

Curriculum Vitae

1) PERSONAL DATA:

Lorien Cindy Abroms

Dept. of Prevention and Community Health
Milken Institute School of Public Health
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2) EDUCATION AND TRAINING:

a) Undergraduate

<u>Dates</u>	<u>Discipline</u>	<u>Degree</u>	<u>Institution</u>
9/89-5/93	Psychology	B.Sc.	Brown University

b) Graduate

<u>Dates</u>	<u>Discipline</u>	<u>Degree</u>	<u>Institution</u>
9/94-5/96	Sociology	M.A.	Brown University
9/97-6/02	Public Health	D.Sc.	Harvard School of Public Health

c) Post-Graduate

<u>Dates</u>	<u>Discipline</u>	<u>Degree</u>	<u>Institution</u>
3/03-12/03	Health Promotion	Post-Doctoral	National Institutes of Health

3) PROFESSIONAL EMPLOYMENT:

Teaching Assistant. *Statistics*, Brown University. 9/95-12/95.

Analyst. *Demographic and Behavioral Sciences Branch*, National Institute of Child Health and Human Development. 6/98-8/98.

Analyst. *Division of Cancer Control and Prevention*, National Cancer Institute. 6/99-8/99.

Teaching Assistant. *Health Promotion Through the Mass Media*, Harvard School of Public Health. 9/99-1/00.

Assistant Professor. *George Washington University School of Public Health and Health Services*. 1/04-2012.

Acting Director of the Public Health Communication & Marketing MPH Program. *George Washington University School of Public Health and Health Services*. 4/07-6/08.

Associate Professor. *George Washington University Milken Institute School of Public Health*. 7/12-7/18.

Director of the Public Health Communication & Marketing MPH Program. *George Washington University School of Public Health and Health Services*. 1/13-6/20.

Interim Associate Center Director for Population Sciences and Policy. *George Washington University Cancer Center*. 1/18-8/19.

Professor. *George Washington University Milken Institute School of Public Health*. 7/18-current.

Associate Dean for PhD/MS Studies. *George Washington University Milken Institute School of Public Health*. 8/19-present.

Cluster Lead, Institute for Data Democracy & Politics. *George Washington University*. 8/21-present.

4) HONORS AND AWARDS

<u>Year</u>	<u>Award</u>
1993	Honors Research Distinction in Psychology, Brown University
1994-1996	University Scholarship for study in Sociology, Brown University
1998	Recipient of NIH Office of Education Award for the Promotion of Science Education
1997-1998	Departmental Scholarship, Dept. of Health and Social Behavior, Harvard School of Public Health
1999-2002	Harvard T.H. Chan School of Public Health – Dana Farber Cancer Institute Pre-Doctoral Training Fellowship
2002	Gareth Green Award for Public Health Practice, Harvard School of Public Health
2003	IRTA Postdoctoral Fellowship, NICHD, National Institutes of Health
2007	Best Materials Award from the Public Health Education and Health Promotion (PHEHP) Section of the American Public Health Association (APHA)
2008	Early Career Award from the Public Health Education and Health Promotion (PHEHP) Section of the American Public Health Association (APHA)
2012-2017	Awarded University Seminar for study of mHealth
2016-2017	Selected for the 2017 Society of Behavioral Medicine Mid-Career Leadership Institute
2016-2018	Elected Junior-Chair, Theories and Techniques of Behavior Change Interventions, Society of Behavioral Medicine

5a) GRANTS AWARDED

Institute for Data Democracy & Politics 9/2021-8/2021 5% Effort
Abroms, Andrade (MPI). “Using the Promotora Model to Increase COVID-19 Pro-Vaccination with Social Media”

Institute for Data Democracy & Politics 12/2020-8/2021 0% Effort
Abroms LC. “Addressing vaccine misinformation on social media”
Role: Principal Investigator (PI) Award Amount: \$93,000

NIH: R01 CA239178-01A1 09/18/2019 – 08/31/2022 5% Effort
Berg, Levine (MPIs), **Abroms L (co-I)**. “**IQOS Marketing and Consumer Behavior in Israel and the US: Evidence to Advance US Regulation**”
Examine PMI’s iQOS marketing and the impact on consumer behavior among adults in Israel and the US.

GW School of Public Health Pilot Award 6/2020-6/2022 5% Effort

Bernat D (PI), **Abroms LC (co-I)**. “Smoking Cessation in the context of in-patient addiction recovery”
Role: co-investigator Award Amount: \$50,000

GW School of Public Health Pilot Award 6/2019-6/2021 10% Effort
Abroms LC. “Smoking Cessation in Public Housing with mHealth”
Role: Principal Investigator (PI) Award Amount: \$50,000

NIH: 1R01DA038139-01A1 7/2015 – 6/2021 10% Effort
Graham A (PI), **Abroms L (co-PI)**: “**Optimizing Text Messaging To Improve Adherence To Web-Based Cessation Treatment**”
This project aims to use text messaging to promote adherence to the Become An Ex web-based smoking cessation program.
Role: co-principal investigator

5a) GRANTS PENDING

NIH: R01 CA 09/18/2021 – 08/31/2026 20% Effort
Abroms L, Berg, (MPIs), “**Smartphone app for smoking cessation for PLWH in Georgia**”
Develop and evaluate smartphone based app for smoking cessation.

NIH: R01 CA 09/18/2021 – 08/31/2026 20% Effort
Abroms L, Berg, (MPIs), “**VQuit: Smartphone app for vaping cessation**”
Develop and evaluate smartphone based app for vaping cessation.
Scored 32 (23%)

Abroms LC, Monroe A (MPI), Ma, Y, Castel, A “Smoking Cessation with HIV+ Smokers with mHealth.”
NIH: R01 submission 1/2019 ; resubmission scheduled for 9/2019
4/2018 – 5/2023 25% Effort; scored 31

Abroms LC, Sherman SC, Shelley D (MPI), Long M, Simmens S, “Smoking Cessation in Health Systems with mHealth”
NIH: R01 submission 11/2018 ; resubmission scheduled for 7/2019
6/2017 – 6/2021 15% Effort; scored 40

6) GRANTS CONCLUDED

GW Cancer Center Pilot Award 6/2019-6/2020 10% Effort
Abroms LC. “Epidemiology of Liver Cancer in Washington, DC”
Role: Principal Investigator (PI) Award Amount: \$50,000

Cancer Research UK Pilot Award 6/2019-6/2020 5% Effort
Khadjesari Z, Amato M, Al-Toukhy S, Ramsey A, Goodfellow H, **Abroms LC**. “Optimime: Outreach from the EHR with Digital Tools”
Role: co-Investigator (PI) Award Amount: \$50,000

NIH: 1R01CA201873-01A1 7/2016 – 6/2021 15% Effort
Bernstein S (PI), Abroms L (co-PI). **“Optimizing Tobacco Dependence Treatment in The Emergency Department.”**
This project employs a 16-arm full-factorial design with a cohort of 1056 adult smokers to test the efficacy of four key components in the ED: motivational interviewing, initiation of nicotine replacement medication, quitline referral, and texting.

GW School of Public Health Pilot Award 3/2018-3/2019 10% Effort
Abroms LC. “Optimizing tobacco treatment with mHealth in Medicaid”
Role: Principal Investigator (PI) Award Amount: \$25,000

NIH: K23 9/14-9/19 0% Effort
Kruse G (PI) Abroms LC (Mentor), **“Using Mobile Technology in Health Systems for Smoking Cessation.”**
Role: Mentor

NIH: 1K23AT008442-01 9/14-9/19 0% Effort
Spears CA (PI) Abroms LC (Mentor), **“Using Mobile Technology to Understand and Encourage Mindfulness for Smoking Cessation.”**
Role: Mentor

NIH: 5R34DA037042-02 5/2014 – 5/2018 15% Effort
Abroms LC (MPI), Shuter J (MPI). **“A mobile intervention to promote cessation in HIV-infected smokers”**
This project aims to develop and test a smartphone app for persons living with HIV.
Role: Principal Investigator (multiple PI) Award Amount: \$759,136.00

NIH: R44 DA035017-01 9/2013 – 6/2017 **2 Calendar Months**
Abroms, LC (MPI), Johnson P (MPI), Cleary S. **“Developing and Scaling an interactive text messaging tool to help pregnant smokers”**
This project aims to develop a commercially viable smoking cessation texting program for pregnant smokers enrolled in Text4Baby.
Role: Principal Investigator (multiple PI) Award Amount; \$1,114,167

NIH: 1R15CA167586 01/01/2013 – 12/31/2016 **2 Calendar Months**
Abroms, LC (PI). **“Quit4Baby: Reaching Pregnant Smokers with Health Information via Text Messaging”**
This project aims to develop and pilot test a smoking cessation program for pregnant women at Washington Hospital Center based on SmokefreeTXT using automated computer technologies including text messaging.
Role: Principal Investigator Award Amount: \$384,736

Claire Friedlander Family Foundation 12/1/2016-12/1/2017 2%
Abroms, LC (PI)
“Communication Technology and Smoking Cessation”
Role: Principal Investigator Award Amount: \$20,000

GW METRIC 8/1/2016-11/1/2017 5%
Abroms, LC (PI); Phoenix, J; Borden W; Elf, J; Tercyak K.
“Using Text Messaging for Outreach and Cessation Services in Health Systems”

Role: Principal Investigator Award Amount: \$30,000

GW METRIC **8/1/2016-8/1/2017** **5%**

Elf, J; Tercyak K; Niaura R; **Abroms LC**

“Using Text Messaging for HIV Smoking Cessation”

Role: Co- Investigator Award Amount: \$30,000

NIH: 1R01MD007740-01A1 7/2014-7/2017 5% Effort

Horn I (PI), Abroms L (co-I): “TEXT2BREATHE: Enhance Parent Communication To Reduce Pediatric Asthma Disparities.”

