Project Officer with G. Gilbert, G. Christenson, M. Katz)
- National Children and Youth Fitness Study. Office of Disease Prevention and Health Promotion, September 1985. DHHS Project No. 282-82-0059. (Project Officer with G. Gilbert, H. Montes, and L. Kolbe)

Refereed Journal Articles

1. Guida JL, Knott CL, Dallal CM, He X, Gold RS, Liu H. (2019) Social Relationships and Functional Impairment in Aging Cancer Survivors: A Longitudinal Social Network Study, *The Gerontologist*, , gnz051, <https://doi.org/10.1093/geront/gnz051>. (Epub ahead of print).
2. Lorien C. Abrams, John P. Allegrante, M. Elaine Auld, Robert S. Gold, William T. Riley, Joseph Smyser, "Toward a Common Agenda for the Public and Private Sectors to Advance Digital Health Communication", *American Journal of Public Health* 109, no. 2 (February 1, 2019): pp. 221-223. DOI: 10.2105/AJPH.2018.304806

3. McHugh MC, Saperstein SL, Gold RS. (2019) OMG U #Cyberbully! An exploration of public discourse about cyberbullying on Twitter. *Health Education and Behavior*. Vol. 46(1) 97–105. DOI:10.1177/1090198118788610.
4. Sue C. Lin & Robert S. Gold (2018) Assistive technology needs, functional difficulties, and services utilization and coordination of children with developmental disabilities in the United States, *Assistive Technology*, 30:2, 100-106, DOI: 10.1080/10400435.2016.1265023.
5. Crowley K, Mishra A, Cruz-Cano R, Gold R, Kleinman D, Agarwal R. Electronic health record implementation findings at a large, suburban health and human services department. *J Public Health Manag Pract*. 2018 Jan 10. doi: 10.1097/PHH.0000000000000768. [Epub ahead of print].
6. Bernhardt JM, Alber J, Gold RS (2014) A Social Media Primer for Professionals: Digital Dos and Don'ts. *Health Promot Pract* 2014 Jan 6. [Epub ahead of print] DOI: 10.1177/1524839913517235.
7. Gold RS (2013) The days are long and the years are short: a year in the shoes of a SOPHE president. *Health Educ Behav* 2013 Dec;40(6):640-5. DOI: 10.1177/1090198112473113. Epub 2013 Jan 23
8. [Kwon HT, Ma GX, Gold RS, Atkinson NL, Wang MQ. \(2013\) Primary care physicians' cancer screening recommendation practices and perceptions of cancer risk of Asian Americans. *Asian Pacific J Cancer Prev*, 14\(3\), 1-4. DOI: 10.7314/APJCP.2013.14.3.1.](#)
9. Braun B, Horowitz AM, Kleinman DV, Gold RS, Radice SD, Maybury CA. Health Literacy: At the Intersection of Schools and Public Health. *J Calif Dent Assn*. CDAJ;40:323-330.
10. Atkinson NL, Desmond SM, Saperstein, SL, Billing AS, Gold RS, and Tournas-Hardt A. (2010) Assets, Challenges, and the Potential of Technology for Nutrition Education in Rural Communities. *Journal of Nutrition Education and Behavior*. Volume 42 (6), 410-416.
11. Atkinson, N.L., Saperstein, S.L., Desmond, S.M., Gold, R.G. Billing, A.S., Tian, J. 2009. Rural eHealth nutrition education for limited-income families: An Iterative and User-centered Design Approach. *J Med Internet Res*. Apr-Jun; 11(2): e21.
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93. Mullane, M.C., L. Duby, R. Reynolds, and RS Gold. 1981. Patient education reimbursement: An experiment in Maine. *International Quarterly of Community Health*, 1:87-102.
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Books

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2. Mullen, K., R. J. McDermott, RS Gold, and P.A. Belcastro. 1996 Connections for health. 4th ed. Dubuque: Brown & Benchmark Publishing Co.
3. Mullen, K., RS Gold, P.A. Belcastro, and R.J. McDermott. 1992 Connections for health. 3rd ed. Dubuque: William C. Brown Publishing Co.
4. Gold RS., and J. Greenberg. 1992 Health education. Austin, TX: Holt, Rinehart, and Winston.
5. Gold RS., and J. Greenberg. 1992. The health education ethics book. Dubuque: William C. Brown Publishing Co.
6. Gold RS. 1991. Microcomputer applications in health education. Dubuque: William C. Brown Publishing Co.
7. Mullen, K., RS Gold, P.A. Belcastro, and R.J. McDermott. 1990. Connections for health. 2nd ed. Dubuque: William C. Brown Publishing Co.
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9. Duncan, D.F., and RS Gold. 1982. Drugs and the whole person. 1st ed. New York: John Wiley and Sons.
10. Gold RS., W.H. Zimmerli, and W.K. Austin. 1974. Comprehensive bibliography of the existing literature on alcohol. Dubuque: Kendall Hunt.
11. Gold RS., W.H. Zimmerli, and W.K. Austin. 1974. Comprehensive bibliography of the existing literature on tobacco. Dubuque: Kendall Hunt.
12. Gold RS., W.H. Zimmerli, and W.K. Austin. 1974. Comprehensive bibliography on the existing literature on drugs. Dubuque: Kendall Hunt.
13. Gold RS., and W.H. Zimmerli. 1972. Drugs the fact: A handbook for helping professionals. Dubuque: Kendall Hunt.

Chapters in Professional Books

1. Gold, RS, and N. Atkinson (Eds.) 2003 Objective 11-1: Internet Access in the Home. In: *Communicating Health: Priorities and Strategies for Progress. Action Plans To Achieve The Health Communication Objectives In Healthy People 2010*. Washington: U.S. Department of Health and Human Services / Office of Disease Prevention and Health Promotion, pp. 9-34.
2. Gold RS., and N. Atkinson. 1999. Chapter 12. Technology Applications of PRECEDE / PROCEED. In: Green LW and MW Kreuter 1999 PRECEDE / PROCEED. Third Edition. St. Louis: Mayfield Publishers.
3. Gold RS., and C.E. Basch. 1987. Sources of information about health. In *D.F. Duncan Epidemiology: Basis for disease prevention and health promotion*. New York: Macmillan.
4. Gold RS. 1986. How to plan for the appropriate integration of technology in patient education. In N.K. Wenger (ed.) *The education of the patient with cardiac disease in the twenty-first century*. Atlanta: LeJacq Publishing Inc., pp.

Original Designs, Plans, Inventions, Software, Webpages, and/or Patents

1. BodyFun, MyPyramid Update. [www.preventcancer.org/bodyfun]. (2005). Principal Investigator in adapting nutritional content in an Internet-based program to be consistent with mypyramid.gov messages and materials.
2. Eat Smart, Be Fit, Maryland ! [www.eatsmart.umd.edu]. (2002 – 2005). Co-Principal investigator on cooperative agreement with USDA, and technical designer.

3. BodyFun [www.preventcancer.org/bodyfun]. (2002-2004). Principal Investigator, and executive director in converting a CD-ROM based game to an Internet-based program with tailored messages, online community, and additional interactive content.
4. PreventionDSS. [www.preventiondss.org]. (2000 – 2002). Technical design and oversight for technical specifications on evaluation planning for a health promotion program planning website for Center for Substance Abuse Prevention.
5. Gold, R.S., and N. Atkinson. 2001. HealthQuest (2.0): An interactive exploration of your health and well-being [Computer Software]. Dubuque, IA: The McGraw-Hill Companies.
6. Por Su Salud y Su Familia. VHS Video on Breast and Cervical Cancer Prevention and Early Detection for Hispanic/Latino women. (1999). Principal Investigator, technical director, and design team leader.
7. Outcomes: The Results Oriented System for Community Improvement. San Francisco: The Healthcare Forum, 1998. Principal Investigator, technical director, and design team leader.
8. HealthQuest: Health Education Programs for College Level Students. Dubuque: McGraw-Hill Publishing Co, 1997 (with N Atkinson, KM Conley, RJ McDermott). Principal Investigator, technical director, and design team leader.
9. EMPOWER: Expert Methods for Planning and Organizing Within Everyone's Reach. Boston: Jones and Bartlett Publishing, 1997 (with LW Green and MW Kreuter). Principal Investigator, technical director, and design team leader.
10. Cystic Fibrosis Carrier Screening Education Materials (video, CD-Rom). 1994 – 1995. Principal investigator and technical director.
11. Alcohol and Other Drug (AOD) Problem Prevention Awareness for Hospital and Managed Care Staff. 1995 – 1996. Center for Substance Abuse and Prevention (CSAP). Principal investigator and technical director.
12. Preventive Maintenance. CD-ROM Technology to Increase Appropriate Self-Care and Preventive Behaviors Among Army and Navy Women. 1995. Co-Principal investigator and designer.
13. HPV Prevention and Control. 1994 – 1997. Principal investigator for feasibility study for CD-Rom application on human papillomavirus prevention and control for college students.
14. Healthlines: Programs for Optimal Well-Being. Dubuque: William C. Brown Publishing Co., Apple Computer Version, 1986. Principal Investigator, technical director, and developer.
15. Game Pak: Health Education Games. Developed for the American Cancer Society, January 1986. Principal Investigator, technical director, and developer.
16. Spaghetti Factory: A Decision Making Simulation for Vocational-Educational Students. Developed for the American Cancer Society, January 1986. Principal Investigator, technical director, and developer.
17. Blood Alcohol Content. Published in Beer Bust/Time Out. Health Discovery Series, for the Association for the Advancement of Health Education, April 1985. Principal Investigator, technical director, and developer.
18. Starga's Healthy Decisions. Developed for the American Cancer Society Youth Division, April 1985, (with B Walker and L Cascio). Principal Investigator, technical director, and developer.
19. Adolescent Alcohol Action Maze. Developed for the Addiction Research Foundation, Toronto, Canada, November 1983, (with KA Henningson). Principal Investigator, technical director, and developer.
20. Adolescent Marijuana Action Maze. Developed for the Addiction Research Foundation, Toronto, Canada, November 1983, with (KA Henningson). Principal Investigator, technical director, and developer.
21. Dietary Analysis Research System. Department of Health Education, University of Oregon, Eugene, September 1975. Technical director, and developer.

