

BIOGRAPHICAL SKETCH

NAME Campo, Michelle "Shelly"		POSITION TITLE Associate Professor	
eRA COMMONS USER NAME scampo			
EDUCATION/TRAINING <i>(Begin with baccalaureate or other initial professional education, such as nursing, and include postdoctoral training.)</i>			
INSTITUTION AND LOCATION	DEGREE <i>(if applicable)</i>	YEAR(s)	FIELD OF STUDY
Cornell University Ithaca, New York	BS	1986-1990	Communication
The Ohio State University Columbus, Ohio	MA	1992-1994	Sociology
Michigan State University East Lansing, Michigan	PhD	1994-1999	Communication

A. PERSONAL STATEMENT

My research and teaching have centered on health communication and social marketing. My work focuses on how to encourage more informed decision making and to encourage healthy behaviors. Most of my work has focused on reducing risk through identifying and attempting to influence individual, family and health care provider variables which impact behaviors in a wide variety of populations particularly those with health disparities (rural, ethnic minorities, LGBT, low income).

B. Positions and Honors

Positions

1990	Research Assistant, Communication Department, Cornell University, Ithaca, NY
1990-91	Survey Consultant, University Career Center, Cornell University, Ithaca, NY
1991-92	Survey Research Assistant, Plant Science Department, University of Rhode Island, Kingston, RI
1992	Research Assistant, Plant Science Department, University of Rhode Island, Kingston, RI
1992-94	Research Assistant, Sociology Department, The Ohio State University, Columbus, OH
1994-98	Research Assistant, Communication Department, Michigan State University, East Lansing, MI
1998-99	Research Assistant/Collaborator, Sociology Department, Michigan State University, East Lansing, MI
1998-99	Evaluation Specialist, Department of Agriculture & Natural Resources Education, Communication Systems, Michigan State University, East Lansing, MI
2000-02	Assistant Professor, Department of Communication, Cornell University, Ithaca, NY
2003-08	Assistant Professor, Department of Community and Behavioral Health, College of Public Health, and the Department of Communication Studies, The University of Iowa, Iowa City, IA
2008-13	Director, Center for Health Communication and Social Marketing, Department of Community and Behavioral Health, College of Public Health
2008-present	Associate Professor (with tenure), Department of Community and Behavioral Health, College of Public Health, and the Department of Communication Studies, The University of Iowa, Iowa City, IA

Other Experience and Professional Memberships

1994-	International Communication Association
1994-	National Communication Association
2002-	American Public Health Association

Honors (Selected from 24 honors and awards)

1989	Quill and Dagger Society, Cornell University's leadership honor society.
1990	Gamma Sigma Delta, national academic honor society for students in agriculture.

- 1996 College of Communication Arts and Sciences and Department of Communication nominee for the Michigan State University's Excellence-in-Teaching Citation for Graduate Students.
- 1996-97 Outstanding Graduate Instructor, International Communication Association, Instructional and Development Communication Division
- 1998 Dissertation Completion Fellowship, Graduate School, Michigan State University
- 2000 Agricultural Communicators in Education's Journal of Applied Communications Article of the Year Award for "Trends in Michigan Farmers' Information Seeking Behaviors and Perspectives on the Delivery of Information."
- 2002 National Communication Association Health Communication Division Top 3 Paper Award for "Are social norms campaigns really magic bullet? Assessing the effects of students; misperceptions on drinking behavior."
- 2002 Young Faculty Teaching Excellence Award, College of Agriculture and Life Sciences, Cornell University
- 2004 New Investigator Award, College of Public Health and College of Medicine, University of Iowa
- 2006 Bronze Award for Excellence in Public Health Communication for the Iowa Department of Public Health's Colorectal Cancer Screening Campaign, National Public Health Information Coalition (NPHIC)
- 2008 Recognition Award. University of Iowa Cultural and Resource Centers.
- 2009 W³Silver Award for Integrated Health Marketing Campaign for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 W³Silver Award for Public Service Web Video for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Gold Award for Integrated Campaign: Not for Profit for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Commercials: Not for Profit for AVOIDtheStork.com, International Academy for the Visual Arts
- 2009 Davey Silver Award for Web sites: Health for AVOIDtheStork.com, International Academy for the Visual Arts
- 2010 Up and Coming Faculty Teaching Award, College of Public Health, University of Iowa
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Television Advertising Single Spot for The Amazing Choice (AVOIDthestork.com)
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Magazine Advertising/ Single Grocery Store (AVOIDthestork.com)
- 2010 The 27th Annual Healthcare Advertising Awards Merit Winner for Total Advertising Campaign (with Television) AVOID the Stork
- 2010 The 27th Annual Healthcare Advertising Awards Gold Winner for Radio Advertising/ Single Spot Drive There (AVOIDthestork.com)
- 2011 Article of the Year Award, Eastern Communication Association
- 2011 Delta Omega Honor Society in Public Health
- 2011-2012 Fellow, CIC Academic Leadership Program