This project aims to develop a text messaging program to help parents of asthmatic children better manage their children’s asthma.

Role: co-investigator Award Amount: \$2,000,000

NIH: NIDA Contract, phase II SBIR 7/2014 – 12/2016

Greenberg, Daniel (PI), Abroms, LC (co-PI), Fishman, M. “Developing an X-Box 360 Game for Adolescents in Recovery for Opiate Addiction”

This project aims to test a commercially viable Kinect, motion detection game, to help adolescents in addiction treatment centers recover from opiate and other addictions.

Role: consultant/co-investigator Award Amount; \$1,000,000

NIH: 1K07CA124579 - 01A2 10/2008 – 9/2013

Abroms, LC (PI). “Using Email to Enhance Counseling Services at NCI’s Smoking Cessation Quitline”

This project aims to develop a smoking cessation program using automated computer technologies including text messaging and emails.

Role: Principal Investigator

75% effort

\$616,856 for 5 years

Center for Medicare and Medicaid Services. 9/1/2014 – 8/30/2016. 5% Effort

Spielberg F (PI). Abroms L (co-I). “Prevention At Home: A Model for the Novel Use of Mobile Technologies and Integrated Care Systems to Improve HIV Prevention and Care while Lowering Cost.”

The objective of this project is to create a unified model of care that integrates primary care with public health prevention to lessen the burden of HIV for the nation’s capital and decrease Medicaid Expenditures.

Role: co-Investigator Award Amount: \$23,000,000

W81XVI.H-10-2-0142 9/2010-9/2013

Evans, WD (PI). “Development of a Mobile Health Research Framework and Evaluation of the Text4baby Pilot Program”

This project is an outcome evaluation of Text4Baby, a mobile messaging program for pregnant women. My role is to assist with the development of a framework for mHealth evaluation and with the conduct of the evaluation.

United States Army Medical Research and Materiel Command (USAMRMC), Telemedicine and Advanced Technology Research Center (TATRC).

Role: Co-Investigator

5% effort

NIH: NIDA Contract No. HHSN271201300006C

6/2013 – 1/2015

Greenberg, Daniel (PI), **Abroms, LC (CO-PI)**, Fishman, M. Text Messaging and Phone Counseling for Smoking Cessation at State Quitlines. **“Developing an X-Box 360 Game for Adolescents in Recovery for Opiate Addiction”**

This project aims to develop a commercially viable X-Box 360, motion detection game, to help adolescents in addiction treatment centers recover from opiate addiction.

Role: Co- Principal Investigator

Abroms, LC (PI). AARA supplement to **“Using Tailored Electronic Messages to Enhance Phone Counseling at a Smoking Cessation Quitline”**

NIH 10/2009-10/2011

0% effort

\$78,744 for 2 years.

TP2AH000015

11/2010-11/2012

Office of Adolescent Health, DHHS

Vyas, A (PI) **“Teenage Pregnancy Prevention: Research and Demonstration Project”**

This projects aims to develop a group counseling program for pregnancy prevention with a text messaging component. My role is to oversee the development and evaluation of the text messaging component.

Role: Co-Investigator

10% effort

Yale Center for Clinical Investigation Award

9/14

0% Effort

Camenga D. (PI), Abroms LC (Co-Investigator/mentor). **“Text Messaging to Augment Physician Brief Advice for Smoking Cessation in College Health Clinics”**.

Role: Mentor

Levine H (PI); Abroms, LC (Co-PI). **“SMStop: Text Messaging for Smoking Cessation in Israeli Smokers”**

This project aims to develop and test a national smoking cessation program for Israeli Smokers in collaboration with the Israeli Cancer Association.

Israel Cancer Association 7/2013 – 7/2014

consultant

\$30,000

Windsor, R (PI); Abroms, L (Co-I). **“The West Virginia Smoking Cessation or Reduction in Pregnancy Treatment Trial”**

This project aims to disseminate a proven method for smoking cessation in pregnant women– the SCRIPT Method—throughout the state of West Virginia through Medicaid.

NIH: 1 R01 CA124429-01A1 9/2007-8/2012

5% effort

Abroms, LC (PI). **“X-Pack: Smoking Cessation in Youth”**

This project aims to develop and evaluate in a RCT a smoking cessation tool aimed at young adults.

NIH, Sub-contract from NICHD, Prevention Research Branch 1/2004-1/2005

15% effort

\$35,000

Abroms LC (PI). **“Inner City Families Who Successfully Adopt New Food Behavior”**

This project consisted of in-depth qualitative interviews to understand how families who successfully increased their fruit and vegetable consumption were able to do so.

CDC: ASPH Project S3897/ 1U36HM000437-01 10/2/08-9/30/09-Extended until 9/27/10

0% effort

\$110,000

Moses, M. (PI), **Abroms L (Co-PI)**. “**Development of Health Education and Promotion Materials for Health Professional and Lay Community Audiences to Support Department of Energy Site Work.**”

This project aimed to create and evaluate materials to communicate the risks from exposure to hazardous chemicals.

Association of Occupational and Environmental Clinics. 6/2005-10/2005.

15% effort

7) PUBLICATIONS

*Designates student author

1. Krishnan N, **Abroms LC**, Berg CJ. Electronic nicotine product cessation and cigarette smoking: analysis of waves 3 and 4 from the PATH study. *Nicotine Tob Res.* 2021 Jul 27;ntab155. doi: 10.1093/ntr/ntab155. Epub ahead of print. PMID: 34313780.
2. Bar-Zeev Y, Berg CJ, **Abroms LC**, Rodnay M, Elbaz D, Khayat A, Levine H. Assessment of IQOS Marketing Strategies at Points-of-Sale in Israel at a Time of Regulatory Transition. *Nicotine Tob Res.* 2021 Jul 3;ntab142. doi: 10.1093/ntr/ntab142. Epub ahead of print. PMID: 34216461.
3. **Abroms LC**, Wu KC, Krishnan N, Long M, Belay S, Sherman S, McCarthy M. A Pilot Randomized Controlled Trial of Text Messaging to Increase Tobacco Treatment Reach in the Emergency Department. *Nicotine Tob Res.* 2021 Aug 18;23(9):1597-1601. doi: 10.1093/ntr/ntab036. PMID: 33684207.
4. Berg CJ, Krishnan N, Graham AL, **Abroms LC**. A synthesis of the literature to inform vaping cessation interventions for young adults. *Addict Behav.* 2021 Aug;119:106898. doi: 10.1016/j.addbeh.2021.106898. Epub 2021 Mar 8. PMID: 33894483; PMCID: PMC8113079.
5. Kierstead EC, Harvey E, Sanchez D, Horn K, **Abroms LC**, Spielberg F, Stanton CA, Debnam C, Cohn AM, Gray T, Magnus M, Patel M, Niaura R, Elf JL. A pilot randomized controlled trial of a tailored smoking cessation program for people living with HIV in the Washington, D.C. metropolitan area. *BMC Res Notes.* 2021 Jan 6;14(1):2. doi: 10.1186/s13104-020-05417-3. PMID: 33407848; PMCID: PMC7789216.
6. Chkhartishvili, Nikoloz; Berg, Carla J; Abroms, Lorien C; Sturua, Lela; Chokoshvili, Otar; Khechiashvili, George; Tsertsvadze, Tengiz; Ma, Yan; Rodriguez-Diaz, Carlos E; Long, Michael W; Smoking and cessation-related attitudes among men who have sex with men in the country of Georgia *AIDS care* 5-Jan 2020 Taylor & Francis
7. Bar-Zeev, Y; Berg, C; Kislev, S; Geva, H; Godinger, E; Abroms, L; Levine, H; Tobacco industry tactics in response to extensive tobacco control legislation in Israel *European Journal of Public Health* 30 Supplement_5 ckaa166. 1292 2020 Oxford University Press