Selected Papers and Presentations at Professional Meetings

Keynote Presentations

1. Gold, RS. 2018. Imagining a realistic digital health literacy future. Health literacy in action conference. University of Maryland, College Park.

2. Gold RS. 2010. Public health role in global health. Presented at the Second Annual Madieu Williams Global Health Symposium. University of Maryland, College Park, MD. September 28, 2010.
3. Gold RS. 2009. The creation of a school of public health at the University of Maryland. Presented at the Washington Academy of Medicine, Washington, DC. May 5, 2009.
4. Gold RS. 2009. Social media: Threats and opportunities for social marketing and public health. Presented at the 19th Annual Meeting – Social Marketing in Public Health Conference, Tampa, FL. June 19, 2010.
5. Gold RS. 2009. Health education and e-Technologies. Presented at the Ninth National Eye Health Education Conference, Philadelphia, PA. March 13, 2009.
6. Gold RS. 2009. A man's vision for global public health. Presented at the 1st Annual Madieu Williams Global Health Symposium. University of Maryland, College Park, MD. November 2, 2009.
7. Gold RS. 2007. Health literacy in many cultures. Keynote address presented at the annual meeting of the American School Health Association, Oahu, HI, July 10, 2007.
8. Gold RS. 2003. The future of technology and its impact on global public health preparedness. Presented at Centers for Disease Control and Prevention; The Rollins School of Public Health of Emory University. The Emory University School of Medicine And The Nell Hodgson Woodruff School of Nursing of Emory University, Atlanta, GA, September 17, 2003.
9. Gold RS. 2010. Research Agendas. Presented at the Annual Meeting of the USDHHS Agency for Healthcare Research and Quality Meeting – Innovations Exchange, Community Care Coordination Learning Network. Bethesda, MD. September 26, 2010.
10. Gold RS. 2007. Technological innovation in reducing health disparities. Keynote address presented at the 40th anniversary celebration and annual meeting of Eta Sigma Gamma. Crystal City, VA. November 1, 2007.
11. Atkinson, N.L., Gold R.S. 2004. The good, the fast, and the cheap: Strategies for maximizing distance learning and instruction. Keynote presentation at the 12th Annual Public Health Distance Learning Summit, Atlanta, GA.
12. Gold RS. 1985. Practical applications of computer software in health, physical education, recreation and dance. Keynote address, Maryland Alliance for Health, Physical Education, Recreation and Dance annual meeting, October, Ocean City, MD.
13. Gold RS. 1985. Health education: A look into the future. Keynote Address at the Third Annual Retreat of the Florida Panhandle Health Education Resource Center, March, Navarre Beach, FL.
14. Gold RS. 1985. Health education issues, trends, and settings. Keynote address at the Illinois Society of Public Health Educators annual meeting, October, Champaign, IL.
15. Gold RS. 1984. How to use microcomputers in a health education program. A Keynote address presented at the annual Meeting of the Florida Public Health Association, August, Gainesville, FL.
16. Gold RS. 1983. Computers in health, physical education, recreation, and dance. A Keynote address presented at the annual meeting of the North Carolina Alliance for Health, Physical Education, Recreation, and Dance, November, Winston-Salem, NC.

International Presentations

1. Gold, RS. 2008 Public Health for the 21st Century. Presented at The School of Public Health, Peking University, People's Republic of China, April 2008.
2. Gold, RS. 2008 An Overview of Public Health Issues in the United States. Presented at The School of Public Health, Tianjin Medical University, Tianjin, People's Republic of China, April 2008.
3. Gold, RS 2008 Emerging Issues in Public Health – The United States and Globally. Presented at The Guilin Health Care School, Guilin, People's Republic of China, April 2008.
4. Gold, RS. 2007 Development of Higher Education Institutions of Sport in the Process of Globalization. Presented at the President's Forum, Shanghai University of Sport, Shanghai, People's Republic of China, November 2007.
5. Gold, RS. 2006 Global Partnerships for Public Health. Presented at Universidad de Iberoamérica (UNIBE), Escuela de Medicina, San Jose, Costa Rica, February 2006.
6. Gold RS 1994. The use of expert systems technology in community-based health promotion efforts. Presented at the International Symposium on Health Promotion. University of British Columbia. Vancouver, BC, Canada. June

7. Green, LW, MW Kreuter, and RS Gold. 1994. PRECEDE-PROCEED and EMPOWER software workshop. University of British Columbia, Institute of Health Promotion Research. Vancouver, BC, June.
8. Green, LW, MW Kreuter, and RS Gold. 1993. PRECEDE-PROCEED and EMPOWER software workshop. University of British Columbia, Institute of Health Promotion Research. Vancouver, BC, December.
9. Gold RS., J.G. Ross, and L. Green. 1993. The application of technology to community health planning. Presented at the second International Conference on Health Promotion, March. Vancouver.
10. Green, LW, and RS Gold. 1993. EMPOWER software presentation to staff of the BC Ministry of Health, Victoria, March.
11. Gold RS 1993. PRECEDE/PROCEED—A decision support system. Presented at the Second International Conference on Health Promotion. University of British Columbia. Vancouver, BC, Canada. June.
12. Gold RS. 1992. Computer modelling of community organization. Presented at the First Symposium of the Institute for Health Promotion Research, September, Vancouver, British Columbia.
13. Gold, R. S., Zimmerli, W. H., & Kaiser, C. 1973 Paradoxicality: Is drug education a critical necessity? Presented at the First International Congress on Drug Education, Montreux, Switzerland, 1973.

Invited Panels, Talks, Seminars, Workshops

1. Gold RS. 1971. The school's role in the war on drug abuse. New York State School Boards Association, annual conference, spring.
2. Gold RS. 1971. What current research tells us about drugs. American Association of School Executives, annual conference, August, Ontario, Canada.
3. Gold RS. 1972. Staff development K-12: New and unconventional teaching methods. Auburn City School District, January, Auburn, NY.
4. Gold RS. 1972. Communication techniques in drug education. Board of Cooperative Educational Services, January, Chautauqua County, NY.
5. Gold RS. 1981. Physiologic effects of occupational stress on teachers in prison settings. Fifth Annual American Medical Association Meeting on Health Care in Prison, October, Chicago, IL. (Co-presenter)
6. Gold RS. 1981. Burnout and its physiologic effects on teachers in prison settings. First National Conference on Burnout, November, Philadelphia, PA. (Co-presenter)
7. Gold RS. 1982. Attitudes and accuracy: DSM-III diagnoses by discipline, teams and facility types. Rocky Mountain Psychological Association, 1982 Convention, April, Albuquerque, NM.
8. Gold RS. 1983. Assessing gender differences in beliefs, evaluations, normative beliefs, and motivations to comply concerning cigarette smoking. Fifth World Conference on Smoking and Health, July, Winnipeg, Saskatchewan, Canada. (Co-presenter)
9. Gold RS. 1983. Training scientists to conduct school health education research. Working Conference on School Health Education, co-sponsored by the National Heart, Lung, and Blood Institute, and the Office of Disease Prevention, September. (Co-presenter)
10. Gold RS. 1983. Computer-assisted instruction in health education. Twelfth National Public Education Conference, December, New Orleans, LA.
11. Gold RS. 1984. Exploring the potential of computers in cancer communication: Potential applications of microcomputers in cancer communication. Fifth National Cancer Communications Conference, February, Washington, DC.
12. Gold RS. 1984. Health promotion and computers. Second Annual National Symposium on Health Promotion, sponsored by Kaiser Permanente, June, Portland, OR. (Co-presenter)
13. Gold RS. 1984. Selecting computer hardware: Comparisons and contrasts. Annual meeting of the South Carolina Association for Health, Physical Education, Recreation and Dance, November, Myrtle Beach, SC.
14. Gold RS. 1985. The information age. Implications and opportunities for health care and prevention. National Cancer Institute Colloquium on Emerging Communication Technologies Impact on Health. National Institutes of Health, March, Bethesda, MD.

