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May 1996

## LAWRENCE WALLACK

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### EDUCATION

Franklin & Marshall College, Lancaster, PA	BA	Urban Studies	1972
University of Arizona, Tucson, AZ	MS	Alcohol Studies	1974
University of California, Berkeley, CA	MPH	Behavioral Sciences	1978
University of California, Berkeley, CA	DrPH	Health Education	1982

### RECENT RESEARCH AND PROFESSIONAL EXPERIENCE

Founding Director, Berkeley Media Studies Group, Western Consortium for Public Health (1993-1995), Co-director (1995-present).

Principal Investigator, Community Intervention Trial for Smoking Cessation (COMMIT), Division of Research, Kaiser Permanente Medical Care Program (1986 - 1995) (funder: National Cancer Institute).

Founding Director, Prevention Research Center, Pacific Institute for Research and Evaluation (1983 - 1986) (funder: National Institute on Alcohol Abuse & Alcoholism).

Faculty, School of Public Health, University of California, Berkeley (1983 - present).

Associate Director, Prevention Research Group, Medical Research Institute of San Francisco (1981-1983).

Study Director, Social Research Group, School of Public Health, University of California, Berkeley (1976 -1981).

### BOOKS

Wallack, L., Dorfman, L., Jernigan, D., and Themba, M. Media Advocacy and Public Health: Power for Prevention, Newbury Park, CA: Sage, 1993.

Atkin, C. and Wallack, L. (eds.) Mass Communication and Public Health: Complexities and Conflicts, Newbury Park, CA: Sage, 1990.

### JOURNAL ARTICLES

Winett, L. and Wallack, L. "Advancing Public Health Goals Through the Mass Media," Journal of Health Communication 1(2): 173-196, 1996.

Wallack, L. and Dorfman, L. "Media Advocacy: A Strategy for Advancing Policy and Promoting Health," Health Education Quarterly, in press, 1996.

The COMMIT Research Group. "Community Intervention Trial for Smoking Cessation (COMMIT): I. Cohort Results from a Four-year Community Intervention," American Journal of Public Health 85(2): February 1995.

The COMMIT Research Group. "Community Intervention Trial for Smoking Cessation (COMMIT): II. Changes in Adult Cigarette Smoking Prevalence," American Journal of Public Health 85(2): February 1995.

Wallack, L. "Media Advocacy: A Strategy for Empowering People and Communities." Journal of Public Health Policy, 15(4): 420-436, 1994.

Grube, J. and Wallack, L. "Television Beer Advertising and Drinking Knowledge, Beliefs, and Intentions among Schoolchildren," American Journal of Public Health 84(2): 254-259, 1994.

Dorfman, L. and Wallack, L. "Advertising Health: The Case for Counter-ads," Public Health Reports 108(6): 716-726, 1993.

Cummings, M. et al., "Comparison of the Cigarette Brand Preferences of Adult and Teenaged Smokers - United States, 1989, and 10 U.S. Communities, 1988 and 1990," Morbidity and Mortality Weekly Report 41(10):169-73, 179-81, March 13, 1992. (Reprinted in JAMA 267(14):1893-1896, April 8, 1992.)

DeJong, W. and Wallack, L. "The Role of Designated Driver Programs in the Prevention of Alcohol-Impaired Driving: A Critical Reassessment," Health Education Quarterly 19:429-442, 1992.

DeJong, W., Atkin, C. and Wallack, L. "A Critical Analysis of 'Moderation' Advertising Sponsored by the Beer Industry: Are 'Responsible Drinking' Commercials Done Responsibly?" Millbank Quarterly 70(4): 661-678, 1992.

Wallack, L. and Montgomery, K. "Advertising for All By the Year 2000: Public Health Implications for Less Developed Countries," Journal of Public Health Policy 13(2): 76-100, 1992.

Wallack, L. and Dorfman, L. "Health Messages on Television Commercials," American Journal of Health Promotion, 6(3): 190-196, 1992.

Lichtenstein, E., Wallack, L. and Pechacek, T. "Introduction to the Community Intervention Trial for Smoking Cessation," International Quarterly of Community Health Education, 11(3): 173-185, 1990-91.

Wallack, L. and Sciandra, R. "Media Advocacy and Public Education in the Community Intervention Trial to Reduce Heavy Smoking (COMMIT)," International Quarterly of Community Health Education, 11(3): 205-222, 1990-91.

Thompson, B., Wallack, L., Lichtenstein, E. and Pechacek, T. "Principles of Community Organization and Partnership for Smoking Cessation in the Community Intervention Trial for Smoking Cessation (COMMIT)," International Quarterly of Community Health Education, 11(3): 187-204, 1990-91.

Wallack, L., Grube, J., Madden, P. and Breed, W. "Trends in Alcohol Portrayals on Prime Time Television, 1976-86," Journal of Studies on Alcohol, 51(5): 428-437, 1990.

Flora, J. and Wallack, L. "Health Promotion and Mass Media Use: Translating Research into Practice," Health Education Research, 5(1): 73-80, 1990.