8. Bar Zeev, Yael; Berg, C; **Abroms, LC**; Levine, H; IQOS point-of-sale marketing strategies at a time of legislation transition in Israel *European Journal of Public Health* 30 Supplement_5 ckaa165. 185 2020 Oxford University Press
9. **Abroms, L. C.**, Heminger, C. L., Boal, A. L., Van Alstyne, J. M., & Krishnan, N. (2020). Text2Quit: an analysis of user experiences with a mobile smoking cessation program. *Journal of Smoking Cessation*, 15(1), 23-28.
10. Amato MS, El-Toukhy S, **Abroms LC**, Goodfellow H, Ramsey AT, Brown T, Jopling H, Khadjesari Z. Mining Electronic Health Records to Promote the Reach of Digital Interventions for Cancer Prevention Through Proactive Electronic Outreach: Protocol for the Mixed Methods OptiMine Study. *JMIR Res Protoc*. 2020 Dec 31;9(12):e23669. doi: 10.2196/23669. PMID: 33382041; PMCID: PMC7808893.
11. Berg CJ, Duan X, Romm K, Pulvers K, Le D, Ma Y, Krishnan N, **Abroms LC**, Getachew B, Henriksen L. Young adults' vaping, readiness to quit, and recent quit attempts: The role of co-use with cigarettes and marijuana. *Nicotine Tob Res*. 2020 Dec 17:ntaa265. doi: 10.1093/ntr/ntaa265. Epub ahead of print. PMID: 33331889.
12. Graham AL, Papandonatos GD, Cha S, Amato MS, Jacobs MA, Cohn AM, **Abroms LC**, Whittaker R. Effectiveness of an optimized text message and Internet intervention for smoking cessation: a randomized controlled trial. *Addiction*. 2021 Sep 2. doi: 10.1111/add.15677. Epub ahead of print. PMID: 34472676.
13. Graham AL, Papandonatos GD, Jacobs MA, Amato MS, Cha S, Cohn AM, **Abroms LC**, Whittaker R. Correction: Optimizing Text Messages to Promote Engagement With Internet Smoking Cessation Treatment: Results From a Factorial Screening Experiment. *J Med Internet Res*. 2020 Jul 28;22(7):e21027. doi: 10.2196/21027. Erratum for: J Med Internet Res. 2020 Apr 2;22(4):e17734. PMID: 32721924; PMCID: PMC7420627.
14. Kruse GR, Park ER, Chang Y, Haberer JE, **Abroms LC**, Shahid NN, Howard S, Haas JS, Rigotti NA. Proactively Offered Text Messages and Mailed Nicotine Replacement Therapy for Smokers in Primary Care Practices: A Pilot Randomized Trial. *Nicotine Tob Res*. 2020 Aug 24;22(9):1509-1514. doi: 10.1093/ntr/ntaa050. PMID: 32198520; PMCID: PMC7443591.
15. Berg CJ, Yang YT, Pratt-Chapman ML, Douglas Evans W, Cupertino AP, Horn K, Bernat DH, **Abroms LC**, Tercyak KP. Campus tobacco control policies and cessation interventions in college students: a commentary calling for research and action to address tobacco-related health disparities. *Transl Behav Med*. 2020 Sep 7:ibaa083. doi: 10.1093/tbm/ibaa083. Epub ahead of print. PMID: 32893870.
16. Graham AL, Papandonatos GD, Jacobs MA, Amato MS, Cha S, Cohn AM, **Abroms LC**, Whittaker R. Optimizing Text Messages to Promote Engagement With Internet Smoking Cessation Treatment: Results From a Factorial Screening Experiment. *J Med Internet Res*. 2020 Apr 2;22(4):e17734. doi: 10.2196/17734. Erratum in: J Med Internet Res. 2020 Jul 28;22(7):e21027. PMID: 32238338; PMCID: PMC7386536.
17. Krebs P, Sherman SE, Wilson H, El-Shahawy O, **Abroms LL**, Zhao X, Nahvi S, Shelley D. Text2Connect: a health system approach to engage tobacco users in quitline cessation services via

- text messaging. *Transl Behav Med.* 2020 Feb 3;10(1):292-301. doi: 10.1093/tbm/ibz033. PMID: 32011721.
18. White JS, Toussaert S, Thrul J, Bontemps-Jones J, **Abroms L**, Westmaas JL. Peer Mentoring and Automated Text Messages for Smoking Cessation: A Randomized Pilot Trial. *Nicotine Tob Res.* 2020 Mar 16;22(3):371-380. doi: 10.1093/ntr/ntz047. PMID: 30892616.
 19. Shuter J, Kim RS, An LC, **Abroms LC**. Feasibility of a Smartphone-Based Tobacco Treatment for HIV-Infected Smokers. *Nicotine Tob Res.* 2020 Mar 16;22(3):398-407. doi: 10.1093/ntr/nty208. PMID: 30285151; PMCID: PMC7297101.
 20. Bar-Zeev Y, Berg CJ, Kislev S, Geva HH, Godinger E, **Abroms L**, Levine H. Tobacco legislation reform and industry response in Israel. *Tob Control.* 2020 Sep 4:tobaccocontrol-2020-056041. doi: 10.1136/tobaccocontrol-2020-056041. Epub ahead of print. PMID: 32887740.
 21. Krishnan N, Gu J, **Abroms LC**. Mobile phone-based messaging for tobacco cessation in low and middle-income countries: A systematic review. *Addict Behav.* 2021 Feb;113:106676. doi: 10.1016/j.addbeh.2020.106676. Epub 2020 Sep 25. PMID: 33038676.
 22. Chiang SC, **Abroms LC**, Cleary SD, Pant I, Doherty L, Krishnan N. E-cigarettes and smoking cessation: a prospective study of a national sample of pregnant smokers. *BMC Public Health.* 2019 Jul 18;19(1):964. doi: 10.1186/s12889-019-7299-7. PMID: 31319846; PMCID: PMC6637539.
 23. RS Gold, ME Auld, **LC Abroms**, J Smyser, E Yom-Tov, JP Allegrante, Digital health communication common agenda 2.0: An updated consensus for the public and private sectors to advance public health, *Health Education & Behavior.* 46 (2_suppl), 124-128
 24. AC Johnson*, I Lipkus, KP Tercyak, G Luta, K Rehberg, L Phan, **LC Abroms**. Development and pretesting of risk-based mobile multimedia message content for young adult hookah use. *Health Education & Behavior* 46 (2_suppl), 97-105.
 25. **LC Abroms**, RS Gold, JP Allegrante. Promoting health on social media: The way forward. *Health Education & Behavior* 46 (2_suppl), 9-11, 2019.
 26. Bary-Weisberg D, Meltser, Oberman M, Benari AP, Bar-Zeev Y, Berg C, **Abroms LC**. Feasibility of a text-messaging smoking cessation program for soldiers in Israel. *BMC public health* 19 (1), 715.
 27. **Abroms, L. C.**, Allegrante, J. P., Auld, M. E., Gold, R. S., Riley, W. T., & Smyser, J. (2019). Toward a common agenda for the public and private sectors to advance digital health communication. *American Journal of Public Health.*
 28. **Abroms, LC**, et al. A Motion-Activated Videogame for Prevention of Substance Use Disorder Relapse in Youth: Pilot Randomized Trial. *JMIR serious games* 7 (2), e11716
 29. **Abroms, LC**. "Public Health in the Era of Social Media." *American Journal of Public Health.* (2019): S130-S131.
 30. Hoepfner, Bettina B., Susanne S. Hoepfner, Melissa R. Schick, Connor M. Milligan, Helmuth E, Brandon G. Bergman, **Abroms LC**, and Kelly JF. "Using the text-messaging program

SmokefreeTXT to support smoking cessation for nondaily smokers." *Substance use & misuse* 54, no. 8 (2019): 1260-1271.