15. Gold RS. 1985. Where do computers fit in health care and education. Third Annual Retreat of the Florida Panhandle Health Education Resource Center, March, Navarre Beach, FL.
16. Gold RS. 1986. Quality assurance: The value of excellence. A panel presentation. Presented at the Second Bethesda Conference on the Preparation and Training of Health Educators, February, Bethesda, MD.
17. Gold RS. 1986. The dental health objectives for the Nation: A national agenda. Presented at the Association of Public Health Dentists, executive council meeting, May, Bethesda, MD.
18. Gold RS. 1986. Authoring systems for training software. Presented at a National Institutes of Health Seminar, August, Bethesda, MD.
19. Gold RS. 1986. The Federal role in health education: A panel. Presented at the annual meeting of the New York State Federation of Professional Health Educators, November, New York, NY.
20. Gold RS. 1986. The school's role in the adolescent health care system. Presented at the Conference on Adolescent Health Care, sponsored by the U.S. Public Health Service, the Johns Hopkins University, and the University of Maryland Medical School, December, Baltimore, MD.
21. Gold RS. S.B. Thomas, D. Davis, L. Overby, and M.A. Kelly. 1987. Literature on prevention in minority communities: Some lessons to be learned. Presented at the National Conference on Minority Health Issues, September.
22. Gold RS. 1989. Employing schools to improve the health of nations. Presented at the Pan American Health Organization, World Health Day Celebration, April 7.
23. Gold RS. 1989. An overview of international surveys on the health of school aged youth. Presented at the International Survey Research meeting, co-sponsored by the Office of Disease Prevention and Health Promotion and the National Cancer Institute, November 2.
24. Gold RS. 1992. An overview of the Bright Smiles, Bright Futures program. Presented at the annual meeting of the National Association of Elementary School Principals, March, New Orleans.
25. Gold RS. 1992. The Bright Smiles, Bright Futures program. Presented at the Surgeon General's Initiative: Healthy Students Ready to Learn: The Critical Role of Parents, February, Washington, DC.
26. Gold RS. 1989. International surveys on the health of school aged youth: Future prospects. Presented at the International Survey Research meeting, co-sponsored by the Office of Disease Prevention and Health Promotion and the National Cancer Institute, November 3.
27. Green, LW, MW Kreuter, and RS Gold. 1993. PRECEDE-PROCEED and EMPOWER software workshop. Faculty of Medicine, University of Ottawa and Community Health Research Unit, Ottawa-Carleton Health Department, October.
28. Green, LW, MW Kreuter, and RS Gold. 1993. PRECEDE-PROCEED and EMPOWER workshop. University of Washington School of Public Health, Seattle, June.
29. Gold RS 1993. The application of adult learning theory to public understanding of science. Presented to the Federal Coordinating Committee on Science, Engineering and Technology. Alexandria, VA: June.
30. Gold RS 1993. Health communications technologies for cancer prevention. Presented to the Office of Cancer Communications Planning Board. Rockville, MD. March.
31. Gold RS 1994. The role of health communications technologies in shaping disease prevention/health promotion efforts for the Year 2000. Presented at Tulane University School of Public Health. New Orleans, LA. March.
32. Gold RS, and MW Kreuter. 1994. The use of expert systems technology for planning community-based programs for early detection of breast cancer. American Cancer Society, National Office. Atlanta, GA, January.
33. Gold RS 1994. Health Education Technologies. Presented at the University of Alabama, Tuscaloosa. January.
34. Green, LW, MW Kreuter, and RS Gold. 1993. PRECEDE-PROCEED and EMPOWER software workshop. University of Washington, School of Public Health. Seattle, WA, December.
35. Green, LW, MW Kreuter and RS Gold. 1993. Workshops on PRECEDE-PROCEED model and EMPOWER software. Alaska Health Summit 1993: Healthy Communities 2000, Anchorage, Alaska, December.
36. Gold RS 1993. The emerging role of technology in health care reform. Presented at the Healthy Communities Summit. San Francisco, CA: December.

37. Gold RS 1993. Applying technology to public health problems. Presented at the Alaska State Summit on Health Care Reform. Anchorage, AL. November.
38. Gold RS 1993. Designing and using advanced applications of health communications technologies for health promotion planning. Presented at the University of Ottawa. Ottawa, CA. November.
39. Gold RS, and MW Kreuter. 1994. The EMPOWER expert system: An application of planning to breast cancer control. Breast Cancer Control Program, Centers for Disease Control and Prevention. Atlanta, GA, March.
40. Gold RS, LW Green, and MW Kreuter. 1994. The potential of expert systems technology for planning and evaluating HIV prevention programs. National Institute on Drug Abuse. Rockville, MD, March.
41. Green, LW, MW Kreuter, and RS Gold. 1994. PRECEDE-PROCEED and EMPOWER software workshop. National Library of Medicine. Bethesda, MD, March.
42. Gold RS 1994. The role of technology in health care reform. Presented to the Second Annual Public Health Leadership Institute. Wichita, KS. May.
43. Gold RS, and LW Green. 1994. The application of advanced health communications technologies to public health. Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary of Health and Human Services. Washington, DC, April.
44. Gold RS 1994. The application of advanced health communications technologies to cancer communications. A presentation at the Patient Education Section: Office of Cancer Communications. Rockville, MD: June.
45. Gold RS 1994. Advanced communication technologies for public health. Presented at a meeting entitled Strategies, to Increase Public Understanding of Health and Science: A Forum for PHS Science Educators, Health Educators and Public Affairs Officers. Bethesda, MD: June.
46. Gold RS, and LW Green. 1994. An expert system application of PRECEDE-PROCEED: The potential for patient education program planning. Demonstration at Kaiser Permanente Health Plan. Rockville, MD, June.
47. Green, LW and RS Gold. 1994. An expert system based on the PRECEDE-PROCEED planning model: Applications to public health planning. Demonstrated at the Johns Hopkins University School of Public Health, June.
48. Gold, RS. 1998 Health Education Theory and Practice. Eta Sigma Gamma. Carbondale, IL, March 27, 1998.
49. Gold, RS. 1998 Use of Advanced Health Communications Technologies in Health Education. Annual Health Education Research Symposium, Southern Illinois University, Carbondale, IL. March 28, 1998.
50. Gold, RS. 1998 Use of the ACT Outcomes Toolkit for Monitoring Progress In Healthier Communities. Presented at the Annual Healthier Communities Summit Meeting, San Diego, CA, May 2-5, 1998.
51. Gold, RS. 1998 Demonstration: Final Design Elements of the ACT Outcomes Toolkit. Presented at the Annual Healthier Communities Summit Meeting, San Diego, CA, May 2-5, 1998.
52. Gold RS. 1998 Use of An Outcomes Toolkit To Monitor Performance of Healthy Communities. Aiken Toolkit Beta Test, Aiken. SC, February 2-3, 1998.
53. Gold, RS. 1998 Use of An Outcomes Toolkit To Monitor Performance of Healthy Communities. Mid-Western Four Corners Toolkit Beta Test, St. Joseph, MO, February 3-4, 1998.
54. Gold, RS. 1998 Demonstration - Healthier Communities Outcomes Toolkit. The Healthcare Forum, San Francisco, CA. February 18, 1998.
55. Gold, RS. 1998 Use of An Outcomes Toolkit To Monitor Performance of Healthy Communities. Pasadena Toolkit Beta Test, Pasadena, CA, February 19, 1998.
56. Gold, RS. 1998 Results of Minority Consensus Development Processes: Implications for Prostate Cancer Research. US Army Medical Research and Materiel Command. Annual Meeting of the Integration Panel of the Congressionally Directed Prostate Cancer Research Program. McClean, VA, March 12, 1998.
57. Gold, RS. 1998 Use of ACT Outcomes Toolkit For Child Health Issues. Meeting of the Grand Rapids Healthier Communities Coalition. Grand Rapids, MI. March 17-18, 1998.