Wallack, L. "Two Approaches to Health Promotion in the Mass Media," World Health Forum, 11(2): 143-164, 1990.

Morgan, P., Wallack, L. and Buchanan, D. "Waging Drug Wars: Prevention Strategy or Politics as Usual," Drugs and Society, 3(1&2): 99-124, 1988.

Breed, W., Wallack, L. and Grube, J. "Alcohol Advertising in College Newspapers: A Seven Year Follow-Up," Journal of American College Health, 38(6): 255-262, 1990.

Pasick, R. and Wallack, L. "Mass Media as an Instrument of Health Promotion: A Compilation of Expert Opinion," International Quarterly of Community Health Education, 9(2): 89-110, 1988-89.

Wallack, L. "Stimulating Accurate Health Information in the Media: Barriers to Change," Media Information Australia, 49: 13-16, August 1988.

Wallack, L. and Wallerstein, N. "Health Education and Prevention: Designing Community Initiatives," International Quarterly of Community Health Education, 7(4): 319-342, 1986-87.

Minkler, M., Wallack, L. and Madden, P. "Alcohol and Cigarette Advertising in MS Magazine," Journal of Public Health Policy, 8(3): 164-179, 1987.

Wallack, L. and Corbett, K. "Alcohol, Tobacco, and Marijuana Use Among Youth: An Overview of Epidemiological, Program and Policy Trends," Health Education Quarterly, 14(2): 223-249, 1987.

Wallack, L. and Winkleby, M. "Primary Prevention: A New Look at Basic Concepts," Social Science and Medicine, 25(8): 923-930, 1987.

Holder, H. and Wallack, L. "Contemporary Perspectives for Preventing Alcohol Problems: An Empirically Derived Model," Journal of Public Health Policy, 7(3): 324-339, 1986.

Wallack, L., Breed, W. and Cruz, J. "Alcohol on Prime Time Television," Journal of Studies on Alcohol, 48(1): 33-38, January 1987.

Ratcliffe, J. and Wallack, L. "Primary Prevention in Public Health: An Analysis of Basic Assumptions," International Quarterly of Community Health Education, 6(3): 215-239, 1985-86.

Cruz, J. and Wallack, L. "Trends in Tobacco Use on Television," American Journal of Public Health, 76(6): 698-699, 1986.

Wallack, L. "Mass Media, Youth and the Prevention of Substance Abuse: Towards an Integrated Approach," Journal of Children in Contemporary Society, 18(1/2): 153-180, 1986.

Wallack, L., Breed, W. and De Foe, J. "Alcohol and Soap Operas: Drinking in the Light of Day," Journal of Drug Education, 15(4): 365-379, 1985-86.

Wallack, L. "The Prevention of Alcohol-Related Problems: Health Educators and the 'New Generation' of Strategies," International Journal of Health Education, 4(2): 23-30, 1985.

Wallack, L. "A Community Approach to the Prevention of Alcohol-Related Problems: The San Francisco Experience," International Quarterly of Community Health Education, 5(2): 85-102, 1984-85.

Wallack, L. "Drinking and Driving: Toward a Broader Understanding of the Role of Mass Media," Journal of Public Health Policy, 5(4): 471-498, 1984.

Wallack, L. "Practical Issues, Ethical Concerns and Future Directions in the Prevention of Alcohol-Related Problems," Journal of Primary Prevention, 4(4): 199-224, 1984.

Breed, W., De Foe, J. and Wallack, L. "Drinking in the Mass Media: A Nine-Year Project," Journal of Drug Issues, 14(4): 655-774, 1984.

Wallack, L. and Barrows, D. "Evaluating Primary Prevention: The California 'Winners' Alcohol Program," International Quarterly of Community Health Education 3(4): 307-335, 1983.

Wallack, L. "Mass Media Campaigns in a Hostile Environment: Advertising as Anti-Health Education," Journal of Alcohol and Drug Education, 28(2): 51-63, Winter 1983.

Wallack, L. "Mass Media Campaigns: The Odds Against Finding Behavior Change," Health Education Quarterly, 8(3): 209-260, Fall 1981.

Mosher, J. and Wallack, L. "Government Regulation of Alcohol Beverage Advertising: Protecting Industry Profits Versus Promoting the Public Health," Journal of Public Health Policy, 2(4): 333-353, December 1981.

Wallack, L. "Mass Media and Drinking, Smoking, and Drug Taking," Contemporary Drug Problems, 9(1): 49-84, Spring 1980.

Wallack, L. "Assessing Effects of Mass Media Campaigns: An Alternative Perspective," Alcohol Health and Research World, 5(1): 17-29, Fall 1980.

Mosher, J. and Wallack, L. "Proposed Reforms in the Regulation of Alcoholic Beverage Advertising," Contemporary Drug Problems, 8(1): 87-106, Spring 1979.

Mosher, J. and Wallack, L. "The DUI Project," Contemporary Drug Problems, 8(2): 193-206, Summer 1979.

#### **BOOK CHAPTERS**

Wallack, L., Dorfman, L., and Woodruff, K. "Using Mass Media to Promote Public Health," in Keck, W. and Scutchfield, F. (eds.), Principles of Public Health Practice, in press.