31. Spears, C. A., Bell, S. A., Scarlett, C. A., Anderson, N. K., Cottrell-Daniels, C., Lotfalian, S., ... & Abroms, L. C. (2019). Text messaging to enhance mindfulness-based smoking cessation treatment: program development through qualitative research. *JMIR mHealth and uHealth*, 7(1), e11246.
32. Kruse GR*, Park EP, Shahid NN, **Abroms L**, Haberer JE, Rigotti NA Combining Real-Time Ratings With Qualitative Interviews to Develop a Smoking Cessation Text Messaging Program for Primary Care Patients. *JMIR mHealth and uHealth* 7 (3), e11498.
33. Spears, C. A*., Bell, S. A., Scarlett, C. A., Anderson, N. K., Cottrell-Daniels, C., Lotfalian, S., ... & **Abroms, LC** (2019). Text Messaging to Enhance Mindfulness-Based Smoking Cessation Treatment: Program Development Through Qualitative Research. *JMIR mHealth and uHealth*, 7(1).
34. Thrul J, Mendel JA, Simmens SJ, **Abroms LC**. Collecting outcome data of a text messaging smoking cessation intervention with in-program text assessments: How reliable are the results? *Addict Behav.* 2018 May 18;85:31-37
35. **Abroms LC**, Johnson PR, Brandon TH. Response to Raising the Bar for Pregnant Smokers. *American Journal of Preventive Medicine*, in press.
36. Schindler-Ruwisch, J. M*., Leavitt, L. E.*, Macherelli, L. E.*, Turner, M. M., & **Abroms, L. C.** (2018). Motivating Smoking Cessation Text Messages: Perspectives from Pregnant Smokers. *Maternal and child health journal*, 1-8.
37. Bernstein, S. L., Dziura, J., Weiss, J., Miller, T., Vickerman, K. A., Grau, L. E., **Abroms L.C.** & Toll, B. (2017). Tobacco dependence treatment in the emergency department: A randomized trial using the Multiphase Optimization Strategy. *Contemporary clinical trials*. 66 (2018): 1-8.
38. **Abroms LC**, Chiang SC, Macherelli L, Leavitt LL, Montgomery M. A pilot randomized trial of NCI's SmokefreeMom text messaging program in pregnant smokers. *JMIR*, in press.
39. **Abroms LC**, Johnson PR, Leavitt LE*, Cleary SD, Buschar J, Brandon TH, Chiang SC*. A Randomized Trial of Text Messaging for Smoking Cessation in Pregnant Women. *American Journal of Preventive Medicine*, 53(6), 781-790.
40. Westmaas JL, Bontemps-Jones J, Hendricks PS, Kim J, **Abroms LC**. Randomized Controlled Trial of Stand-Alone Tailored Emails for Smoking Cessation. *Tobacco Control*. 2017, May 18. pii: tobaccocontrol-2016-053056.
41. **Abroms LC***, Schindler-Ruwisch J*^, Bernstein S, Heminger C*. A content analysis of EMRs for Smoking Cessation. *Translational Behavioral Medicine, Transl Behav Med*. 2016 Oct 31.
^Joint first author
42. Hoepfner BB, Hoepfner SS, **Abroms LC**. "How do text-messaging smoking cessation interventions confer benefit? A multiple mediation analysis of Text2Quit" *Addiction*. 2017 Apr;112(4):673-682.
+Published with an accompanying commentary by Naughton F

43. Leavitt L*, **Abroms LC**, Johnson P, Schindler-Ruwisch J*, Bushar J, Singh I*, Cleary SD, McInvale W*, Turner M. Recruiting pregnant smokers from Text4baby for a randomized controlled trial of Quit4baby. *Transl Behav Med.* 2016 Dec 1.
44. Windsor R, Clark J, Davis A*, Wedeles J*, **Abroms L**. A Process Evaluation of the WV Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Dissemination Initiative: Assessing the Fidelity and Impact of Delivery for State-Wide, Home-Based Healthy Start Services. *Matern Child Health J.* 2017 Jan;21(1):96-107.
45. Ybarra ML, Jiang Y, Free C, **Abroms LC**, Whittaker R. Participant-level meta-analysis of mobile phone-based interventions for smoking cessation across different countries. *Prev Med.* 2016 May 3;89:90-97
46. Graham AL, Jacobs MA, **Abroms LC**, Papandonatos GD, Cohn AM, Cha S, Whittaker R. Optimizing Text Messaging to Improve Adherence to Web-Based Cessation Treatment: A Randomized Control Trial Protocol. *BMJ Open.* 2016 Mar 30;6(3):e010687
47. Heminger, C.L.*, Schindler-Ruwisch J*, **Abroms, LC**. Smoking cessation support for pregnant women: role of mobile technology. *Substance Abuse and Rehabilitation.* 2016;7 15–26.
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67. Breton E*, Fuemmeler BF, **Abroms LC**. Weight loss – There’s an app for that! But does it adhere to evidence-informed practices? *Translational Behavioral Medicine*, Vol. 1 (2), 2011.

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+Published with an accompanying commentary by Augustson E & Backinger K
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70. Guidotti TL, **Abroms LC**, Ford L, Jhangri G. 2011. The Fort McMurray Demonstration Project in Social Marketing: Self-reported safety-related health behaviours following a combined community and workplace intervention. *Int J Health Promot Edu*. Vol. 49 (1): 16-20.
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73. **Abroms LC**, Schiavo R, Lefebvre RC. New Media Cases in *Cases in Public Health Communication & Marketing*: The Promise and Potential. *Cases in Public Health Communication & Marketing*. Vol 2 (August), 2008.
74. Hamilton L*, Dennings K, **Abroms LC**. A Case Study of Using New Media to Promote Recycling in North Carolina. *Cases in Public Health Communication & Marketing*. Vol 2 (August), 2008.
75. **Abroms LC**, Maibach EW. The Effectiveness of Mass Communication to Change Public Behavior. *Annual Review of Public Health*. 2008 Apr 21;29:219-234.
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77. Guidotti TL, Bertera R, **Abroms L**, Ford L et al. Interventions. *Occupational and Environmental Medicine*. Vol. 64, 12, e22.
78. Maibach EW, **Abroms LC**, Marosits M. Communication and marketing as tools to cultivate the public's health: a proposed people and places framework. *BMC Public Health*. 2007 May 22;7(1):88
79. **Abroms LC**, Maibach E, Lyon-Daniel K, Feldman SR. What is the best approach to reducing birth defects associated with isotretinoin? *PLoS Medicine*. 2006 Nov;3(11):e483.
80. **Abroms LC**, Simons-Morton BG, Haynie DL, Chen R. Psychosocial Predictors of Smoking Trajectories during Middle and High School. *Addiction*. 2005. Jun;100(6):852-61.

81. **Abroms LC**, Fagan P, Eisenberg M, Remba N and Sorensen G. The Strength Ezine: An Application of Email for Health Promotion in Adolescent Girls. *American Journal of Health Promotion*. 2004. 19(1): 28-32.
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83. **Abroms LC**, Jorgensen CM, Southwell B, Geller A, Emmons KM. Gender differences in young adults' attitudes to sun protection and sunscreen use. *Health Education & Behavior*. 2003. 30(1):29-43.
84. **Abroms LC**, Goldscheider FK. More work for mother: How spouses, cohabiting partners, and relatives affect the hours mothers work. *Journal of Family and Economic Issues*. Summer 2002.

Book chapters and other publications

1. **Lorien Abroms** and Kenneth S. Baer. Op-Ed. *Washington Post*. "Trump can't help us now. We need Taylor Swift, LeBron James and Kim Kardashian: The White House isn't communicating about the coronavirus well enough." March 14, 2020.
2. **Abroms LC**, Padmanabhan N*, and Evans WD. 2012, "Using Mobile Phones for Health Promotion." In S.M. Noar & N.G. Harrington (Eds.), *eHealth Applications: Promising Strategies for Behavior Change*. New York: Routledge, 147-166.
3. **Abroms LC**, Mobley A, Gleason, B, Luca K. "Case study of the X-Pack Smoking Cessation Kit". In Hunting KL and Gleason BL (eds): *Essential Case Studies in Public Health: Putting Public Health into Practice*. Jones and Bartlett Learning, Sudbury MA, 2011.
4. Edberg, M, **Abroms L**. "Application of Theory: Communications Campaigns", in *Essentials of Health Behavior: Social and Behavioral Theory in Public Health*. Jones and Bartlett, 2007.
5. **Abroms LC**. Social Marketing in Africa: A Photographic Series. *Harvard AIDS Review*. Fall 1999/Winter 2000.
6. **Abroms LC**. HIV Testing for Infants and Pregnant Women: A Case Study in Privacy and Public Health. Report prepared for George Washington University's Institute for Communitarian Policy Studies, 1997.
7. **Abroms LC**, Winickoff J, Fisher L. Smoking Cessation in Youth. Report prepared for Population Services International, 2001.

8) SCHOLARLY PRESENTATIONS

Abroms LC. Digital Technologies for Population Impact: The Case Study of Tobacco Treatment. The Digital Summit. GW, Washington DC. April 16, 2021

Abroms LC. Using text messaging to increase reach and efficacy at Quitlines. North American Quitline Consortium. Feb 19, 2021

Abroms LC. Social Media, Health Promotion, and Health Policy. Institute for Data Democracy and Politics, January 13, 2021.

Abroms LC. Smoking cessation: using digital media to increase reach and efficacy. University of Virginia. Dec 12, 2020

Abroms LC. Increasing Reach and Efficacy of Health Promotion Programs on Digital Media. Facebook Health Partnerships Team, November 19, 2020.

Abroms LC, Whittaker R, Krishnan N, Free C, Carpenter K, Hunt Y. Implementation and adoption of large-scale text messaging for smoking cessation support programs in the United States, United Kingdom and New Zealand. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Krishnan N, **Abroms LC.** A narrative review of mCessation programs in low and middle-income countries. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Krishnan N, **Abroms LC.** Predictors of Cessation for Participants in a Randomized Controlled Trial of a Text-Messaging Program for Smoking Cessation. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Abroms LC, Chiang SC, Cleary SD, Pant I, Doherty L, Krishnan N. E-Cigarettes and smoking cessation: a prospective study of a national sample of pregnant smokers. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Chkhartishvili N, Berg CJ, **Abroms LC,** Sturua L, Chokoshvili O, Khechiashvili G, Tsertsvadze T, del Rio C. Smoking and cessation-related attitudes among men who have sex with men in the country of Georgia. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Bernstein S, Dziura J, Weiss J, Harper Brooks A, Miller S, Collins LM, Vickerman KA, Grau L, Pantaloni M, **Abroms L** and Toll B. Successful Treatment of Tobacco Dependence Treatment in the Emergency Department Using The Multiphase Optimization Strategy. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Elf JL, Horn K, **Abroms LC,** Stanton C, Cohn A, Spielberg F, Grey T, Harvey E, Sanchez D, Debnam C, Castel AD, Greenberg A, Monroe A, and Niaura R. Cigarette smoking among HIV-infected adults with comorbid medical conditions in a large HIV cohort (2011 – 2017) in Washington, D.C. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Shelley D, Jiang N, Cleland C, **Abroms LC,** Nguyen T, Nguyen N. Adaptation of a Text Message Intervention for Smokers in Vietnam. Society for Research on Nicotine and Tobacco. New Orleans, LA, March 2020.