58. Atkinson, N.L., Gold, R.S. 2001. Making sure technology works for kids: The role of research. Presented at the Symposium on Children and Information Technology, Johns Hopkins Center for Information Technology and Health Research, Bloomberg School of Public Health.
59. Craver, J.C., & Gold, R.S., 2002. Research collaboratories: Their potential for health behavior researchers. Presented at the Second Scientific Meeting of the American Academy of Health Behavior, Napa Valley, CA, March 25, 2002.
60. Atkinson, N.L., Gold, R. S. 2002. The promise and challenge of eHealth interventions. Presented at the Second Scientific Meeting of the American Academy of Health Behavior, Napa Valley, CA, March 26, 2002.
61. Gold, RS. 2002. Oh those first 60 years. The history of the School Health Education Section of the American Public Health Association. Presented at the 130th annual meeting of the American Public Health Association, Philadelphia, PA, Nov. 10, 2002.
62. Gold, RS. 2003. Behavioral health informatics: Access and importance of surveillance. Presented at the Annual Border Health Meeting – U.S. and Mexico. New Mexico State University, Las Cruces, NM, October 4, 2003.
63. Gold, RS. 2003. Community health interventions for reducing health disparities. Presented at the Annual Border Health Meeting – U.S. and Mexico. New Mexico State University, Las Cruces, NM, October 4, 2003.
64. Gold, RS. 2004. Measuring the effectiveness of school health education: Should outcomes focus on health knowledge or health behaviors. Presented at the annual meeting of the American School Health Association, October 2004.
65. Gold, RS, Bonaguro J, Bentley M, Davis L, Paxton C. 2004 Administrative Challenges for Health Education in College and University Settings. Panel remarks presented at the Annual meeting of the Association for the Advancement of Health Education – Annual Conference, New Orleans, LA, April 2004.
66. Gold, RS. 2005. Imagine this, imagine that. A look into the future of technology for health educators. Presented at the National Capital Area SOPHE, May 12, 2005.
67. Gold, RS. 2006. The 2006 Ponder Lecture. The future of technology and its impact on global public health preparedness. Presented at Texas A & M University, College Station, TX, April 21, 2006.
68. Gold, RS. 2008. The new school of public health at the University of Maryland, College Park. Presented at the U.S. Food and Drug Administration: OARSA, Mod1, Division of Toxicology. Laurel, MD, May 16, 2008.
69. Atkinson, N.L., & Gold, R.S. (2008). Making Sure Technology Works for Kids: The Role of Research. Research & Development Seminar, University of Maryland Counseling Center, October 2008
70. Gold RS. 2009. Public health for the 21st Century. Presented at the annual symposium of Legacy Leadership. Bowie, MD. October 23, 2007.
71. Atkinson, N.L., & Gold, R.S. (2008). Making Sure Technology Works for Kids: The Role of Research. Research & Development Seminar, University of Maryland Counseling Center, October 2008
72. Gold RS. 2009. Creating a school of public health – the Maryland Experience. Presented to faculty at Indiana University, College of Health and Allied Health Sciences. Bloomington, IN. April 24, 2009.
73. Gold RS. 2009. Welcome to delegation from Peking University School of Public Health. Presented at University of Maryland School of Public Health, College Park, MD June 24, 2009.
74. Gold RS. 2009. Welcome to the delegation from Guangzhou Sport University. Presented at University of Maryland School of Public Health, College Park, MD. September 28, 2009.
75. Gold RS. 2010. Engineering the public's health: A global perspective. Presented at "A Celebration of Bioengineering's Potential to improve life for millions of people – The Fischell Symposium." University of Maryland Clark School of Engineering, College Park, MD. April 29, 2010.
76. Gold RS. 2010. Why a Center for Health Equity at a School of Public Health. Presented at the Announcement of the Creation of the Maryland Center for Health Equity. University of Maryland School of Public Health, College Park, MD. May 13, 2010.
77. Gold RS 2010. Highlighting The Effective Date of the New Federal law That Will Insure Thousands of Maryland's Young Adults. University of Maryland Stamp Student Union. September 23, 2010.
78. Gold, RS. 2010. Accreditation Milestone – A Celebration of Achievement. Presented at Research Interaction Day Celebration. University of Maryland School of Public Health, College Park, MD. October 1, 2010.

79. Gold RS. 2010. Public health role in a center of excellence on health information technology. Presented at Opening of Center of Excellence on HIT Research, Ronald Regan Building, Washington, DC. November 16, 2010.
80. Gold RS. 2013. SOPHE Knowledge Center: What's in it for you. Presented at the 64 Annual Meeting of the Society for Public Health Education. Orlando, FL. April 16, 2013.
81. Gold, RS. 2013. Technology future in learning and health. Presented at symposium at University of Alabama. Tuscaloosa, AL. November 21, 2013.
82. Gold, RS 2014. The Nolte Scholar Lecture: An historical look at the future. Invited Scholar address presented at Northern Illinois University, April 10, 2014.
83. Gold, RS. 2019. Harnessing technology to build a health literate, equitable future. IHA 18th Annual Health Literacy Conference, Los Angeles, CA. May 2, 2019.

Refereed Conference and Other Presentations

1. Gold RS. 1970. Elementary school methodology in drug education. The Genesee Valley School Development Association, Spring, Rochester, NY.
2. Gold RS. 1971. An education approach to mood modification. New York State Association for Health, Physical Education, and Recreation, annual conference, January.
3. Gold RS. 1971. Mood modification education. New York State Council for Health and Safety Education, annual conference, spring.
4. Gold RS. 1971. Changing philosophy in health. Central Regional Medical Association annual conference, spring.
5. Gold RS. 1971. Current trends in school health education. School Health Education Seminar, Spring, University of Rochester, NY.
6. Gold RS. 1971. Secondary health education methodology related to drug education. Greece Central School District 1, Teacher's Day Conference, Fall, Rochester, NY.
7. Gold RS. 1971. A look at the drug problem. Board of Cooperative Educational Services, Administrative Staff Conference, November, Genesee and Wyoming Counties, NY.
8. Gold RS. 1971. Drug education day. Marcellus Central School District, December, Marcellus, NY.
9. Gold RS. 1971. Training students in the peer group approach to operating pilot drug information and resource centers. Narcotics Guidance Council, December, Irondequoit, NY.
10. Gold RS. 1972. Changing trends in educational philosophy. Greece Central School District 1, Teacher's Day Conference, January, Rochester, NY.
11. Gold RS. 1972. Drugs: What are the facts? Department of Curriculum and Instruction, January, State University of New York at Brockport, NY.
12. Gold RS. 1972. An education approach to mood modification. Board of Cooperative Educational Services, February, Livingston County, NY.
13. Gold RS. 1972. The school's role in combating drug abuse in the community. Drug and Alcohol Council, Rochester Science Museum, co-sponsored conference, April, Rochester, NY.
14. Gold RS. 1972. An action-oriented approach to humanistic education. Palmyra-Macdeon Central School District 1, October, Palmyra, NY.
15. Gold RS. 1977. New directions in health education. New York State Federation of Professional Health Educators, Winter Conference, October, Cortland, NY.
16. Gold RS. 1977. Potential uses of microprocessors for home health education. Conference on Computers and Instruction, Rochester Area Colleges Annual Conference, October, University of Rochester, NY.
17. Gold RS. 1978. Discussion on American's drug choice. Symposium on Pleasures and Problems of Alcohol, March, State University of New York at Brockport, NY.
18. Gold RS. 1979. Computerized data base management for longitudinal studies on health risk. Prevention-Health Education Conference, August, University of Texas.
19. Gold RS. 1979. Potential uses of computers in health education. American Public Health Association, National Conference, November, New York, NY. (Co-presenter)
20. Gold RS. 1979. Mental health in the schools: An overview. American Public Health Association, November, National Conference, New York, NY.
21. Gold RS. 1980. Racial differences in job satisfaction among workers in three mental health settings. American Public Health Association, National Conference, October, Detroit, MI.