Wallack, L. and DeJong, W. "Mass Media and Public Health: Moving the Focus from the Individual to the Environment," in Martin, S. (ed.) Alcohol and the Mass Media, National Institute on Alcohol Abuse and Alcoholism Monograph, in press.

Wallack, L. and Corbett, K. "Illicit Drug, Tobacco, and Alcohol Use Among Youth: Trends and Promising Approaches to Prevention," pp. 5-29 in Resnick, H. (ed.), Youth and Drugs: Society's Mixed Messages, OSAP Prevention Monograph - 6, U.S. Public Health Service, DHHS Publication No. (ADM) 90-1689, Washington, DC, 1990.

Wallack, L. "Mass Media and Health Promotion: Promise, Problem, and Challenge," pp. 52-59 in: Atkin, C. and Wallack, L. (eds.), Mass Communication and Public Health: Complexities and Conflicts, Newbury Park, CA: Sage, 1990.

Wallack, L. "Improving Health Promotion: Media Advocacy and Social Marketing Approaches," pp. 147-163 in: Atkin, C. and Wallack, L. (eds.), Mass Communication and Public Health: Complexities and Conflicts, Newbury Park, CA: Sage, 1990.

Wallack, L. "Media Advocacy: Promoting Health Through Mass Communication," pp. 370-386 in: Glantz, K., Lewis, F., and Rimer, B. (eds.), Health Behavior and Health Education: Theory, Research, and Practice, San Francisco, CA: Jossey-Bass, 1990.

Wallack, L. "Mass Communication and Health Promotion: A Critical Perspective," in pp. 353-368 in R. Rice and C. Atkin (eds.), Public Communication Campaigns (Second Edition). Newbury Park, CA: Sage Publications, 1989.

Stoudemire, A., Wallack, L. and Hedemark, N. "Alcohol Dependence and Abuse," in R. Amber and H. Dull (eds.), Closing the Gap: The Burden of Unnecessary Illness. NY: Oxford University Press, 1987.

Wallack, L. and Holder, H. "A Systems Perspective on the Prevention of Alcohol-Related Problems," pp.65-82, in H. Holder (ed.), Control Issues in Alcohol Abuse Prevention: Strategies for States and Communities. Greenwich, CT: JAI Press, Inc., 1987.

Wallack, L. "Mass Media, Youth and the Prevention of Substance Abuse: Towards an Integrated Approach," pp.153-180, in S. Griswold-Ezekoye, K. Kumpfer and W. Bukowski (eds.), Childhood and Chemical Abuse: Prevention and Intervention. NY: The Haworth Press, 1986.

Wallack, L. "Television Programming, Advertising and the Prevention of Alcohol-Related Problems," pp.79-96, in D. Gerstein (ed.), Toward the Prevention of Alcohol Problems: Government, Business and Community Action. Washington, D.C.: National Academy Press, 1984.

Wallack, L. "Social Marketing as Prevention: Uncovering Some Critical Assumptions," pp.682-687, in T. Kinnear (ed.), Advances in Consumer Research, Vol. II, 1984.

Ratcliffe, J., Wallack, L., Fagnani, F. and Rodwin, V. "Perspectives on Prevention: Health Promotion versus Health Protection," pp.56-84, in J. Kervasdoue, J. Kimberly and V. Rodwin (eds.), The End of an Illusion: The Future of Health Policy in Western Industrialized Nations. Berkeley: University of California Press, 1984.

Wallack, L. "Public Health and the Advertising of Alcoholic Beverages," pp.95-107, in H. Holder and J. Hallan (eds.), Control Issues in Alcohol Abuse Prevention: State and Local Designs for the 80's. South Carolina Commission on Alcoholism and Drug Abuse, Columbia, SC, 1984.

Wallack, L. "Alcohol Advertising Reassessed: The Public Health Perspective," pp.243-248, in M. Grant, M. Plant and A. Williams (eds.), Economics and Alcohol. London: Croom Helm, 1983.

Wallack, L. "The Health Education Debate: Comments," pp.84-90, in M. Grant and B. Ritson (eds.), Alcohol: The Prevention Debate. London: Croom Helm, 1983.

Wallack, L., Ratcliffe, J. and Wittman, F. "Changing Perspective: Toward a Redefinition of the Prevention of Alcohol-Related Problems," pp.1-18 in A. Mecca

(ed.), The Future of Alcohol Services in California. San Rafael: California Health Research Foundation, 1982.

Wallack, L. "The Problems of Preventing Problems: Barriers to Policy and Program," pp.7-25, in I. Newman and W. Ford (eds.), Opportunities for Prevention in Treatment Agencies and Settings. Lincoln, NE: Nebraska Prevention Center for Alcohol and Drug Abuse, University of Nebraska, 1981.

#### **OTHER PUBLISHED WORK**

Wallack, L. "TV Ads Brew Teen Troubles," Friendly Exchange (The Magazine of the Farmers Insurance Group of Companies), 13(2):23, (Summer) 1993.

Wallack, L. "Some Proposals for the Alcohol Industry," (editorial reply) Addiction (formerly British Journal of Addiction) (1993) 88, 167-178.