Abroms LC. Text messaging for smoking cessation in an international context. Hadassah Hebrew University, Jerusalem, Israel. January 18, 2020

Abroms LC. Global landscape of Text messaging for smoking cessation. Vietnam Smoking Cessation Conference. Hanoi, Vietnam. November 15, 2019.

Abroms LC. Social Media through a Public Health Lens. Digital Health Promotion Executive Leadership Summit. Washington, DC. June 3-4, 2019.

Abroms LC. The Evolving Digital Media Landscape and its Impact on Population Health. Society for Behavioral Medicine, Washington, D.C. March 7, 2019.

Abroms LC, Wu KC, Long M, Krishnan N, Sherman S, McCarthy M, Belay S. A Pilot Randomized Trial Comparing Reach and Engagement of Two Text Messaging Programs in Medicaid Smokers: Text&Quit Aand Text4coach. Society for Research on Nicotine and Tobacco. San Francisco, March, 2019.

Abroms LC. Symposium on vulnerable populations and smoking cessation. Society for Research on Nicotine and Tobacco. Baltimore, February 24, 2018.

Abroms LC. The Evolving Digital Media Landscape and its Impact on Population Health. Digital Health Promotion Executive Leadership Summit. Washington, DC. June 5-6, 2018.

Abroms LC. Invited training lecture for trainees in UCSF's Learning for Early Careers in Addiction and Diversity: "mHealth for Health Behavior Change: evidence and design." UCSF, San Francisco. July 18, 2017.

Abroms LC. Invited Grand Rounds: "Frontiers in Tobacco Treatment: Maximizing Reach and Efficacy with Communication Technology." MD Anderson, Houston, TX. June 9, 2017.

Abroms LC. Invited keynote: "Texting for Health Behavior Change." Lerner Center Conference on Health Promotion. Columbia University, New York. April 28, 2017.

Spears C, **Abroms L** et al. Poster: "Qualitative Study of Text Messaging for Smoking Cessation." Society of Behavioral Medicine. San Diego. March 30, 2017.

Abroms LC. Presentation as part of symposium on Using Digital Social Tools for Smoking Cessation: Intervention Engagement and Efficacy. "Quit4baby: A Randomized Trial of a Text-messaging Program to Promote Smoking Cessation in Pregnant Smokers." Society of Behavioral Medicine. San Diego. March 31, 2017.

Abroms LC. Invited keynote: "Frontiers in Tobacco Treatment: Maximizing Reach and Efficacy with Communication Technology." NIDA Clinical Trials Network Annual meeting. Bethesda, MD. March 21, 2017.

Abroms LC. Keynote for Health Communication: Barriers, Breakthroughs, and Best Practices (HBC3 Online Conference). "Frontiers in Tobacco Treatment: Maximizing Reach and Efficacy with Communication Technology." University of Illinois at Urbana-Champaign. March 3rd, 2017.

Abroms LC. Keynote for NIDA Intramural Research Seminar. "Frontiers in Tobacco Treatment: Maximizing Reach and Efficacy with Communication Technology." Baltimore, MD. Feb 14, 2017.

Abroms LC. Invited presentation to the NCI All-Star meeting. “mCessation for Pregnant Women.” Washington, DC. Dec 7, 2016.

Abroms LC. Invited presentation to the Claire Friedlander Foundation. “GWU’s mHealth Collaborative.” Washington, DC. Nov. 29, 2016.

Abroms LC. Invited presentation to Georgetown Lombardi Cancer Control and Prevention Program. “Maximizing reach and efficacy with mHealth.” Washington, DC. Oct. 19, 2016.

Abroms LC. Invited presentation for WHO Be Healthy Be Mobile group. “mHealth and smoking cessation.” New Delhi, India. September 15, 2016.

Abroms LC. Invited presentation for Dartmouth/MD Anderson/Moffitt Addictions Conference. “mHealth and smoking cessation in pregnant women.” Marquette, MI. September 8, 2016.

Abroms LC. Invited presentation for NIH mHealth Special Interest Group. “mHealth for Health Behavior Change.” Bethesda, MD. May 19, 2016.

Abroms LC. Presentation for Econometrics 2U class (Michael Long, course director). “Overview of Quit4baby.” June 5, 2016.

Abroms LC. Keynote for the Digital Health Evolution Conference. “Using mHealth to facilitate behavioral change in patients with chronic disease.” Philadelphia, May 5, 2016.

Abroms LC. “Using Mobile Phones for Smoking Cessation in Adult and Pregnant Smokers”. NIH mHealth Scientific Interest Group. May 19, 2016

Heminger C and **Abroms LC.** Poster “Text2Quit: An analysis of participant engagement in a text-based smoking cessation program”. Society of Behavioral Medicine Annual meeting, Washington DC, April 2, 2016.

Abroms LC. Presenter at the Pre-Conference Course at the Society of Behavioral Medicine “Cancer and Ethnic Minority and Multicultural Health SIGs Course: Let’s Talk about Your Career: What You Need to Know about Grants, Mentorship, and Life Balance.” Washington, DC, March 30, 2016

Abroms LC, Schindler-Ruwisch J, Turner MM, Leavit L, Johnson PJ, Obi A, Cleary S, Bushar J. “QUIT4BABY Communication: Recruiting Pregnant Women for a Randomized Controlled Trial”. Society of Behavioral Medicine Annual meeting, Washington DC, April 1, 2016.

Abroms LC, Schindler Ruwisch, Leavitt, Macharelli. “Text messaging for smoking cessation in pregnant smokers” at the Society For Research on Nicotine and Tobacco (SRNT) in Chicago on March 5, 2016.

Abroms LC. “Using Mobile Phones for Smoking Cessation in Adult and Pregnant Smokers” as part of The John Ruffin Health Disparities Research Seminar Series at the National Institutes of Health, Baltimore, MD, Feb. 12, 2016.

Abroms LC, “mHealth and smoking cessation in special populations” Be Healthy Be Mobile WHO/ITU invited conference. Geneva, December 10, 2015.

Abroms LC, mHealth and smoking cessation: A Review of Program and Evidence. 2015 Thematic Meeting on Addiction, Precision Medicine Panel, MD Anderson, Houston, TX, October 28, 2015

Abroms LC, "Using mobile phones for smoking cessation in pregnant women" National Conference on Tobacco Control in Vulnerable Populations, invited presentation, Rockville, MD, October 6, 2015

Abroms LC, Invited presentation to the Symposium on mHealth in Health Systems in an Era of Healthcare Transformation. Presentation entitled, "Text messaging and mHealth in Health Systems." June 9, 2015

Abroms LC, keynote "Health Promotion & Technology in the 21st Century." SOPHE 66th Annual Meeting, Portland, Oregon April 2015

Abroms LC, Mason M, Muench F, Plenary Panel Presentation- The Use of Technology to Enhance the Prevention of Tobacco Use among Youth. Virginia Commonwealth University, April, 2015.

Abroms LC. The state of the Evidence in mCessation. 16th World Conference on Tobacco or Health. Abu Dhabi, March, 2015.

Abroms LC. Medicine 2.0 "SmokefreeMom: Results from an ongoing study of a SMS program to help pregnant women quit smoking." Conference on November 13, 2014 in Maui, Hawaii.

Abroms LC. Using Mobile Phones for Smoking Cessation: the Text2Quit Case Study. Montifiore Medical School. New York, October, 2014.

Abroms L, Symposium organizer and presenter on "Key Issues in the design, dissemination and evaluation of text messaging programs", Society of Behavioral Medicine, Philadelphia, April 2014

Mendel JC, **Abroms L**, Boal A, Simmens S. Examining The Reliability Of Text Messaging As A Mode Of Self Reporting. Society of Behavioral Medicine, Philadelphia, April 2014

M Lin, LC **Abroms**. SmokeFree Moms: A Qualitative Study for the Development of a Text-Based Intervention for Smoking Cessation in Pregnant Women. GWU Research Day, April 2014.