22. Gold RS. 1980. Development of a computerized, norm-referenced system for the evaluation of continuing education programs. American Public Health Association, National Conference, October, Detroit, MI. (Co-presenter)
23. Gold RS. 1981. Impact of health education programming in a rural State. Phi Delta Kappa Research Field Day, Southern Illinois University, March, Carbondale, IL.
24. Gold RS. 1981. Promoting health/preventing disease: Challenge for the eighties. Keynote address to the Task Force for Development of the Health Education/Prevention Section of the Illinois State Health Plan, June, Springfield, IL.
25. Gold RS. 1981. How to's of designing research models for health service evaluations on a shoestring, reporting evaluation results. 16th Annual Mid-America College Health Association Meeting, October, Carbondale, IL.
26. Gold RS. 1981. Evaluation of an experiment in distributed health services on a university campus. Joint Meeting of the Evaluation Network/Evaluation Research Society, October, Austin, TX. (Co-presenter)
27. Gold RS. 1981. Methodological considerations in the evaluation of a medical self-care program. Joint Meeting of the Evaluation Network/Evaluation Research Society, October, Austin, TX. (Co-presenter)
28. Gold RS. 1981. Health education—Its place in the prison classroom and clinic. Fifth Annual American Medical Association Meeting on Health Care in Prison, October, Chicago, IL. (Co-presenter)
29. Gold RS. 1981. Development and field testing of DSM-III: An overview. 109th Annual Meeting of the American Public Health Association, November, Los Angeles, CA.
30. Gold RS. 1981. Teacher stress and burnout: Implications for health education. 109th Annual Meeting of the American Public Health Association, November, Los Angeles, CA. (Co-presenter)
31. Gold RS. 1981. Differentiating use from abuse: A critical and usually ignored methodological issue. 109th Annual Meeting of the American Public Health Association, November, Los Angeles, CA. (Co-presenter)
32. Gold RS. 1982. Citation analysis of research published in health education journals: May 1980 - May 1981. Phi Delta Kappa Research and Projects Field Day, March, Carbondale, IL. (Co-presenter)
33. Gold RS. 1982. Distributed health care services on a university campus: Can they work effectively and be cost effective? 60th Annual Meeting of the American College Health Association, April, Seattle, WA. (Co-presenter)
34. Gold RS. 1981. An analysis of research published in health education journals: May 1980 - May 1981. American Alliance for Health, Physical Education, Recreation and Dance National Convention and Exhibition, April, Houston, TX. (Co-presenter)
35. Gold RS. 1982. Is there a need for school health educators to address teacher burnout? American Alliance for Health, Physical Education, Recreation and Dance National Convention and Exhibition, April, Houston, TX. (Co-presenter)
36. Gold RS. 1982. Multi-matrix sampling and health program evaluation: An alternative approach. Annual meeting of the American School Health Association, October, Phoenix, AZ.
37. Gold RS. 1982. Connotation of health education related journals: A factor analytic study. Annual Meeting of the American School Health Association, October, Phoenix, AZ.
38. Gold RS. 1982. An examination of content implementation in sex education. Phi Delta Kappa Research Symposium, October, Mount Vernon, IL. (Co-presenter)
39. Gold RS. 1982. Applicability of modern technology to health education. 110th Annual Meeting of the American Public Health Association, November, Montreal.
40. Gold RS. 1983. Sex education program outcomes: Student and alumni perceptions. American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exhibition, April, Minneapolis, MN. (Co-presenter)
41. Gold RS. 1983. Evaluation of school health education curriculum: Implementation analysis and outcome assessment. American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exhibition, April, Minneapolis, MN. (Co-presenter)

42. Gold RS. 1983. An assessment of goal realization for one exemplary U.S.A. sex education program. Sixth World Congress of Sexology Conference, May, Washington, DC. (Co-presenter)
43. Gold RS. 1983. Assessment of three techniques for encouraging testicular self-examination among college-aged males. 61st Annual Meeting of the American College Health Association, May, St. Louis, MO. (Co-presenter)
44. Gold RS. 1983. Multidimensional scaling: A useful tool for evaluators. 61st Annual Meeting of the American College Health Association, May, St. Louis, MO. (Co-presenter)
45. Gold RS. 1983. Computer simulation: An individual and group approach. 57th Annual Meeting of the American School Health Association, October, Louisville, KY.
46. Gold RS. 1983. Wellness constructs: A decision theoretic study. 111th Annual Meeting of the American Public Health Association, November, Dallas, TX. (Co-presenter)
47. Gold RS. 1983. An outcome evaluation of individual and group stress reduction programs. 111th Annual Meeting of the American Public Health Association, November, Dallas, TX. (Co-presenter)
48. Gold RS. 1983. Applications of computer-assisted instruction in decision making. 111th Annual Meeting of the American Public Health Association, November, Dallas, TX.
49. Gold RS. 1983. Moving towards computers is healthy. Annual meeting of the North Carolina Alliance for Health, Physical Education, Recreation, and Dance, November, Winston-Salem, NC.
50. Gold RS. 1984. The potential of microcomputers in cancer communication. Fifth National Cancer Communications Conference, sponsored by the National Cancer Institute, February, Washington, DC.
51. Gold RS. 1984. Level of breast self-examination practice as predicted by Fishbein's model of behavioral intentions. 99th Annual Meeting of the American Alliance for Health, Physical Education, Recreation and Dance, March, Anaheim, CA. (Co-presenter)
52. Gold RS. 1984. Actual vs. perceived sexual behaviors of college students: Implications for sex education programs. 99th Annual Meeting of the American Alliance for Health, Physical Education Recreation and Dance, March, Anaheim, CA. (Co-presenter)
53. Gold RS. 1984. Workshop on computer applications in health. Department of Health and Human Services, Office of Disease Prevention and Health Promotion, April, Washington, DC.
54. Gold RS. 1984. Computers and health education. Seaside VIII: Health Promotion Conference, sponsored by the Oregon Department of Education, June, Seaside, OR. (Co-presenter)
55. Gold RS. 1984. Computer applications in health care and education. National Heart, Lung, and Blood Institute, July, Bethesda, MD. (Co-presenter)
56. Gold RS. 1984. The potential of interactive computers in patient education. Seventh Annual Patient Education Conference, September, Kansas City, MO.
57. Gold RS. 1984. The validity of reliability assessment. Annual meetings of the American School Health Association, October, Pittsburgh, PA. (Co-presenter)
58. Gold RS. 1984. Statistical computing. Annual meeting of the South Carolina Association for Health, Physical Education, Recreation and Dance, November, Myrtle Beach, SC.
59. Gold RS. 1984. Comparison of retrospective to traditional pretesting in an evaluation of a stress management program. 112th Annual Meeting of the American Public Health Association, November, Anaheim, CA. (Co-presenter)
60. Gold RS. 1984. A computerized marijuana decision maze: Expert opinion regarding its use in health education. 112th Annual Meeting of the American Public Health Association, November, Anaheim, CA. (Co-presenter).
61. Gold RS. 1984. Fishbein's model of behavioral intentions as a predictor of breast self-examination frequency. 112th Annual Meeting of the American Public Health Association, November, Anaheim, CA. (Co-presenter).
62. Gold RS. 1984. Considerations when planning for computer utilization in health education. 112th Annual Meeting of the American Public Health Association, November, Anaheim, CA.
63. Gold RS. 1985. Gender differences in perception of contraception alternatives by never-married college students. 100th Annual Meeting of the American Alliance for Health, Physical Education, Recreation and Dance, April, Atlanta, GA. (Co-presenter)

64. Gold RS. 1985. Public information and education in the emergency medical services system. 100th Annual Meeting of the American Alliance for Health, Physical Education, Recreation and Dance, April, Atlanta, GA. (Co-presenter)
65. Gold RS. 1985. Why school health education: The Federal view. Presented at the Delbert Oberteuffer Centennial Symposium at the annual meeting of the Association for the Advancement of Health Education, April, Atlanta, GA. (Co-presenter)
66. Gold RS. 1985. How to plan for the appropriate integration of technology in patient education. Meeting of the American College of Cardiology, June, Bethesda, MD.
67. Gold RS. 1985. Caveats in using statistical significance as a judgmental criterion in evaluation. 59th Annual Meeting of the American School Health Association, October, Little Rock, AR. (Co-presenter)
68. Gold RS. 1985. Issues in using computer based health information systems in school settings. 59th Annual Meeting of the American School Health Association, October, Little Rock, AR. (Co-presenter)
69. Gold RS. 1985. Randomized response techniques as an evaluation strategy in health education. Annual meeting of the Society of Public Health Educators, November, Washington, DC.
70. Gold RS. 1985. Racial differences in perception of contraception attributes. 113th Annual Meeting of the American Public Health Association, November, Washington, DC. (Co-presenter)
71. Gold RS. 1985. Stress —: Two aspirins, fluids and one more workshop. 113th Annual Meeting of the American Public Health Association, November, Washington, DC. (Co-presenter)
72. Gold RS. 1985. Selection of health education software: An overview of current initiatives. 113th Annual Meeting of the American Public Health Association, November, Washington, DC.
73. Gold RS. 1986. Evaluation in school health education: Current state of the art. Presented at Prevention '86 - The Annual Meeting of the American College of Preventive Medicine, April, Atlanta, GA.
74. Gold RS. 1986. Current national initiatives in health education. Presented at the annual meeting of the American Alliance for Health, Physical Education, Recreation and Dance, April, Cincinnati, OH.
75. Gold RS. 1986. Health promotion through the use of microcomputers. Presented at the annual meeting of the American Alliance for Health, Physical Education, Recreation and Dance, April, Cincinnati, OH.
76. Gold RS. 1986. Research and evaluation in health education: An overview. Presented at the Second Delbert Oberteuffer Symposium at the annual meeting of the American Alliance for Health, Physical Education, Recreation and Dance, April, Cincinnati, OH.
77. Gold RS. 1986. School health education: The big payoffs. Presented at the Ninth Annual Arizona Conference on Health Promotion and Disease Prevention, June, Scottsdale, AZ.
78. Gold RS. 1986. Technology in health education: An overview. Presented at the 114th Annual Meeting of the American Public Health Association, September, Las Vegas, NV. (Co-presenter)
79. Gold RS. 1986. Promoting health/preventing disease: A national agenda. Keynote address presented at the Conference on Health Promotion and the Workplace. Partners in Excellence, November, Arlington, VA.
80. Gold RS. 1986. Health risk appraisals and health education. Presented at the Annual Meeting of the Society for Prospective Medicine, November, Washington, DC.
81. Gold RS. 1988. 1990 Objectives for the Nation: A comparison between all objectives and those related to school health education. Presented at The Association for the Advancement of Health Education national conference, April.
82. Gold RS. 1988. A midcourse review of the 1990 Objectives for the Nation: Lessons from literature on prevention in minority communities. Panel presentation, Association for the Advancement of Health Education national conference, April.
83. Gold RS. 1988. 1990 Objectives for the Nation: Should they be used to evaluate school health? Presented at the American School Health Association, September, Orlando, FL. (Co-presenter)