C. Selected Peer-Reviewed Publications

1. Alm, S. R., Yeh, T., Campo, M. L., Dawson, C. G., Jenkins, E. B., & Simeoni, A. E. (1994). Modified trap designs and heights for increased capture of Japanese beetle adults (Coleoptera: Scarabaeidae). *Journal of Economic Entomology*, 87, 775-780.
2. Rogers, E., Dearing, J., Rao, N., Campo, S., Meyer, G., Betts, G., & Casey, M. (1995). Communication and community in a city under siege: The AIDS epidemic in San Francisco. *Special issue: Urban Communication. Communication Research*, 22, 664-678.
3. Dearing, J., Rogers, E., Meyer, G., Casey, M., Rao, N., Campo, S., & Henderson, G. (1996). Social marketing and diffusion-based strategies for communicating with unique populations: HIV prevention in San Francisco. *Journal of Health Communication*, 1, 343-363. PMID: 10947368

4. Suvedi, M., Campo, S., & Lapinski, M. K. (1999). Trends in Michigan farmers' information seeking behaviors and perspectives on the delivery of information. *Journal of Applied Communications*, 83, 33-50.
5. Suvedi, M., Lapinski, M. K., & Campo, S. (2000). Farmers' perspectives of Michigan State University Extension: Trends and lessons from 1996 and 1999. *Journal of Extension*, 38, www.joe.org/joe/2000february/a4.html.
6. Boster, F. J., Cameron, K., Campo, S., Liu, W., McKeon, J., Baker, E., & Ah Yun, J. K. (2000). The persuasive effects of statistical evidence in the presence of exemplars. *Communication Studies*, 51, 296-306.
7. Kaplowitz, S., Campo, S., & Chiu, W. T. (2002). Cancer patients' desires for communication of prognosis information. *Health Communication*, 14 (2), 221-241. PMID: 12046799
8. Cameron, K., Campo, S., & Brossard, D. (2003). Advocating for controversial issues: The effects of activism on compliance-gaining strategy selection. *Communication Studies*, 54(3), 265-281.
9. Campo, S., Brossard, D., Frazer, S., Marchell, T., Lewis, D., & Talbot, J. (2003). Are social norms campaigns really magic bullets? Assessing the effects of students' misperceptions on drinking behavior. *Health Communication*, 15, 481-497. PMID: 14527868
10. Campo, S., Mastin, T., & Frazer, M. S. (2004). Predicting and explaining public opinion regarding U.S. slavery reparations. *Howard Journal of Communications*, 15, 115-130.
11. Kaplowitz, S., & Campo, S. (2004). Drinking, alcohol policy, and attitudes toward a riot. *Journal of College Student Development*, 45, 501-516.
12. Campo, S., Cameron, K.A., Brossard, D., & Frazer, M.S. (2004). Social norms and expectancy violation theories: Assessing the effectiveness of health communication campaigns. *Communication Monographs*, 71, 448-470.
13. Campo, S., Poulos, G., & Sipple, J. (2005) Prevalence and profiling: Hazing among college students and points of intervention. *American Journal of Health Behavior*, 29, 137-149. PMID: 15698981
14. Mastin, T., Campo, S., & Frazer, M. S. (2005). In black and white: Mainstream and specialized newspaper coverage of slavery reparations. *Howard Journal of Communications*, 16, 201-223.
15. Campo, S., & Cameron, K. (2006). Differential effects of exposure to social norms campaigns: A cause for concern. *Health Communication*, 19, 209-219. PMID: 16719724
16. Frerichs, L., Andsager, J.L., Campo, S., Aquilino, M.L. & Dyer, C.S.(2006). Framing breastfeeding and formula-feeding messages in popular U.S. magazines. *Women & Health*, 44, 95-118. PMID: 17182529
17. Mastin, T., & Campo, S. (2006). Conflicting messages: Overweight and obesity advertisements and articles in Black magazines. *Howard Journal of Communications*, 17, 265-285.
18. Cameron, K., & Campo, S. (2006). Stepping back from social norms campaigns: Comparing normative influences to other predictors of health behaviors. *Health Communication*, 20, 277-288. PMID: 17137419
19. Levinson, A., Campo, S., Gascoigne, J., Jolly, O., Zakharyan, A., & vu Tran, Z. (2007). Smoking, but not smokers: Self-labeling among college students who smoke cigarettes. *Nicotine and Tobacco Research*, 9, 845-852. PMID: 17654297
20. Campo, S., & Mastin, T. (2007). Placing the burden on the individual: Overweight and obesity in African American and mainstream women's magazines. *Health Communication*, 22, 229-240. PMID: 17967145
21. Bagdasarov, Z., Banerjee, S., Greene, K., & Campo, S. (2008). Indoor tanning and problem behavior. *Journal of American College Health*, 56, 555-562. PMID: 18400668
22. Banerjee, S., Campo, S., & Greene, K. (2008). Fact or wishful thinking? Biased expectations in "I think I look better when I'm tanned." *American Journal of Health Behavior*, 32, 243-252. PMID: 18067464
23. Campo, S., Askelson, N.M., Routsong, T., Graaf, L., Losch, M., & Smith, H. (2008). The Green Acres effect: The need for a new colorectal cancer screening campaign tailored to rural audiences. *Health Education & Behavior*, 35, 749-762. PMID: 18757773
24. Askelson, N. A., Campo, S., Mastin, T., & Slonske, M. (2009). The missing role of parents: A content analysis of newspaper coverage of parenting practices and communication strategies for addressing binge drinking. *Communication Research Reports*, 26, 50-61.
25. Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (2009). Using evidence-based research to redirect a conversation: Newspapers coverage of strategies to address college binge drinking. *Public Relations Review*, 35, 411-418.