Wallack, L. "WARNING: The Alcohol Industry is Not Your Friend?" (editorial) British Journal of Addiction, (1992) 87, 175-77.

Wallack, L. "What is Public Health" Propaganda Review, Number 9, pp. 4-6, 1992.

Wallack, L. and Dorfman, L. "Television News, Hegemony, and Health," (Letter to the Editor), American Journal of Public Health, 82(1):125-6, 1992.

"Testimony presented to the Washington State Liquor Control Board Regarding Proposed Rule Making on General Liquor Advertising," Seattle, Washington, November 28, 1990.

"Testimony before the United States House of Representatives Energy and Commerce Committee, Subcommittee on Transportation and Hazardous Materials regarding H.R. 4493. A bill to require health warnings to be included in alcoholic beverage advertisements, Washington, July 18, 1990.

Wallack, L. "Cancer in the Media: How Does It Compete?" pp. 19-22 in Proceedings of the Sixth National Cancer Communications Conference, Toward the Year 2000: Promoting Cancer Control Through Communications, National Cancer Institute/American Cancer Society, 1990.

"The Role of Mass Media in Educating the Public About AIDS," comments presented to the Presidential Commission on the Human Immunodeficiency Virus Epidemic, Washington, DC, March 2, 1988.

Wallack, L. "Letter to the Editor," Health Education Quarterly, 14(4):383-385, 1987.

Wallack, L. "An Introductory Note on Alcoholic Beverage Advertising," Abstracts and Reviews in Alcohol and Driving, 2(9): 3-4 (September 1981).

Wallack, L. "Notes on Mass Media and the Early Alcoholism Movement—Repeal to 1950," The Drinking and Drug Practices Surveyor, No. 17:9-11, September 1981.

Wallack, L. "Health Promotion/Disease Prevention: Synthesis of Small Group Discussions," pp. 15-21, in Expand Associates (eds.), Proceedings from ADAMHA Conference on Prevention—Looking to the Eighties. Washington, D.C.: Alcohol, Drug, and Mental Health Administration, 1980.

with others, "Profile of Policies and Programmes for the Prevention of Alcohol-Related Problems: United States of America," May 1979. Prepared for Part II, "National and Sub-National Profiles," in J. Moser (compiler), Prevention of Alcohol-Related Problems: An International Review of Preventive Measures, Policies, and Programmes. Geneva: World Health Organization, Document MIH/79.16, June 1979.

Wallack, L. "A Decade of the San Mateo Annual Student Census of Drug Use—Final Report," The Drinking and Drug Practices Surveyor, No. 13, December 1977.

Wallack, L. "San Mateo Annual Census of Drug Use: A Brief Review," The Drinking and Drug Practices Surveyor, No. 12, December 1976.

#### **SELECTED TRAININGS AND CONFERENCE PRESENTATIONS**

Media Advocacy and Violence Prevention, Health Officers Association of California meeting, "Preventing Violence in California," Fish Camp, CA, November 1994.

Media Advocacy: A strategy for advancing policy and promoting health, University of California/Health Net Wellness Award Lecture, Berkeley, CA, October 1994.

Workshop with Lori Dorfman, Media Advocacy and Public Health, Public Health Leadership Institute, Kansas Health Foundation, Wichita, Kansas, June 1994.

Plenary session, "Media Advocacy: What is it? How can we use it to promote child health?" Annual Conference of the National Association of Children's Hospitals and Related Institutions (NACHRI), Chicago, May 1994.

Media Advocacy and Public Health, Workshop presented at the Annual Georgia Public Health Association Meeting, Jekyll Island, Georgia, May 1994.

Plenary session, "Making Things Happen," Building a Lead-Safe Future, Second Comprehensive National Conference of the Alliance to End Childhood Lead Poisoning, Washington, DC, May 1994.

Invited Talk, "Media Advocacy: Power for Prevention," National Conference on Health Education and Health Promotion, Centers for Disease Control and Prevention, April 1994, Tampa, Florida.

Media Advocacy Overview, Institute of Medicine Committee on Preventing Nicotine Addiction in Children and Youths, Washington, DC., September 1993.

Invited Panel Presentation, Television, Movies, and Teenagers, Society for Adolescent Medicine Annual Meeting, March 1994.

Workshop with Lori Dorfman, Media Advocacy and Public Health, Public Health Leadership Institute, Western Consortium for Public Health, Santa Cruz, CA, March 1994.

Invited talk, "Media Advocacy: Promoting the Voice of Community," presented at the International Healthy Cities & Communities Conference: Improving the Quality of Life, San Francisco, December 1993.

Public Seminar, "Media Advocacy as a Public Health Strategy," University of British Columbia, Institute of Health Promotion Research, August 1993.

Invited paper, "Media Advocacy: A strategy for empowering people and communities," presented at the 50th Anniversary Symposium of the University of California, Berkeley, School of Public Health, April 17, 1993.

Keynote Address, "Seeds of Change," 17th Annual California Conference on Alcohol Problems, Ontario California, September 1992.