84. Gold RS. 1988. Utilization of evaluation results. Presented at the annual meeting of the American School Health Association, September, Orlando, FL. (Co-presenter)
85. Gold RS. 1988. Distinctions between practical and statistical significance. Presented at the annual meeting of the American School Health Association, September, Orlando. (Co-presenter)
86. Gold RS. 1988. Making compromises in research design. Presented at the annual meeting of the American School Health Association, September, Orlando. (Co-presenter)
87. Gold RS. 1988. NCYFS II: The status of elementary physical education and its role in enhancing student health. Presented at the annual meeting of the American School Health Association, September, Orlando, FL. (Co-presenter)
88. Gold RS. 1988. Tracking the 1990 Objectives for the Nation: Lessons to be learned. Presented at the 116th Annual Meeting of the American Public Health Association, November, Boston, MA. (Co-presenter)
89. Gold RS. 1989. World Health Organization: Its structure and function as a health education organization. Presented at the Department of Health Education Brown Bag Seminar Series, April 28.
90. Gold RS. 1989. Role delineation: The future of credentialing in health education. Keynote address presented at the annual meeting of the American College Health Association, May 25.
91. Gold RS. 1989. Research on research. Presented at the annual meeting of the American School Health Association, October 19, Chicago.
92. Gold RS, M Butler, M Leavy 1992 An Assessment of the Dental Health Outcomes of The Bright Smiles, Bright Futures Program. Presented at the Annual Meeting of the National Association of Public Health Dentistry. Orlando, FL.
93. Gold RS., M Leavy, ME Hernandez 1992 The Bright Smiles, Bright Futures Evaluation. Presented at the Annual Meeting of the American School Health Association, Orlando, FL.
94. Gold RS., JG Ross 1992 Application of Expert Systems To Planning Health Education Programs. Presented at the Annual Meeting of the American School Health Association, Orlando, FL.
95. Green, LW, MW Kreuter, and RS Gold. 1992. PRECEDE-PROCEED and EMPOWER software workshop. University of Texas Health Science Center, School of Public Health, Houston, TX, October.
96. Gold RS., LW Green, MW Kreuter, JG Ross. 1992 Computer Modelling of Community Organization. Presented at the Annual Meeting of the American Public Health Association, Washington,DC.
97. Gold, R. S., M. Leavy. 1992 Evaluation of the Bright Smiles, Bright Futures Program. Scheduled to be presented at the Annual Meeting of the American Public Health Association, Washington,DC.
98. Gold RS., J.G. Ross, M. Hernandez, K. Wholey, and N. Meyer. 1993. Breast and cervical cancer prevention among low literate Hispanic women: A multimedia program. Presented at the Annual Meeting of the American Public Health Association, October. San Francisco.
99. Hernandez, M.E., RS Gold, J.G. Ross, K. Wholey, and N. Meyer. 1993. Community Participation in the Design of a Multimedia Program for Latino Women on Breat and Cervical Cancer Prevention and Early Detection. Presented at the Annual Meeting of the American Public Health Association, October. San Francisco.
100. Ross, J., J. Collins, RS Gold, and M. Leavy. 1993. An overview of the School Health Programs and Policies Study. Presented at the Annual Meeting of the American Public Health Association, October. San Francisco.
101. Gold RS 1994. The application of advanced health communications technologies to public health. Demonstration for the PHS Life Sciences Education and Science Literacy Board Meeting on Strategies to Increase Public Understanding of Health and Science Forum. Bethesda, MD, June.
102. Cappello T, and RS Gold. 1994. PRECEDE-PROCEED and EMPOWER software workshop. Marymount University School of Nursing. Arlington, VA, June.
103. Gold RS., M.E. Hernandez, J.G. Ross, K. Wholey. 1994. An interactive videodisc on breat and cervical cancer prevention and early detection for Latino women. Presented at the American Public Health Association Annual Meeting, October/November, Washington, DC.

104. Ross, J.G., B. Collins, L. Kann, RS Gold, J. Collins, M. Leavy, and L. Kolbe. 1994. Collecting data on school health programs: the SHPPS experience. Presented at the American Public Health Association Annual Meeting, October/November, Washington, DC.
105. Hernandez, M.E., N.A. Meyer, RS Gold, J.G. Ross, and K. Wholey. 1994. Application of the PRECEDE/PROCEED framework in the development of a multimedia intervention. Presented at the American Public Health Association Annual Meeting, October/November, Washington, DC.
106. Meyer, N. A., R. S. Gold, M. E. Hernandez, K. Wholey, J. Haffner, and J. G. Ross. 1994. Developing cancer detection materials for Latino women. Presented at the American Public Health Association's 122nd annual meeting, November, Washington, DC.
107. Gold, R. S., L. W. Green, M. Kreuter, J. G. Ross, N. A. Meyer, and M. E. Hernandez. 1994. EMPOWER: An expert system for health promotion planning. Presented at the American Public Health Association's 122nd annual meeting, November, Washington, DC.
108. Meyer, N. A., R. S. Gold, M. E. Fernandez, and R. G. Sawyer. 1995. Human papilloma virus prevention and control: An opportunity for public health education. Presented at the American Public Health Association's 123rd annual meeting, November, San Diego, CA.
109. Berlin, N., and R. S. Gold. 1996. Invited Address -- KidCare: An online forum on children's health for parents of children from birth to age 18. Centers for Disease Control and Prevention Communications meeting, June.
110. Berlin, N., E.P. Robey, R. Combes, D. Wasek, and RS Gold. 1996 Development of an interactive instructional game for inner-city minority children with asthma. Paper presented at the Annual Society for Applied Learning Technology (SALT) Multimedia Conference, March, Orlando, FL.
111. Gold RS. 1997 Accelerating Community Transformation - A Toolkit. Presented at the Healthier Communities Summit, San Francisco, CA.
112. Gold RS, N Atkinson 1997 HealthQuest - An interactive technology for college level health education. Presented at the Annual Meeting of the American Public Health Association, Indianapolis, IN.
113. Gold RS. 1997 Contributions of technology to health education. Invited address at Annual Meeting of the American Public Health Association, Indianapolis, IN.
114. Koepl, P. T., S. C. Allison, and R. S. Gold. 1997 Learnings from five ACT community site visits. Presentation at the Healthier Communities Summit, May, San Francisco, CA.
115. Gold, RS. 1998 The potential of the Outcomes Toolkit for monitoring community progress on outcomes. Presented at the Closing the Gap Meeting. Lincoln, NE, August 6, 1998.
116. Gold, RS and PT Koepl. 1998 How to train community members to effectively use the ACT Toolkit. The Healthcare Forum ACT Annual Meeting. San Francisco, CA, June 22-26, 1998.
117. Gold RS, and PT Koepl. 1998 Use of advanced communications technologies to monitor quality of life interventions in communities. Presented at the Mid-Year Annual SOPHE Meeting, San Antonio, TX., May 22, 1998.
118. Koepl PT and RS Gold. 1998 Use of Ethnographic Methods To Design Advanced Health Communications Technologies. Presented at the Annual Meeting of the Society for Applied Anthropology. San Juan, Puerto Rico, March 24, 1998.
119. Gold RS N Atkinson, and PT Koepl 1998 An overview of technology for monitoring accomplishment of quality of life outcomes. Accepted for presentation at the International Health Evaluation Association 18th Bi-annual meeting, Washington, DC.
120. Atkinson N, and RS Gold. 1998 Factors affecting the use of a multimedia CD-ROM for Health Education. Implications of technology for health education. Accepted for presentation at the International Health Evaluation Association 18th Bi-annual meeting, Washington, DC.
121. Atkinson N, and RS Gold. 1998 Implications of technology for health education. Presentation at the Society of Public Health Educators annual meeting, November, Washington, DC.
122. Huamani KD, N Atkinson, RS Gold, and E. Lewis. 1998 Determinants of reproductive health and health behaviors among women in the U.S. Armed Forces. Presented at the American Public Health Association's 126th annual meeting, November, Washington, DC.
123. Rosenthal A, AB Jones, RS Gold, and N Atkinson. 1998 Initiative for Biomedical and Behavioral Minority Research: Organizational initiatives designed to increase minority student