26. Banerjee, S. C., Greene, K., Bagdasarov, Z., & Campo, S. (2009). "My friends love to tan": Examining sensation seeking and the mediating role of association with friends who use tanning beds. *Health Education Research*, 24, 989-998. PMID: 19574406
27. Askelson, N. M., Campo, S., Lowe, J., Smith, S., Dennis, L. K., & Andsager, J. (2010). Factors related to physicians' willingness to vaccinate girls against HPV: The importance of subjective norms and perceived behavioral control. *Women & Health*, 50, 144-158. PMID: 20437302
28. Greene, K., Campo, S., & Banerjee, S. (2010). Comparing normative, anecdotal, and scientific risk evidence to dissuade tanning bed use. *Communication Quarterly*, 58, 111-132.
29. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Preventing unintended pregnancies and improving contraceptive use among young adult women in a rural, Midwestern state: Health promotion implications. *Women & Health*, 50, 279-296. PMID: 20512746
30. Askelson, N. M., Campo, S., Lowe, J., Smith, S., Dennis, L. K., & Andsager, J. (2010). Using the Theory of Planned Behavior to predict mothers' intentions to vaccinate their daughters against HPV. *Journal of School Nursing*, 26, 194-202. PMID: 20335232
31. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2010). Caution, the use of humor may lead to confusion: Evaluation of a video podcast of the Midwest Teen Sex Show. *American Journal of Sexuality Education*, 5, 201-216.
32. Ashwood, D., Farris, K., Campo, S., Aquilino, M., & Losch, M. (2011). Unlocking the condoms: Is theft really an issue. *Pharmacy Practice*, 9, 44-47.
33. Askelson, N. M., Campo, S., & Carter, K. (2011). Completely isolated? Health information-seeking among social isolates. *Health Education and Behavior*, 38, 116-122. PMID: 21191084
34. Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L. K., & Andsager, J. (2011). The birds, the bees and the HPV's. What drives mothers' intention to use HPV vaccination as a chance to talk about sex. *Journal of Pediatric Health Care*, 25, 162-170. PMID: 21514491
35. Campo, S., Askelson, N. M., Mastin, T., & Slonske, M. (2011). The secondhand effects of college drinking: The need for media relations. *Public Relations Review*, 5, 1-21.
36. Askelson, N. M., Campo, S., Smith, S., Lowe, J., Dennis, L. K., & Andsager, J. (2011). Assessing physicians' intentions to talk about sex when they vaccinate girls against HPV. *Sexual Education*, 11, 431-441.
37. Mastin, T., Campo, S., & Askelson, N. M. (2012). African American women and weight loss: Disregarding environmental challenges. *Journal of Transcultural Nursing*, 23, 38-45. PMID: 21859923
38. Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2012). Ambivalence, communication and past use: Understanding what influences women's intentions to use contraceptives. *Psychology, Health & Medicine*, 17, 356-365. PMID: 21895569
39. Askelson, N. M., Campo, S., & Smith, S. (2012). Mother-daughter communication about sex: The influence of authoritative parenting style. *Health Communication*, 27, 429-448. PMID: 21978128
40. Boulanger, K. T., Campo, S., Glanville, J., Lowe, J. B., & Yang, J. (2012). The development and validation of the client expectations of massage scale. *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice*, 5(3), 3-15. PMID: 23087774
41. Campo, S., Askelson, N. M., Carter, K., & Losch, M. (2012). Segmenting audiences and tailoring messages: Using the Extended Parallel Process Model and cluster analysis to improve health campaigns. *Social Marketing Quarterly*, 12, 98-111.
42. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Online information exchanges for clubfoot care: Key findings from an online support community. *Journal of Medical Internet Research*, 15(1), e16. PMID 23470259
43. Campo, S., Askelson, N. M., Spies, E. L., Boxer, C., Scharp, K., & Losch, M. L. (2013). "Wow, that was funny": The value of exposure and humor in fostering campaign message sharing. *Social Marketing Quarterly*, 19(2), 84-96.
44. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Managing uncertainty in the context of clubfoot care: Exploring the value of uncertainty management theory and the sense of virtual community. *Iowa Orthopedic Journal*, 33, 142-148. PMID: 24027474
45. Yang, J., Campo, S., Ramirez, M., Richards Krapfl, J., Gang, C., & Peek-Asa, C. (2013). Family communication patterns and teen drivers' attitudes toward driving safety. *Journal of Pediatric Health Care*, 27(5), 334-241. PMID: 22361241