General Session, "Prevention, Public Policy, and Mass Media: The Community Connection," Sharing the Vision III, Western Regional Center for Drug-Free Schools and Communities, Portland, Oregon, February 1992.

Keynote Address, "Social Perspective on Young Driver Risk," Young Drivers at Risk Conference, Sponsored by the Farmers Insurance Group, Austin, Texas, January 1992.

Keynote Address, "The Impact of Mass Media," The Window of Opportunity, First National Congress, An Intersectoral Approach to Drug-Related Problems in Our Society, Adelaide, South Australia, December 1991.

Keynote Address, "Social Justice and Health Promotion: Strategies for Preventing Alcohol Problems," Perspectives for Change Conference, Wellington, New Zealand, November 1991.

"Advertising for All by the Year 2000: Public Health Implications for the Third World," paper presented at a special session of the Forum on Bioethics at the 119th annual meeting of the American Public Health Association, Atlanta, Georgia, November 1991.

Keynote Address, "Preventing Alcohol and Drug Problems in the '90s: Promising Approaches," Reaching Kansas Families, 1991 Governor's Conference on Alcohol and Other Drug Abuse, Wichita, Kansas, October 1991.

"Mixed Messages or Mythed Messages?" Summer Issues Forum, A Response to Society's Mixed Messages, sponsored by the Office of Substance Abuse Prevention, U.S. Department of Health and Human Services, Philadelphia, July 1991.

Keynote Address, "Prevention, Social Policy and Media Advocacy," Public Health Social Work Approaches to Alcohol and Other Drug Use, University of California, Berkeley, June 1991.

Keynote Address, "Alcohol on Campus," Fifth Annual Intercollegiate Prevention Forum, Alcoholic Beverage Promotions and the Role of Alcohol on Campus, San Diego, CA, May 1991.

Keynote Address, "Making Prevention Programs Work," Minnesota Institute of Public Health, St. Cloud, Minnesota, April 1991.

Keynote Address, "Social Marketing and Media Advocacy," Regional Meeting of the Office of Substance Abuse Prevention, Newport Beach, CA., December 1990.

"The Basis for Advocacy in Health Promotion," Seventh Annual Society for Public Health Education Mid-year Conference, Portland, Maine, June 1990.

Keynote Address, "Alcohol and Drug Policy Issues for the 1990s," Sixth Annual DASA Conference on Prevention, Illinois Department on Alcoholism and Substance Abuse, Chicago, IL, May 1990.

"Media Advocacy for Social Change," Annual Meeting of the Council of Foundations, Boston, MA, April 1990.

Opening General Session, "Health Information on Television: How does cancer rate?" Sixth National Cancer Communication Conference, National Cancer Institute and the American Cancer Society, Washington, DC, January 1990.

Keynote Address, "Advocacy as a Means of Influencing Health," Bay Area Cancer Coalition, Second Annual Summit, Advocacy for Cancer Control, San Francisco, CA, October 1989.

"Media Advocacy in the Community Intervention Trial to Reduce Heavy Smoking," paper presented at the 117th Annual Meetings of the American Public Health Association, Chicago, IL, October 1989.

"Upstream, Downstream: Cost Effectiveness of Prevention," presentation to a conference on Alcohol and Drug Abuse: Cost Effectiveness Interventions, sponsored

by University of New Mexico, Center for Research on Addictive Behaviors,  
Albuquerque, NM, June 1989.

"The United States and World Health Organization Perspectives on Health  
Promotion," presented at Grand Rounds, Department of Medicine and Family,  
Community, and Emergency Medicine, University of New Mexico Medical Center,  
Albuquerque, NM, June 1989.

"Social Policy in the Prevention of Drunk Driving," community lecture sponsored by  
University of New Mexico, Department of Psychology, New Mexico State Department  
of Traffic Safety, and Mothers Against Drunk Driving, Albuquerque, NM, June 1989.

Keynote Address, "Policies for the 90's: The Framework for a Comprehensive  
Approach," Missouri State Conference on Alcohol and Other Drug Abuse, Jefferson  
City, MO, March 1989.

"Determinants of Health: Implications for Health Promotion," Oregon Research  
Institute Colloquium Series, Eugene, OR, November 1988.

"Mass Media and Health Promotion: The Promise, the Problem, the Challenge,"  
presented to a conference on Mass Communications and Health: Complexities and  
Conflicts, sponsored by the National Cancer Institute, Office of Substance Abuse  
Prevention, Annenberg Center for Health Sciences, and the Institute for Health  
Policy Analysis, Georgetown University, Palm Springs, CA, September 1988.

"The Role of Mass Media," presentation to Promising Media Strategies Conference,  
sponsored by the Office of Substance Abuse, Alcohol, Drug and Mental Health  
Administration, July 1988.

Series of five talks on mass media and community approaches to the prevention of  
alcohol and tobacco problems, sponsored by the Toronto Health Department and the  
University of Toronto, Addiction Research Foundation, June 1988.

"New Experiences with Health and Media Campaigns," invited presentation in the  
series "Mass Media and the Public's Health," co-sponsored by the Gannett Center for  
Media Studies and the Division of Sociomedical Sciences, School of Public Health,  
Columbia University, April 1988.