- and researcher participation in behavioral and biomedical research. Presented at the American Public Health Association's 126th annual meeting, November, Washington, DC.
124. Koepl P, B Ocolmain, N Atkinson, RS Gold, AB Jones, R Cedeño, and A Semidey. 1998. Initiative for Biomedical and Behavioral Minority Research: Background research and consensus building process. Presented at the American Public Health Association's 126th annual meeting, November, Washington, DC.
 125. Gold RS, N Atkinson, AB Jones, P Koepl, and B Ocolmain. 1998. Initiative for Biomedical and Behavioral Minority Research: Issues, barriers, and facilitating Factors Influencing Minority Researchers. Presented at the American Public Health Association's 126th annual meeting, November, Washington, DC.
 126. Atkinson, N, RS Gold, AB Jones, N Berlin and C Norris. 1998 Initiative for Biomedical and Behavioral Minority Research: Consensus recommendations for increasing the participation of minority investigators and institutions in research. Accepted for presentation at the American Public Health Association's 126th annual meeting, November, Washington, DC.
 127. Shegog, R, RS Gold, E Pierrel et al. 1998 Self-management for pediatric chronic disease: A description of the Watch, Discover, Think and Act asthma education CD-ROM. Accepted for presentation at the annual meeting of the American Medical Informatics Association, New Orleans, LA, November 1998.
 128. Gold RS and P Koepl. 1999. How to hold a continuing medical information conference online. Presented at the Annual Meeting of the Florida Academy of Family Physicians. January 29-30, 1999. Orlando, FL.
 129. Gold RS and P Koepl. 1999. The use of The Outcomes Toolkit to monitor performance-based community work. Presented at the Meeting on Alternative and Complementary Medicine. February 12, 1999. Honolulu, HI.
 130. Gold RS. 1999. Online web-based communications: Their role in clinical decision-making. Presented at the Inaugural Planning Meeting of the Center for Health Futures. March 14, 1999. Ponte Vedra, FL.
 131. Gold RS and Wynne Grossman. 1999. Getting to outcomes – Measuring the impact of community improvement initiatives. Presented at the Health Forum's 1999 Summit Leadership for a Health 21st Century – The Business of Relationships. April 18, 1999, San Francisco, CA.
 132. Gold, RS. 1999. Using technology in the training of health educators. HEDIR Seminar. Presented at the Annual Meeting of the American Alliance for Health Education. April 22, 1999, Boston, MA.
 133. Gold RS. 1999. The potential of a "Prevention Science Decision Support System". Presented at a Special Meeting of the Center for Substance Abuse Prevention on Prevention Science. April 23, 1999, Bethesda, MD.
 134. Gold RS. 1999. Accelerating Community Transformation Toolkit – An update on the technology. Presented at the Annual Board Meeting of the Center for Health Futures. June 21, 1999, Sedona, AZ.
 135. Gold RS, PT Koepl, and NL Atkinson 1999. Using technology as a tool for knowledge and skills. Presented at Global Health, Poverty, and Development – International Annual Meeting of the Global Health Council. June 22, 1999, Crystal City, VA.
 136. Gold, R. S., N. L. Atkinson, and P. T. Koepl. 2000. Building partnerships for child well-being: Using technology to facilitate communication and collaboration for children's health and development. Paper presented at Partnerships for Health in the New Millennium: Launching Healthy People 2010. January, Washington
 137. Koepl, P.T., R.S. Gold, and A.N. Chokshi. 1999. The Priority of Educating Children in Food Safety: Interactive Multimedia Collaboration to Instill Safe Food Handling Competence Through Science Instruction. Paper presented at the 73rd National School Health Conference of the American School Health Association. October. Kansas City, Missouri.
 138. Chokshi, A.N., P.T. Koepl, L.S. McCall, P.S. Meyer, and R.S. Gold. 2000. Catch-up on ketchup: Delivering interactive health education via the internet. Poster presented at the 128th American Public Health Association Annual Meeting & Exposition. November. Boston, Massachusetts.

139. Atkinson, N.L., & Gold, R.S. (2001). HealthQuest: Interactive technology and health education theory for improving undergraduate health. Presented at the 8th Annual Conference on Teaching with Technology, March, College Park, MD.
140. Milstein, B., R.S. Gold, & Atkinson, N.L. (2001). Prevention Effects: A prevention research knowledge management system. Presented at the 19th National Conference on Health Education and Health Promotion, April, Atlanta, GA.
141. Gold, R.S., & Atkinson, N.L. 2001. The digital divide and the appropriate use of technology in health promotion. Presented at the 19th National Conference on Health Education and Health Promotion, April, Atlanta, GA.
142. Atkinson, N.L., & Gold, R.S. (2001). Making sure technology works for kids: The role of research. Presented at the Symposium on Children and Information Technology, Johns Hopkins Center for Information Technology and Health Research, Bloomberg School of Public Health.
143. Atkinson, N.L., and Gold, R.S. 2001. Making sure technology works for kids: The role of research. Presented at the Symposium on Children and Information Technology, Johns Hopkins Center for Information Technology and Health Research, Bloomberg School of Public Health.
144. Murray, C., Lewis, E.L., Atkinson, N.L., Gold, R.S., & Sbrocco, T. (2002). Prevalence and determinants of disordered eating among military personnel. Presented at the 113th Annual Meeting of the American Public Health Association, November, 2002, Philadelphia, PA.
145. Billing, A.S., Atkinson, N.L., & Gold, R.S. 2003. Assessing the needs of food stamp recipients in five Maryland counties. Presented at the 131st Annual Meeting of the American Public Health Association, November, 2003, San Francisco, CA.
146. Murray, C., Atkinson, N.L., Gold, R.S., Henke, R., & Pearlman, B. 2003. Evaluation of a school-based tobacco and substance use prevention programs in Montgomery County, Maryland, middle schools. Presented at the 131st Annual Meeting of the American Public Health Association, November, 2003, San Francisco, CA.
147. Atkinson, N.L., Gallion, K., Gold, R.S., Ramirez, A., Chalela, P. 2003. Genetics and the Latino community: A Delphi study. Presented at the 131st Annual Meeting of the American Public Health Association, November, 2003, San Francisco, CA.
148. Li, J., Atkinson, N.L., Gold, R.S., Ravula, R., Pearlman, B., Henke, R., Murray, C.M. 2004. Online surveys to evaluate tobacco education in public school systems. Presented at the 132nd Annual Meeting of the American Public Health Association, November 2004, Washington, DC.
149. Saperstein, S.L., Gold, R.S., Atkinson, N.L., Peterson, K.J. 2004. BodyFun Online: How usability studies can improve Internet-based health education. Presented at the 132nd Annual Meeting of the American Public Health Association, November 2004, Washington, DC.
150. Billing, A.S., Atkinson, N.L., & Gold, R.S. 2004. Re-examining the digital divide: Technology-based public health for rural communities. Presented at the 132nd Annual Meeting of the American Public Health Association, November 2004, Washington, DC.
151. Atkinson, N.L., & Gold R.S. 2004. The good, the fast, and the cheap: Strategies for maximizing distance learning and instruction. Keynote presentation at the 12th Annual Public Health Distance Learning Summit, September 2004, Atlanta, GA.
152. Billing, A.S., Atkinson, N.L., Gold, R.S. 2004. Using technology to promote health in rural communities. National Rural Women's Health Conference, Hershey, PA.
153. Billing, A.S., Atkinson, N.L., & Gold, R.S. 2005. If we build it, will they come?: Three strategies to promote an online health education intervention. American Public Health Association, Philadelphia, PA.
154. Billing, A.S., Atkinson, N.L., & Gold, R.S. 2005. Eat Smart, Be Fit, Maryland!: A technology-based approach to nutrition education. Food and Nutrition Service (FNS) 2nd National Nutrition Education Conference, Arlington, VA.
155. Tian, J., Atkinson, N.L., Portnoy, B., Gold, R.S. 2006. Impact of Continuing Medical Education (CME) in changing physician behavior and/or health care outcomes. American Public Health Association, Boston, MA.
156. LaTouche, S.L., Billing, A.S., Atkinson, N.L., Gold, R.S., Tian, J., Yan, F. 2006. Do you see what I see?: Usability testing of an online health promotion tool in underserved population. American Public Health Association, Boston, MA.