Abroms LC, Boal A., Mendel J, Carpenter K, and Graham A, Texting at Quitlines: who is using and to what effect, Society for Research on Nicotine and Tobacco, Seattle, March 2014

Cobb C, Jacobs M, **Abroms LC**, Graham AL. A Descriptive Analysis Of Facebook Applications Related To Smoking Cessation, Society for Research on Nicotine and Tobacco, Seattle, March 2014

Abroms L, Mobile Health For Smoking Cessation: Ubiquitous Technologies With Promising Impact, Society for Research on Nicotine and Tobacco, Seattle, March 2014

Judith A. Mendel, MPH, **Lorien C. Abroms, ScD**, Ashley L. Boal, MS and Sam Simmens, PhD., Examining the Reliability of Text Messaging as a Mode of Self Reporting, Society of Behavioral Medicine, Philadelphia, April 2014

Abroms LC. Using Mobile Phones for Smoking Cessation: More hope than hype. Johns Hopkins University. Baltimore, MD. November 18, 2014.

Abroms LC. Using Mobile Phones for Smoking Cessation: the Text2Quit Case Study. University of Maryland (Baltimore County). Baltimore, MD. April 18, 2013.

Abroms LC. Mobile Phones for Health Promotion. Society of Behavioral Medicine. San Francisco, CA. March 21, 2013.

Abroms LC. Cobb N. Brigham J. Moving Tobacco Interventions into Mobile Space and Social Media. Pre-conference workshop for SRNT. Boston, MA. March 14, 2013

Abroms LC, Mendel J, Boal A, Simmens S & Windsor RA. A Randomized trial of an interactive mobile text-messaging program to promote smoking cessation in US adult smokers. SRNT. Boston, MA. March 14, 2013

Abroms LC. Levine H, Herschscowitz R. iStopSmoke: results from a pilot study of an interactive mobile health smoking cessation program in Israel. SRNT. Boston, MA. March 14, 2013

Abroms LC. Lessons on Disseminating Text Messaging Programs: Case Study of US and Israel. Invited presentation to the mHealth Summit, Washington DC. December 13, 2012.

Abroms LC. Lessons on Texting 4 Health from an Expert mHealth Panel. Invited presentation to the Annual meeting of the American Heart Association, Los Angeles, CA November 5, 2012.

Abroms LC. Smoking Cessation: Is there an App for That? Invited presentation to the C. Everett Koop Annual Conference, Fairlee, VT, Sept. 28, 2012.

Abroms LC. Lessons on Texting 4 Health from an Expert mHealth Panel. Medicine 2.0., Boston, MA, Sept. 15, 2012.

Abroms LC. Using Mobile Phones for Smoking Cessation. Keynote address at the Israeli Tobacco Control Association Conference. Braun School of Public Health, Hebrew University. Jerusalem, Israel. July 9, 2012.

Westmaas JL; **Abroms LC**; Bontemps-Jones J. Social influences and support for quitting: the role of gender. Society for Research on Nicotine and Tobacco, Houston, TX. March 15, 2012.

Ramani R; **Abroms LC**; Westmaas JL; Bontemps-Jones J. iPhone Apps for Smoking Cessation: A Content Analysis. Society for Research on Nicotine and Tobacco, Houston, TX. March 15, 2012.

Abroms LC, Ahuja M, Kodly, Windsor RA. The Text2Quit Case Study: Challenges and Opportunities in the Development of a Text Messaging for Smoking Cessation Program. Digital Health Communication Extravaganza, Orlando, FL; February 15-17,2012.

Abroms LC. Theory, Mobile Phones and Behavior Change. NIH mHealth Institute. The Gaylord Conference Center. Washington D.C.; Dec 7, 2011.

Abroms LC. Smoking and Alcohol Use. mHealth Summit. The Gaylord Conference Center. Washington D.C.; Dec 5, 2011.

Abroms LC. Using Mobile Phones for Smoking Cessation. Dept. of Health Promotion, University of Florida. Gainesville. October 21st, 2011.

Abroms LC. The U.S. Experience with Text Messaging for Smoking Cessation. United Nations International Telecommunications Union (ITU) Annual Conference. Geneva, Switzerland (via Skype). October 27th, 2011.

Abroms LC; Ahuja M; Kodl Y; Windsor R. Text2Quit: Results from a pilot study of an interactive mobile health program designed to help people quit smoking. APHA Annual Meeting, Washington, D.C. Nov. 2nd, 2011.

Jacobs M; **Abroms LC** Mobile technology and the Washington, DC, School-based STD Screening Project. APHA Annual Meeting, Washington, D.C. Nov. 2nd, 2011. October 31, 2011.

Abroms LC, Evans WD. Using Mobile Phones for Health Promotion. APHA Annual Meeting, Washington, D.C. Nov. 2nd, 2011. October 31, 2011.

Abroms LC. Mobile Apps, Text Messages, and Social Media: Can They Really Help Smokers Quit?. Webinar on the Use of New Technology to Promote Tobacco Cessation, hosted by Alere Wellbeing, Inc. September 15 and 22, 2011.

Abroms LC. mHealth and Tobacco Control. Presentation for Alere Wellbeing, Inc. Board of Scientific Advisors. Sept. 1, 2011

Abroms LC, Kodl YK, Ahuja M, Sims J, Winickoff J, Windsor RA. The Text2Quit Program: Results from a formative evaluation. CDC Conference on Health Marketing. Atlanta; August 8, 2011.

Abroms LC. Mobile Health and the Prevention and Control of Chronic Disease. Meridian House presentation for U.S. State Department's International Visitor Leadership Program, July 26, 2011.

Abroms LC, Thaweethai L, Sims J, Johri R, Winickoff, J, Windsor RA. The Text2Quit Program: Results from a formative evaluation. Society for Research on Nicotine and Tobacco. Toronto, Canada; February 19, 2011.

Abroms LC, Thaweethai L, Sims J, Johri R, Winickoff, J, Windsor RA. The Text2Quit Program: Results from a pilot test of an interactive mobile health program to help people quit smoking. Mhealth Summit. Washington D.C.; November 8, 2010.

Breton E, Fuemmeler BF, **Abroms LC.** Weight Loss iPhone Applications and their Adherence to Best Practices for Weight Loss: A Content Analysis. Mhealth Summit. Washington D.C.; November 8, 2010.

Abroms, LC. iPhone Apps for Smoking Cessation: A Content Analysis. Society for Research on Nicotine and Tobacco. Baltimore, MD. Feb. 25, 2010.

Abroms LC, Ahuja M, Windsor RW. The Text2Quit Program: Results from a pilot test of an interactive mobile health program to help people quit smoking. Public Health Communication & Marketing Lecture Series. The George Washington University. Washington D.C.; November 16, 2010.

Abroms LC. Mobile Phones for Health Promotion. Presented at the Johns Hopkins University Mid-Atlantic Public Health Training Center Conference on Social Marketing, Baltimore, MD, October 2010.

Abroms, LC. Mobile Applications for Smoking Cessation. Federal Drug Administration (FDA). Rockville, MD. March. 23, 2010.

Abroms, LC. iPhone Apps for Smoking Cessation. Lecture for GW Public Health Communication and Marketing symposium entitled “Frontiers in Health Communication & Marketing for Tobacco Control”. Washington, DC. March, 2 2010.

Abroms, LC. New Media Applications for Smoking Cessation. Invited lecture for National Cancer Institute CIS staff. Washington, DC. April 1, 2009.

Abroms, LC. Using New Communication Technologies for Smoking Cessation. Georgetown University, Lombardi Comprehensive Cancer Center. Washington, DC. Oct. 1, 2009.

Abroms, LC. Careers in Public Health. National Institutes of Health, Rockville, MD. Oct 21, 2009.

Abroms, LC, New Media for Smoking Cessation at Quitlines. Invited lecture for North American Quitline Consortium. Washington, DC. Sept 1, 2009.

Abroms LC. Invited panelist to “Developing a New Mobile Therapy: Twitter for Tobacco Tweetment”, one day workshop at the National Institute of Drug Abuse, NIH, Rockville, MD. Sept. 21st, 2009.

Peters Z and **Abroms LC.** "Childhood Obesity: A Content Analysis of Food Advertisements and Public Service Announcements that Air on Nickelodeon" Annual Maternal and Child Health Epidemiology Conference. 2009

Bontemps-Jones, J., Westmaas, J. L., **Abroms, LC,** Bauer, J., & Bade, J. (August, 2009). Black smokers don't and will never use quitlines: Fact or fiction? Poster presented at the American Cancer Society's Health Equity through the Cancer Lens Conference, Las Vegas, NV.

Abroms, LC. Acceptance speech for Early Career Award. APHA, San Diego, October 25-29, 2008.

Blake, S M, Gantz, MG, El-Khorazaty, MNI, **Abroms, L,** El-Mohandes, AE & Katz, KS. Smoking, Environmental Tobacco Smoke (ETS) Exposure and Other Correlates of Breastfeeding among African American Women. APHA, Oral Presentation, San Diego, October 25-29, 2008.

Leader, A; Sarfaty, M; **Abroms, L;** Simmens, S; Windsor, R. Role of social capital in cancer screening adherence. APHA, Oral Presentation, San Diego, October 25-29, 2008.

Drehmer, J; **Abroms, L.** Predictors of smoking reduction and cessation in young adults: APHA, San Diego, October 25-29, 2008.