"The Role of Mass Media in Educating the Public About AIDS," invited presentation to  
the Presidential Commission on the Human Immunodeficiency Virus Epidemic,  
Washington, D.C., March 1988.

"Stimulating Accurate Health Information in the Media: Barriers to Change," paper  
presented at the 115th Annual Meetings of the American Public Health Association,  
New Orleans, LA, October 1987.

"Alcohol and Mass Media: Global Muses/Local Uses," Annual Conference of the National Prevention Network, Burlington, VT, June 1987.

"Mass Media and the Prevention of Drug Abuse: Fantasy and Reality," Scholar/Practitioner Workshop on Drugs and Crime, National Research Council, National Academy of Sciences, Atlanta, GA, December 1986.

"Great Mysteries of Our Time: The Case of the Invisible Drugs," Substance Abuse Conference, Academy of Television Arts and Sciences, Universal City, CA, November 1986.

"Research Issues in Injury Prevention," presented at the 114th Annual Meetings of the American Public Health Association, Las Vegas, NV, October 1986.

"Promoting Health: Building an Expanded Model for Action," Health Promotion and Disease Prevention in the Community, Second Annual Conference, Stanford Center for Research in Disease Prevention, Stanford University, CA, July 1986.

"Understanding 'Institutional Education' as a Barrier to the Prevention of Alcohol-Related Problems," 52nd Meeting of the National Advisory Council on Alcohol Abuse and Alcoholism, Wilson Hall, National Institutes of Health, Bethesda, MD, May 29, 1986.

"Public Service and Social Issues: The Role of the Media," Prevention of Substance Abuse in Children and Adolescents - A Public Policy Forum, sponsored by U.C. Davis School of Medicine and Sacramento/El Dorado Medical Society, Sacramento, CA, May 3, 1986.

"Preventing Drunk Driving: Key Issues for California," California Policy Seminar, State Assembly Office of Research, Sacramento, CA, April 24, 1986.

"Drug Mortality in America: Prospects for Prevention," panel on Death in Contemporary America I: Mortality in the Prime Ages, Population Association of America Annual Meeting, San Francisco, CA, April 3-5, 1986.

Keynote Address, "The Translation of Social Epidemiological Findings into Social and Political Policy," conference on Alcohol Consumption: Towards Responsible Practices and Policies, University of Flinders, Adelaide, Australia, March 1986.

"The Prevention of Alcohol-Related Problems: A Public Health Prescription," Colloquia on Community Health, School of Public Health, University of Texas, February 12, 1986.

"A Multidisciplinary Model for Community Health Promotion," panel on Illness Prevention and Health Promotion in North America: Medical Anthropology in Action,

84th Annual Meeting of the American Anthropological Association, Washington, D.C., December 1985.

Keynote Address, Conference on the Prevention of Alcohol/Drug Abuse Among Youth, Texas Commission on Alcohol and Drug Abuse, Austin, TX, November 1985.

Keynote Address, Alcoholic Beverage Control: Prescription for Public Health, U.C. San Diego Extension, University of California, San Diego, October 1985.

Keynote Address, The American Assembly for the Western Region on Public Policies Affecting Alcoholism and Related Problems, Mt. Alverno Center, Redwood City, CA, October 1985.

"Developing an Integrated Approach to Primary Prevention: Blending Policy and Program in the Case of Alcohol-Related Problems," Health Promotion and Disease Prevention Workshop for State and Local Policy Makers, National Center for Health Services Research, the Rensselaerville Institute, Rensselaerville, NY, October 1985.

"The Role of Health Policy in Disease Prevention," Health Promotion and Disease Prevention in the Community, Stanford Center for Research in Disease Prevention, Stanford University, CA, July 1985.

Workshop, "Environmental Approaches to the Prevention of Alcohol-Related Problems," Health Promotion for High Risk Groups, SOPHE 3rd Annual Mid-Year Scientific Conference, Stanford University, CA, July 1985.

"Alcohol Issues on the College Campus," Chancellor's Taskforce for the Development of a Student Alcohol Policy, University of California, Los Angeles, June 1985.

"Current National Trends in Prevention," 'Special Edition' Conference, Creative Alliance and the Michigan Coalition on Substance Abuse, Grand Traverse Resort, MI, June 1985.

"Current National Trends in Prevention: Implications for the College Setting," University of California Conference on Students and Substance Abuse, Lake Arrowhead, CA, May 1985.

"Evaluation of Community Health Promotion Programs Addressing Alcohol Problems" Workshop on the Assessment of Health Promotion Approaches to the Prevention of Alcohol-Related Problems, World Health Organization, Oslo, Norway, March 1985.

"The Prevention of Alcohol-Related Problems: A New Generation of Approaches," Northern California Chapter of the Society for Public Health Education, Berkeley, CA, March 1985.

"Research and Policy Trends in the Prevention of Alcohol Problems," National Center for Health Services, User Liaison Program, Sante Fe, NM, January 1985.