157. Billing, A.S., Atkinson, N.L., Gold, R.S., LaTouche, S.L., Yan, F., Tian, J. 2006. Making it work: Using the Internet to promote positive health behaviors in low literate populations. American Public Health Association, Boston, MA.
158. Billing, AS, Atkinson, NL, Gold, RS. 2006. Eat Smart, Be Fit, Maryland!: Evaluating a new approach to health communication among low literate audiences. Society for Public Health Education (SOPHE) 2006 Midyear Conference, Las Vegas, NV.
159. Gold RS. 2013. Positioning Social Marketing on the Nation's Health Agenda: Looking Forward. Presented at the Annual Meeting of The American Public Health Association, Boston, MA. November 2, 2013.

Professional Service

Offices Health in Professional Associations

President – Society for Public Health Education
President-Elect – Society for Public Health Education
President, Research Council - American School Health Association
Executive Council - American School Health Association
Board of Directors: Association for the Advancement of Health Education
Editorial Boards:
Health Education
Health Education Research Theory and Practice
Wellness Perspectives
Health Education Research, Theory and Practice
American Journal of Health Behavior
Senior Associate Editor: Health Values

Editorial Reviews

American Journal of Health Behavior
American Journal of Health Education
American Journal of Public Health
Eta Sigma Gamman
Health Education
Health Education Research, Theory and Practice
Health Values: Achieving High Level Wellness
Journal of Family and Community Health
Journal of School Health
Public Health Reports
Wellness Perspectives

College And University Committees

College Wide Microcomputer Advisory Committee, August 1986-1989.
Search Committee For Director of Center On Aging, August 1987-March 1988.
College Wide Equity Advisory Committee, August 1986-1987.
University Appointments, Promotion, and Tenure Committee, August 1987 - June 1988.
University Graduate Council, August 1987-1990.
University Senate, September 1990-1992.
College - CPAC, September 1991 - 1992.
University – Search Committee for Dean of College of Health and Human Performance 1990.
University – Student Technology Fee Committee (Chair) 2001 - 2002.
University – Athletic Council, Dean's Representative 2003-2004
University – Facilities Advisory Committee 2005-2006.
University – Strategic Planning Committee, 2007-2008.
University – Academic Planning and Advisory Committee, 2009 – 2010.
University – Finance Committee, 2010 – 2012.
University – Facility Naming Committee, 2010 – present.
University – Search Committee for Dean of College of Arts and Humanities (Chair), 2010.
MPowering The State – Task force on Collaborative School of Public Health (2010-2011)

MPowering the State – Task force on Health Information Technology (2010-2011)
School of Public Health – Self-Study Steering Committee Reaccreditation (2013-2015)
School of Public Health – Co-Chair, Search Committee for Chair of Department of Behavioral and
Community Health (2013 – 2014)

Department of Public and Community Health Committees

Research Support Committee, 1986 - 1987.
Graduate Recruitment, Admission and GTA Selection Committee, 1986 - 1988.
Education Policy and Curriculum Committee, 1986 - 1987.
Computer Utilization Committee (Past Chair), 1986 - 1992.
Promotion And Tenure Committee (Member), Fall 1989.
Research Support Committee (Chair), 1989 – 1991.
Instructor Evaluation Committee (Chair), Fall 1989.

Completed Doctoral Dissertations Chaired

1. Cole, Galen E. 1982 Relationships among measures of mental health, stress and religiosity. Southern Illinois University.
2. Page, Randy M. 1982 Assessing gender differences in college cigarette smoking intenders and nonintenders. Southern Illinois University.
3. Duesterhaus, Sharon E. 1983 A delphi study to define the service responsibilities of education, public health, and social service agencies to the adolescent parent, pregnant adolescent, and their families in Illinois. Southern Illinois University.
4. Mullen, Kathleen D. 1983 Wellness constructs: A decision theoretic study. Southern Illinois University.
5. Nicholson, Thomas. 1983 An outcome evaluation of a stress management program. Southern Illinois University.
6. Auman, Patrick A. 1984 Occupational satisfaction level of nurses in two rural hospital settings: Implications for administrative personnel. Southern Illinois University.
7. Henningson, Kathryn A. 1984 A computerized marijuana decision maze: Expert opinion regarding its use in health education. Southern Illinois University.
8. Soha, Carol J. 1984 An identification and description of community health education activities in Jackson County for the risk factors associated with heart disease, cancer, and stroke. Southern Illinois University.
9. Sunderland, Rose M. 1984 Physical activity recall: Relationship to measures of stress symptoms and measures of satisfaction/dissatisfaction of employees at a Midwestern hospital. Southern Illinois University.
10. Wilson, Dora G. 1984 A study to assess the relationship of burnout syndrome and job satisfaction among nurses. Southern Illinois University.
11. Leischow, Scott J. 1988 the effects of diaphragmatic breathing and outcome expectancy on cardiovascular reactivity to cold pressor. University of Maryland, College Park.
12. Dotson, James H. 1989 Physician-delivered smoking cessation interventions: An information synthesis of the literature. University of Maryland, College Park.
13. Hofford, Craig W. 1989 Adult children of alcoholics as public high school teachers: Comparable risks for occupational burnout. University of Maryland, College Park.
14. Kelly, Mim A. 1989 An assessment of the impact of three cross-national surveys targeted as school-aged youth. University of Maryland, College Park.
15. Horowitz, Alice M. 1992 Gaps in knowledge among women about gynecological and colorectal cancer screening procedures. University of Maryland, College Park.
16. Hyde, David H. 1992 Knowledge and attitudes regarding suicide, fighting, homicide and alcohol use: A secondary analysis of NASHS. University of Maryland, College Park.
17. Leavy, Meg E 1992 The evaluation of an oral health education program for inner city first-grade students. University of Maryland, College Park.
18. Garrison, Rob 1993 A study of the relationship between depressive symptoms, educational attainment, and cardiovascular health: A secondary data analysis of Framingham study data. University of Maryland, College Park.

19. Moran, Mary J. 1993 Effects of smoking cessation methods on women's smoker's quit rates: A meta analysis. University of Maryland, College Park.
20. Coello, Rafaela S. (Co-chair with S. Desmond) 1994 A proposed methodology for studying the relationship of socio-demographic characteristics, perceived happiness, functional health assessment, and social support system on the well-being of elderly Puerto Rican Women residing in the United States. University of Maryland, College Park.
21. Day, Charlene 1994 An exploratory study of training in culture in health and cultural sensitivity in health education: Facilitators and barriers to implementation. University of Maryland, College Park.
22. Fernandez, Maria E. 1994 Evaluation of an interactive videodisk on breast and cervical cancer prevention and early detection for Hispanic women. University of Maryland, College Park.
23. Capello, Theresa P. 1995 Evaluation of the human-computer interfaces of EMPOWER, DineSystem, and Health Hazard Appraisal for user satisfaction. University of Maryland, College Park.
24. Colgate, Margaret A. 1995 A secondary analysis assessing the personal resilience questionnaire and exploring the relationship between resilience and exercise. University of Maryland, College Park.
25. Marks, Lori N. 1995 Health beliefs and health-promoting behaviors of older adults from the former Soviet Union. University of Maryland, College Park.
26. Atkinson, Nancy L. 1997 (Co-chair with S. Desmond) Perceptual factors that influence the adoption of an interactive CD-ROM application for health education. University of Maryland, College Park.
27. Kwon, Harry T. 2006 Factors related to counseling Asian patients by primary care physicians on cancer prevention and screening recommendations. University of Maryland, College Park.
28. Permuth-Levine, Rachel 2007 Differences in perceived stress, anxiety, mood, and coping ability among college students in physical education courses. University of Maryland, College Park.
29. McDowell, Margaret (Co-chair with N. Atkinson) 2008 An ecosocial assessment of alcohol behaviors of older Mexican Americans. University of Maryland, College Park.
30. Saperstein, Sandra. 2009. Factors Related to Listeriosis Prevention in Pregnant Women: A Mixed Methods Study. University of Maryland, College Park.
31. Koeppel, Patrick T. 2012. Self-efficacy and stigma in seeking mental health services in the U.S. Army. University of Maryland, College Park.
32. McHugh, Meaghan. 2018. Cyberbullying. An examination of victimization, parent-child communication, collective efficacy, and safe behaviors online among young adolescents. University of Maryland, College Park.
33. Bickford, Abigail. 2018. An exploration of public health worker engagement with health related social movements through an analysis of #BlackLivesMatter.