46. Boulanger, K. T., & Campo, S. (2013) Are personal characteristics of massage therapists associated with their clinical, educational, and interpersonal behaviors? *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice*, 6(3), 25-34. doi:10.3822/ijtmb.v6i3.220 PMID: 24000306
47. Oprescu, F., Campo, S., Lowe, J.B., Andsager, J., & Morcuende, J. (2013). Parents managing clubfoot: A content analysis of internet based social support behaviors with a focus on uncertainty management and health communication. *International Journal of Interdisciplinary Social and Community Studies*, 7(3), 83-101.
48. Zhang, N., Campo, S., Janz, K., Eckler, P., Yang, J., Snetselaar, L., & Signorini, A. (2013). Electronic word of mouth on Twitter about physical activity in the United States: Exploratory infodemiology study. *Journal of Medical Internet Research*, 15(11), e261. doi:10.2196/jmir.2870. PMID: 24257325
49. Campo, S., Kohler, C., Askelson, N. M., Ortiz, C., & Losch, M. E. It isn't all about language: Communication barriers for Latinas using contraceptives. To be published in the *Journal of Transcultural Nursing*. PMID: 24829261
50. Zhang, N., Campo, S., Janz, K., Snetselaar, L., Ecker, P., & Yang, J. (in press). Effects of social influence on social network sites about leisure-time physical activity among college students: An application of the Theory of Planned Behavior. *Health Communication*.
51. Aitaoto, N., Campo, S., Snetselaar, L. G., Janz, K. F., Farris, K. B., Parker, E., Belyeu-Camacho, T., & Jimenez, R. P. (in press). Formative research to inform nutrition interventions in Chuuk and the US Pacific. *Journal of the Academy of Nutrition and Dietetics*.