Abroms, LC. PHEHP Materials Contest Winners. American Public Health Association Annual Meeting, Washington, D.C., November 2007.

Abroms, LC; Windsor R; Simons-Morton BG. Getting young adults to quit smoking: An evaluation of the X-pack program. American Public Health Association Annual Meeting, Washington, D.C., November 2007.

Blake SM, Gantz M, El-Khorazaty MN, **Abroms LC**, El-Mohandes A, Katz KS, Kiely M. Smoking, environmental tobacco smoke (ETS) exposure and other correlates of breastfeeding among African American women. American Public Health Association. Washington. D.C., Nov. 6, 2007

McDonnell KA; Hayashi SA, Sparks CH, **Abroms L**, Vyas A, Maibach EW. Using the People and Places Framework to Educate a New Generation of Prevention and Community Health Professionals. American Public Health Association Annual Meeting, Washington, D.C., November 2007.

Maibach EW, **Abroms LC**, Marosits M. A "people and places" framework for public health planning and action. American Public Health Association Annual Meeting, Washington, D.C., November 2007.

Abroms LC. Using Email to Enhance Phone Counseling Services at a Smoking Cessation Quitline. American Cancer Society, Feb. 16, 2007.

Abroms LC, Windsor R, and Simons-Morton B. A formative evaluation of the X-Pack program. Society for Research on Nicotine & Tobacco, Austin, TX. Feb, 21, 2007.

Abroms LC and Lowell A. Developing a smoking cessation kit for young adults. Access: Preventing Youth Access to Tobacco. Seattle, WA, April 12-14, 2006.

Abroms LC, Windsor R, and Simons-Morton B. The Efficacy and Acceptability of an Email-Based Program for Smoking Cessation in Young Adults. 13th World Conference on Tobacco or Health. Washington, D.C. July 13, 2006.

Abroms LC, Gill J, Windsor R, and Simons-Morton B. Process evaluation of an email-based smoking cessation program for young adults. 13th World Conference on Tobacco or Health. Washington, D.C. July 13, 2006.

Abroms LC and Weber D. Reaching out to Latino Smokers. Latino Cancer Disparities: Closing the Gap. George Washington University Disparities Summit. Washington D.C., Oct. 31, 2005.

Abroms LC. Communicating Health Information to the Public: A Focus on Health Literacy. Training session for the Mid-Atlantic Public Health Training Center, March 28, 2005.

Abroms LC. Communicating Health Information to the Public: A Focus on Literacy. Managing Drinking Water in the 21st Century: The DC Experience. D.C. Dept of Health. Washington D.C., October 12-13, 2004.

Simons-Morton B, **Abroms LC**, Haynie D, Chen R. Latent Growth Analyses of Peer And Parent Influences On Smoking Progression Among Early Adolescents. Society of Behavioral Medicine. Baltimore, March 2004.

Abroms LC, Winickoff J, Lowell A, Mobley A. The Acceptability of a self-help smoking cessation aid for youth. Society for Research on Nicotine and Tobacco. New Orleans, February 2003.

Abroms LC, Emmons KM, Berkman LF, and White HR. The Quality of Parental, Friend, and Sibling Relationships in Adolescence: Short-term and Long-term Effects on Mental Health. American Public Health Association Conference. Atlanta, 2001.

Abroms LC, Fagan P, Remba N, and Sorensen G. The Use of an Email Magazine (E-zine) for Health Promotion in Adolescent Girls. Art and Science of Health Promotion Conference, Washington DC, 2001.

Abroms LC. The Longitudinal Effect of Mother's Education on Child Behavioral Problems. American Sociological Association Annual Meeting, San Francisco, 1998.

Abroms LC. Determinants of Hours a Mother Works: the Role of Spouses, Partners and Relatives. American Sociological Association Annual Meeting, New York, 1996.

Abroms LC. Marketing Music Over the Internet. IndieNet Internet Conference, New York, 1996.

9) UNIVERSITY SERVICE

a) Dept: Dept. of Prevention & Community Health

Chair: Curriculum Committee (2014-present)

Chair: Search committee for Health Communication & Marketing faculty position (2014-2015)

Co-chair: Search committee for Community Oriented Primary Care track director (2011-2012)

Co-chair: Search committee for Community Oriented Primary Care track director/assistant professor (2010-2011)

Member: APT committee (2013-present)

Member: Research committee (2013-2018)

Member: Doctor of Public Health Committee (2009-2010)

Departmental News Liaison: (2005-2014)

Member: Departmental Strategic Planning Committee (2009-2010)

Director: Interim Track Director for the Public Health Communication & Marketing MPH Track (2007-2008)

Member: Search committee for professor in Public Health Communication & Marketing (2007-2008)

Member: Search committee for professor in Global Health/Social Marketing (2007-2008)

Member: Departmental admissions committee (2007-2008); (2011-current).

Member: Departmental curriculum committee (2007-2008); (2013-present)

Member: Search committee for Community Oriented Primary Care track director (2004-2006)

Member: Search committee for HIV/AIDS Center director (2005-2006)

Member: Planning committee for the new MPH track in Public Health Communication & Marketing (2004-2005)

Member: Search committee for track director for the MPH in Public Health Communication & Marketing (2004-2005)

Member: Search committee for Associate Professor in Health Promotion (2004)

b) School: School of Public Health and Health Services

c) Member: Search committee for the Cancer Center Associate Center Director for Population and Policy (2016-2017)

Member: School Strategic Planning Committee (2017)

Member: School Admissions Committee (2011-2014)

Faculty advisor for *Cases in Public Health Communication & Marketing* (2009-2010)

Supervising Editor (Editor-In-Chief) for *Cases in Public Health Communication & Marketing*, Vol. 2, Vol. 3 & Vol. 4 (2007-2010)

Member: Committee to establish rules and procedures for the Dean's Search (2009-2010)

Member: Planning Committee to establish MPH keystone and capstone classes in health policy and management (2004-2006)

d) University: George Washington University

Member: Appointment, Salary and Promotion Policies Committee (ASPP) (2007-2010)

Member: Education Committee for the Medical Center Strategic Planning Committee (2005-2006)

Director and co-founder of the GW mHealth Collaborative 2012-current

Co-Director of MeTRIC (DC Metro Tobacco Research and Instruction Consortium). 9/14-2018.

10) PROFESSIONAL SOCIETY MEMBERSHIP AND LEADERSHIP

<u>Year</u>	<u>Professional Organizations</u>
1999-2002	Member of the Harvard Tobacco Control Working Group
1999-2010	Member of the American Public Health Association
2002-present	Member of Society for Research on Nicotine and Tobacco
2013-present	Member of Society of Behavioral Medicine; Junior Chair Theories and Techniques of Behavior Change Interventions SIG (2015-2016)
2013-2019	Member of the Shroeder Institute for Tobacco Research and Policy Studies
2015-2018	Metric co-director
2012-present	GW mHealth Collaborative director
2016-2018	Society of Behavioral Medicine, Digital Health Council

11) EDITORIAL PEER REVIEW ACTIVITIES

Reviewer of Grants, National Institutes of Health

ZNR1 “mHealth Tools for Underserved Populations” (2015-2016)

PAR-14-028 “Mobile Health: Technology and Outcomes in low and middle income countries” (5/2015)

Interventions to Prevent and Treat Addictions (IPTA) (2016)

Topic Area Chair (Tobacco Control) & Reviewer for Society of Behavioral Medicine, 2016

Editorial board. *Journal of Healthcare Communication*. 2013-present

Editorial board. *Tobacco Regulatory Science*. 2014-present

Visiting member of the Alere (formerly Free & Clear) Board of Advisors 2011

Editorial Chair—*Cases in Public Health Communication & Marketing*, 2007-2010

Editorial Board Member—*Cases in Public Health Communication & Marketing*, 2006-present

Reviewer-*Health Education & Behavior*, 2011-present

Reviewer-*American Journal of Public Health*, 2006-present

Reviewer-*Social Science and Medicine*, 2004-present

Reviewer-*American Journal of Preventive Medicine*, 2012-present; 2017 Top Reviewer status

Reviewer-*Healthy Psychology*, 2013-present

Reviewer-*BMC Open*, 2016-present

Reviewer-*Tobacco Control*, 2015-present

Reviewer-*Nicotine & Tobacco Research*, 2015-present

Reviewer-*Journal of Health Communications*, 2005-present

Reviewer-*Annals of Behavioral Medicine*, 2010-present

Reviewer- *Journal of Medical Internet Research*, 2005-present

Reviewer- *Health Education Research*, 2011-present

Editorial Board Reviewer-*American Journal of Health Behavior*, 2004-2014

Editorial Committee-DC Cancer Consortium, 2004-2005
Branch Reviewer—Centers for Disease Control and Prevention, 2006
Member: Executive Committee of the DC Tobacco Control Coalition, 2005-2009
Member: DC Cancer Control Coalition, 2004

12) EXTERNAL ACTIVITIES/PARTNERSHIPS

Consultant. *The QuitPack Project*, Population Services International. 5/00-6/02, paid.