"Changes in Societal Attitudes to Drug and Alcohol Abuse," State Alcohol and Drug Directors' Conference, Alcohol, Drug Abuse and Mental Health Administration, Washington, D.C., December 1984.

"Alcohol and Soap Operas: Drinking in the Light of Day," paper presented at the 112th Annual Meetings of the American Public Health Association, Anaheim, CA, November 1984.

"Prevention of Alcohol-Related Problems: Toward a Comprehensive Approach," Control Issues in Alcohol Abuse II: Impacting Communities, South Carolina Commission on Alcohol and Drug Abuse, Columbia, SC, October 1984.

"Drinking and Driving: Toward a Broader Understanding of the Role of Mass Media," paper presented at a joint Research Workshop on Alcohol and the Drinking Driver, National Institute on Alcohol Abuse and Alcoholism and the National Highway Traffic Safety Administration, May 1984.

"Preventing Alcohol-Related Problems: The Challenge for the Future," National Council on Alcoholism-Bay Area Annual Awards Luncheon, San Francisco, CA, March 1984.

"Youth and Alcohol," Northern California Conference on Youth and Drugs, Californians for a Drug Free Youth, Sacramento, March 1984.

"The Value Dimension in the Prevention of Alcohol-Related Problems," (Special Panel on Potential Consumer Research Contributions to the Prevention of Alcohol Consumption Problems) 14th Annual Conference, The Association for Consumer Research, Chicago, IL, October 1983.

"The Challenge of Prevention," Alcohol Awareness Day, Contra Costa County Alcoholism Advisory Board, CA, October 1983.

Workshop Presentation (with Shoshanna Churgin), "Faith or Reason: Determining the Value of Prevention Programs," for the Prevention Institute, sponsored by the Contra Costa County Board of Supervisors, Alcohol, Drug Abuse and Mental Health Division of the County Health Services Department, Center for Human Development, October 1983.

Workshop Presentation, "Evaluation Panic: Basic Issues in Evaluating Primary Prevention Programs," at Stepping Into the Future: Tools for Change, A Conference on Prevention, sponsored by the California Primary Prevention Network and the Focus Center for Education and Development, July 1983.

"The San Francisco Experience: Merging Perspectives at the Community Level," UCLA Fourth Annual Institute on Alcohol and Drug Problems, Los Angeles, CA, July 20, 1983.

"A Community Approach to the Prevention of Alcohol-Related Problems: The San Francisco Experience," paper presented at a joint conference of the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism, Rockville, MD, June 1983.

#### **MAJOR RESEARCH REPORTS**

with Cassady, D. and Grube, J. TV Beer Commercials and Children: Exposure, Attention, Beliefs, and Expectations about Drinking as an Adult, A report of a study funded by the AAA Foundation for Traffic Safety, Washington, DC, September 1990.

with Lori Dorfman, Health Messages on Television: A Report to the National Cancer Institute, October 1989.

with others, An Environmental Approach to Promoting Health. Report prepared for the Henry J. Kaiser Family Foundation, Menlo Park, CA, August 1985.

with Rhoda Estep, The Message From the Media: Drinking and Driving in Newspapers. Springfield, VA: National Technical Information Service, July 1985.

An Application of the Systems Approach to the Prevention of Alcohol-Related Problems: A Case Study of a Mass Media Campaign. Dr.P.H. Dissertation, School of Public Health, University of California, Berkeley, 1982.

with David Barrows, Preventing Alcohol Problems in California: Evaluation of the three Year "Winners" Program. Report prepared for the California Department of Alcohol and Drug Abuse Programs, January 1981.

with James Mosher, The DUI Project: A Description of an Experimental Program to Address Drinking-Driving Problems. Prepared for the California Department of Alcoholic Beverage Control, September 1979.

The California Prevention Demonstration Program: Description, Methods, and Findings. Report prepared for the California Department of Alcohol and Drug Abuse Programs, March 1979.

An Assessment of Drinking Patterns, Problems, Knowledge and Attitudes in Three Northern California Communities. Report prepared for the California Department of Alcohol and Drug Abuse Programs, April 1978.

#### **WORKING PAPERS AND OTHER MANUSCRIPTS**

Wallack, L. "Testimony before the United States Senate Consumer Subcommittee of the Commerce, Science, and Transportation Committee, Regarding S. 674, A bill to

require health warnings to be included in alcoholic beverage advertisements, May 13, 1993.

"Testimony presented to the Washington State Liquor Control Board Regarding Proposed Rule Making on General Liquor Advertising," Seattle, Washington, November 28, 1990.

"Testimony before the United States House of Representatives Energy and Commerce Committee, Subcommittee on Transportation and Hazardous Materials Regarding H.R. 4493. A bill to require health warnings to be included in alcoholic beverage advertisements, Washington, July 18, 1990.

"The Role of Mass Media in Educating the Public About AIDS," comments presented to the Presidential Commission on the Human Immunodeficiency Virus Epidemic, Washington, DC, March 2, 1988.

"Guidelines for Evaluating Health Promotion Approaches to the Prevention of Alcohol-Related Problems," pp.79-89 (Annex 12), WHO Document MNH/85.7: Report of the Workshop on the Assessment of Health Promotion Approaches to the Prevention of Alcohol-Related Problems, 1985.