D. Research Support

Ongoing Research Support

- | | | |
|---|---------------|-------------------|
| 5 U19 OH008868
CDC
Healthier Workforce Centers for Excellence
The mission of the center is to improve the health of workers in Iowa and nationally through integrated health promotion and health protection research, collaboration with peer institutions, and dissemination of successful interventions.
Role: Investigator | Merchant (PI) | 9/01/12 – 8/31/16 |
| 2013-IJ-CX-0030
USDOJ, National Institute of Justice
Contents and Contexts of Cyberbullying: An Epidemiologic Study using Electronic Detection and Social Network Analysis
Using a multi-methods research design, we will classify the contents of cyberbullying messages, assess their frequency and associations with offline bullying, and examine whether and how peer groups in social networks promote these behaviors.
Role: Co-investigator | Ramirez (PI) | 01/01/14-12/31/16 |
| PI: Rudolphi, J.
Co-Faculty mentor: Campo, S.
Identifying Agricultural Safety of Iowa's Young Farmers
Student Pilot Grant Program, Great Plains Center for Agricultural Health | | 7/1/14-6/30/15 |

PI: Chui, S. 7/1/14-6/30/15
Co-Faculty Mentor: Campo, S.
Total Worker Health and the Transition from College to the Workplace
Student Pilot Grant Program, Iowa Healthier Workforce Center for
Excellence

Family Obesity Intervention: Motivational Interviewing and Community Support 8/1/14-7/31/17
PI: Laroche, H.
Co-Investigator: Campo, S.
NIH (R01)

Impacting Youth Farm Workers Using the Social Ecological Model 11/1/14-10/31/18
Co-PIs: Rohlman, D., & Campo, S.
NIOSH/The Marshfield Clinic Research Foundation

Completed Research Support

3US4OH009568-05W1 Roth (PI) 9/30/13-9/29/14
Marshfield Clinic Research Foundation
Children at Play
Identify strategies for disseminating the Safe Play Area on Farm intervention through one or more insurance companies in the Midwest.
Role: Investigator

1 K23 NR01972 Daack-Hirsh (PI) 9/1/11– 8/31/14
NIH
Personal Perspective and Provider Communication of Genomic Risk for T2DM
This Mentored Patient-Oriented Research Career Development Award focuses on genetic risk communication with patients. Using mixed method technology and guided by the model of family risk perception, the goal of the research is to elucidate the personalizing process for genetic/genomic risk perception from a diverse group of individuals who currently do not have type 2 diabetes mellitus (T2DM), but have a first-degree relative with T2DM.
Role: Co-Mentor

1 R01 AG037947 Snetselaar (PI) 7/15/10 – 6/30/14
NIH
Resetting Nutritional Defaults: Testing the Effect of NuVal on Older Adults
The goal of this study is to test an nutritional labeling intervention in grocery stores on older adults.
Role: Investigator

Grant # - None Campo (PI) 1/01/08 – 12/31/12
Anonymous Funder
Slowing the Stork: A Social Marketing Campaign to Reduce Unintended Pregnancies among 18-30 year old lowans
The goal of this study is to reduce unintended pregnancies among 18-30 year old lowans by using a social marketing campaign.
Role: PI

Grant # - None Campo (PI) 1/01/08 – 12/31/12
Anonymous Funder

Second Semester, Not Third Trimester: A Social Marketing: A Social Marketing Campaign to Reduce Unintended Pregnancies among Iowa College Students

The goal of this study is to reduce unintended pregnancies among college students by using a social marketing campaign.

Role: PI

Grant # - None Kohler (PI) 1/01/08 – 12/31/12

Anonymous Funder

Using Radio Serials to Create Change in Preventing Unintended Pregnancies among African American and Hispanic Audiences

The goal of this study is to Develop, implement, and test two radio dramas for African Americans and Latinos to reduce unintended pregnancies.

Role: Co-PI

Grant # - None Farris & Aquilino (Co-PIs) 1/01/08 – 12/31/12

Anonymous Funder

Using Pharmacies to Create Change in Preventing Unintended Pregnancies

The goal of this study is to improve a woman's knowledge, attitudes and behavior via the community pharmacy.

Role: Investigator

Grant # - 1 R21 MD005975-01 Aitaoto (PI) 9/30/10– 8/30/12

NIH

Faith in Action Research Alliance: Reducing diabetes among Pacific Islanders

The goal of this project is the development of an innovative culturally based conceptual framework that explains relationships between constructs such as culture, religion, family, and diabetes prevention and control using Community Based Participatory Research (CBPR). The framework will assist in the design of future diabetes prevention and control interventions.

Role: Investigator