Consultant. *iPhone Apps for Smoking Cessation*, National Cancer Institute. 9/09-9/10, paid.

Consultant. *Mobile messaging for smoking cessation in opioid drug treatment facilities*. Danya International. 12/10-6/11, paid.

Consultant. *Smokefree.txt: Teen Texting for Smoking Cessation*, National Cancer Institute. 6/11-8/11.

Consultant. *Tobacco Control*, Population Services International. 6/10-6/12. unpaid.

Consultant. *Scientific Advisory Board*. Alere Wellbeing, Inc.. 8/1/11-8/12, paid.

Consultant. *Tailored Email Messages to Enhance the ACS Great American Smokeout (The ACS e-Messenger)*, American Cancer Society. 3/08-3/09; 8/11-8/13, paid.

Consultant. *Veteran's Administration eHealth Quality Enhancement Research Initiative*, UMass Amherst. 9/11-9/12, unpaid.

Consultant. *HHS Initiative to Develop a Texting Program for Pregnant Smokers*. Centers for Disease Control and Prevention, 3/12-3/13, paid.

Consultant. *Israeli Cancer Association. General text messaging for smoking cessation program; Text messaging for smoking cessation in Israeli Army soldiers; Text messaging for smoking cessation in Arab smokers*. 1/14-current, unpaid.

Consultant. *A Pilot Mobile Application (App) Intervention for Discharged Burned Patients*. SIU School of Medicine 6/14-6/15, paid.

Consultant. *Text messaging for smoking cessation in American Samoa*. NZ Research Council. University of Auckland, US-NZ mCessation Research Collaboration, Ministry of Health Auckland/NCI, unpaid, 9/13-present

Working Group Member. *WHO Mobile Health and Tobacco Initiative, "Be Healthy Be Mobile"* World Health Organization. 5/11-present, paid.

Consultant. *East of the River Project*. DC Tobacco Coalition. 8/15-8/16, paid.

Member of the Technical Advisory Group. US Dept of Education project on Text Messaging to improve school attendance. 3/2017-2019, paid

Director, Health Communication Volunteer Corps, 2021-present, unpaid

13) TEACHING/LEARNING PORTFOLIO

Courses/Workshops Taught

PubH 8099 Cross-Cutting Topics in Public Health: PhD Doctoral Seminar
PubH 8035 Dissertation Proposal Writing
PubH 6503 Health Communications: Theory & Practice
PubH 6570 Advanced Health Communication
PubH 205 Policy Approaches to Public Health
Social Marketing Workshop
Mobile Health & Social Marketing
NIH mHealth Winter Institute (2011)
SRNT Pre-Conference Workshop: Moving Tobacco Interventions into Mobile Space and Social Media (2013)

14) PUBLIC HEALTH PRACTICE PORTFOLIO

Creative Works:

1. [Software] Daniel Greenberg, **Lorien Abroms**, Marc Fishman. Recovery Warrior: opioid addiction recovery Kinect game. 2013.
2. [Software] Jonathan Shuter, **Lorien Abroms**. Positively Smokefree smartphone app. 2015.
3. [Software] **Lorien Abroms**, Licensed Quit4baby to Voxiva Inc. 2014
4. [Software] **Lorien Abroms**. Lead author of SmokefreeMomTXT, a DHHS national texting program for pregnant Smokers, May 11, 2014
5. [Software] **Lorien Abroms**, Licensed Text2Quit to Voxiva Inc. 2011
6. [Software]. **Lorien Abroms** & Jessica Abroms. Created MyQuitline, smoking cessation iPhone app. 2012.
7. [Software]. **Lorien Abroms**. Co-author on NCI's smoking cessation app, My QuitPal. 2013. (role: consultant)
8. [Software]. **Lorien Abroms**. Lead author and co-developer of ACS's E-Messenger smoking cessation email program. 2012. (role: consultant)
9. [Self-help kit]. **Lorien Abroms**, Lead author on X-Pack smoking cessation kit. Licensed to Population Services International. 2009

SELECTED MEDIA COVERAGE

Institute for Data Democracy and Politics video on Countering Misinformation on Social Media. GW Documentary Film Series: Fact or Fiction, September 23, 2021

<https://vimeo.com/586922280/9017dff940>

GW Today article on the Health Communication Volunteer Corps at GW, "GW Students Mobilize to Counter Covid-19 Misinformation on Social Media", August 21, 2021

<https://gwtoday.gwu.edu/gw-students-mobilize-counter-covid-19-misinformation-social-media>

Lorien Abroms. C-SPAN. [COVID-19, Political Mobilization and Digital Platforms.](#) October 19, 2020

Lorien Abrams and Kenneth S. Baer. Op-Ed. *Washington Post*. “Trump can’t help us now. We need Taylor Swift, LeBron James and Kim Kardashian: The White House isn’t communicating about the coronavirus well enough.” March 14, 2020. Retweeted by Catie Couric, Elizabeth Banks and others. Covered in *Politico* article and various others on celebrities and coronavirus and the communications response to the outbreak.

“What Happened to the CDC? Storied Disease Agency Takes a Back Seat”. Bloomberg News, April 10, 2020.

Publicity for study, “A randomized trial of Text2Quit: a text messaging program for smoking cessation”. Study was featured in over 500 publications nationally including: *NRP, NBC’s the Today Show, CBS Radio, WJLA Washington, Reuters, Health Day, U.S. News & World Report, ABC News, Voice of America, Health Canal, Digital Trends, and GW Today*. Selected coverage:

“R U Ready To Quit Smoking? Texting Can Help”, *NPR*, 6/6/2014

<http://www.npr.org/blogs/health/2014/06/06/319419853/r-u-ready-to-quit-smoking-texting-can-help>

“More support for texting to help smokers quit”, *Reuters*, 6/20/14

<http://www.reuters.com/article/2014/06/19/us-text-messages-smoking-cessation-idUSKBN0EU29720140619>

“Texting Therapy Doubles Success in Quitting Smoking”, *ABC News*, 6/7/14

<http://abcnews.go.com/blogs/health/2014/06/07/texting-therapy-doubles-success-in-quitting-smoking/>

“Text Messages May Double Smoker's Odds of Quitting”, *US News & World Report*. 6/6/14

<http://health.usnews.com/health-news/articles/2014/06/06/text-messages-may-double-smokers-odds-of-quitting>

“The dirty little secret behind smoking cessation apps”, *CNET*, 11/16/13

“Quit-smoking apps get hot in a \$1 billion market”, *Bloomberg Businessweek*, May 17, 2013

<http://www.businessweek.com/articles/2013-05-16/yale-startup-goblue-offers-a-tobacco-cessation-app#r=auth-s>

“Capitalizing on innovation” *Washington Business Journal*. Dec. 7, 2012.

<http://www.bizjournals.com/washington/print-edition/2012/12/07/capitalizing-on-innovation.html?page=all>

“Cell phone messages may help smokers quit” *Reuters*. Nov. 14, 2012

<http://www.reuters.com/article/2011/06/30/us-smoking-texts-idUSTRE75T00Q20110630>

“Smartphones become personal health coaches” *Jerusalem Post*, July 21, 2012.

<http://www.jpost.com/Health/Article.aspx?id=278388>

“Recycled Resolutions are a Boon for Business” *New York Times*, Jan. 1, 2012

http://www.nytimes.com/2012/01/01/business/new-years-resolutions-recycled-are-a-boon-for-business.html?pagewanted=all&_r=0

“Alere Wellbeing Partners with Voxiva to Offer Text2Quit(SM) with Quit For Life(R)” *PrWeb*, Sept. 7, 2011

<http://www.prweb.com/releases/2011/9/prweb8767831.htm>

“GW Professor Creates Mobile-Based Smoking Cessation Program” *GW Today*, Oct. 26, 2011

<http://gwtoday.gwu.edu/gw-professor-creates-mobile-based-smoking-cessation-program>

“Text2Quit Helps Smokers Give Up Cigarettes” *Mobiledia*, Jun 15, 2011

“Public Health: There’s An App for That” *RWJF blog, NewPublicHealth*, Apr19 2011

“Health app downloads soar, but do they work?” *LiveScience/MSNBC/FoxNews.com* March 21, 2011

<http://www.foxnews.com/health/2011/03/21/health-app-downloads-soar-work/>

“Want to kick the butt? There's no iPhone app for that” *Times of India*, February 9, 2011

“Ways To Kick The Smoking Habit” *FOX Morning News*, Mar 4, 2010

<http://www.myfoxdc.com/video?clipId=7132150&autostart=true#axzz2UEmcJ4Z7>

“Apps for Quitting Smoking” *Parenting Magazine*. September 2009

“Now, iPhone's 'My QuitLine' app helps smokers kick the butt” *Medical News Today*, April 29, 2009

“'Ick' factor Xcellent part of new anti-tobacco pack” *The Boston Herald*, December 11, 2003

“Love Is in the ... Computer” *Harvard Gazette*. March 23, 2000

<http://news.harvard.edu/gazette/2000/03.23/romance.html>