"The Prevention of Alcohol-Related Problems: Recommendations for Public Policy Initiatives," paper prepared for the "Closing the Gap" project of the Carter Policy Center, Atlanta, GA, July 1984.

"Prevention: A Point of Departure," paper prepared for the California State Planning Task Force of the California State Advisory Board on Alcohol-Related Problems, February 1982.

"Testimony to the Bureau of Alcohol, Tobacco and Firearms Concerning Labeling and Advertising Regulations Under the Federal Alcohol Administration Act," San Francisco, CA, December 10, 1981.

with others, "The Structure of the Alcohol Market: A Conceptual Framework," Social Research Group Working Paper F-100, August 1979.

"Evaluating a Large-Scale Prevention Demonstration Program: Procedures, Problems, New Directions," Minnesota Prevention Evaluation Conference, Breezy Point, MN, October 22-25, 1978.

with Constance Weisner, "Social Indicators of Alcohol-Related Problems: A Report on Three Northern California Sites," prepared for the California Prevention Demonstration Program Evaluation, November 1977.

"Some Observations on Control Policy in the Community," Convention of the Western Region of the National Conference of State Liquor Administrators, Newport Beach, CA, October 19, 1977.

with others, "A Selection and Analysis of Alcohol Treatment Evaluations to Assist in the Development of an Evaluation Model," report prepared for the California State Office of Alcoholism, Social Research Group Working Paper F-69, October 1977.

"The Beer and Wine Industry in California: An Initial Look at Supply Indicators," report prepared for the California State Office of Alcoholism, Social Research Group Working Paper, F-44, April 1976.

"Assessment of Occupational Alcoholism Programs," report prepared for the California State Office of Alcohol Program Management, Social Research Group Working Paper, F-38, September 1975.

### **AWARDS**

University of California/Health Net Wellness Award Lecture, Berkeley, 1994.

Early Career Award, Community Health Education Section, American Public Health Association, 1984.

Peer Recognition Award, Society of Public Health Educators (Northern California Chapter), 1983.

Beryl Roberts Prize in Health Education (for paper, "Mass Media Campaigns: Odds Against Finding Behavior Change"), 1980.

National Institute on Alcohol Abuse and Alcoholism Predoctoral Fellowship – 1975, 1979, 1980.

### **PROFESSIONAL SOCIETIES**

- National Association for Public Health Policy
- American Public Health Association
- Society of Public Health Educators
- Northern California Society of Public Health Educators

### **SELECTED PROFESSIONAL CONSULTANCIES (1984 TO DATE)**

- Robert Wood Johnson Foundation
- The California Wellness Foundation
- National Institute on Alcohol Abuse and Alcoholism
- California Department of Alcohol and Drug Programs
- National Institute on Drug Abuse
- Carter Policy Center, Emory University, Atlanta, Georgia
- Department of Communication, Michigan State University
- San Francisco AIDS Foundation

- National Cancer Institute, Office of Cancer Communication
- Trauma Center Foundation, San Francisco General Hospital
- Sierra Foundation
- Centers for Disease Control and Prevention
- National Institute on Allergies and Infectious Diseases
- National Center for Health Services Research
- Addiction Research Foundation, Toronto, Ontario, Canada
- Commonwealth Foundation
- Henry J. Kaiser Family Foundation
- Office of Technology Assessment, U.S. Congress
- Office of Substance Abuse Prevention, ADAMHA
- World Health Organization, Geneva

#### **OTHER PROFESSIONAL ACTIVITIES**

Editorial Board, Journal of Health Communication, 1995 -

Editorial Board, Journal of Public Health Policy 1995 -

Editorial Board, International Quarterly of Community Health Education, 1989 -

Editorial Board, University of California Berkeley, Wellness Newsletter, 1988 - 1994

Editorial Advisory Board, Alcohol, Health and Research World, 1985 - 1989.

Scientific Advisory Committee, Tobacco-Related Disease Research Program, Office of the President, University of California, 1991 - 1994

Tobacco Program Evaluation Advisory Committee, California Department of Health Services, 1990 -

Tobacco Education Advisory Committee, California Department of Health Services, 1990 - 1993.

Scientific Advisory Council, Children of Alcoholics Foundation, New York, 1990-

Advisory Board, Advocacy Institute, Washington, D.C., 1987 - 1991

Board of Directors, The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1987 - 1990, 1991 - 1996

U.S. Surgeon General's Panel on Drunk Driving, 1988.

Governing Council, American Public Health Association, 1990 - 1992

Joint Policy Committee, American Public Health Association, 1987.

Action Board, American Public Health Association, 1986 - 1988.

Co-Director, Graduate Research Training on Alcohol Problems Grant funded by the National Institute on Alcohol Abuse and Alcoholism, 1985 - 1987.

Initial Review Group, Prevention and Epidemiology Section, National Institute on Alcohol Abuse and Alcoholism, 1985 - 1986.

Advisory Board, National Council on Alcoholism, Bay Area, 1984 - 1988.