MISSION

The mission of the **UConn Center for mHealth and Social Media** is to increase UConn’s capacity for behavioral and public health research leveraging digital technologies, create research collaborations with universities around the world, facilitate industry-academic partnerships, and to become an international leader in the use of technology for health behavior change. The Center’s priorities are in the areas of research methodology and training. This report includes activities and accomplishments of the Center from July 2018 to August 2019.

mhealthcenter@uconn.edu
mhealth.inchip.uconn.edu
mhealth.inchip.uconn.edu

@UCONNmhealth

JOIN OUR LISTSERV

Join our listserv to stay up to date on the Center’s activities. Faculty in the eHealth/mHealth Research Interest Group within InCHiP regularly send information about special events and opportunities for professional development in digital health research.

To join: [https://chip.uconn.edu/request-to-join-inchip-research-interest-groups/](https://chip.uconn.edu/request-to-join-inchip-research-interest-groups/)

TEAM

The Center is directed by Dr. Sherry Pagoto (Professor, Allied Health Sciences) and Dr. Molly Waring (Assistant Professor, Allied Health Sciences) directs the Methodology Core. Dr. Ran Xu (Assistant Professor, Allied Health Sciences) is an Affiliate Faculty. Jessica Bibeau is the Program Director and Jessica Deojay is the Program Assistant. Nargis Kalia is the Data Manager/Analyst.

The Center employs full-time research staff Kaylei Arcangel, Joseph DiVito, and Katherine Hibert as well as graduate assistants Jared Goetz, Kelsey Arroyo, Brooke Libby, Valeria Herrera, Laurie Groshon, and Matthew Schroeder. For the 2019/2020 year, we have undergraduate students Sarah Barney and Lauren Barber.

ACKNOWLEDGEMENTS

The Center for mHealth and Social Media would like to thank UConn InCHIP and the Department of Allied Health Sciences for their continued support.
TEAM

SHERRY PAGOTO, PhD
Professor, Department of Allied Health Sciences
Director, Center for mHealth and Social Media
sherry.pagoto@uconn.edu
@DrSherryPagoto

MOLLY WARING, PhD
Assistant Professor, Department of Allied Health Sciences
Director of Methodology Core, Center for mHealth and Social Media
molly.waring@uconn.edu
@DrMollyWaring

JESSICA BIBEAU, MA, PMP
Program Director
jessica.bibeau@uconn.edu
@geminijp23

NARGIS KALIA, MPH
Data Manager/Analyst
nargis.kalia@uconn.edu

RAN XU, PhD
Assistant Professor, Department of Allied Health Sciences
Affiliate Faculty, Center for mHealth and Social Media
ran.2.xu@uconn.edu

JESSICA DEOJAY, BA
Program Assistant
jessica.deojay@uconn.edu
UNDERGRADUATE AND HIGH SCHOOL INTERNS

The Center faculty provided internships for undergraduates Sarah Barney, Lauren Barber, Daniel Muteba, Valeria Herrera, Marta Holovatska, Caitlyn Sward, Victoria DeTrolio, Kayla Hope, Brittany Nunes, Julie Pham, Paige Piera, Lauren Rudin, Brittany Safo, Morgan Jankowics, Lauryn Tetreault, Jamasia Williams, Mathis Yaeger, and Emily Zimmer.

Through the Young Senior Scholars Summer program, the Center mentored high school interns Mercy Campbell, Alicia Argueta, and Divya Nivani.
SUBMITTED

Mentoring in mHealth and Social Networking Interventions for CVD Risk Reduction (PI: Pagoto)  
K24 HL124366-01A1 (under review)  
04/07/15-03/31/20

Randomized Trial of a Social Media-Delivered Intervention Targeting Indoor Tanning Users  
Diversity supplement to 1R01CA218068-01 (under review)  
08/01/19-07/31/20

Building an Evidence Base for Commercially Available Technology (PI: Pagoto)  
NCI GRANT12919346  
4/1/2020 – 3/31/2021

Reaching Parents on HPV Vaccines for Adolescents via a Social Media Campaign (PI: Buller)  
R01 (scored, to be resubmitted Nov 2019)  
09/01/19-08/31/23

Likes Pins and Views: Engaging Moms on Teen Indoor Tanning Thru Social Media  
Administrative Supplement to R01 CA192652 (not funded)  
09/01/18-08/31/19

FUNDDED

Facebook Intervention for Young Onset Melanoma Patients and Families (PI: Manne, Subcontract PI: Pagoto)  
R01CA221854  $422,460  
07/01/18-06/30/23

Communication and Coping: Addressing Mothers’ Needs to Improve Outcomes in Adolescents with T1D (PI: Jasper, Subcontract PI: Pagoto)  
R01DK115545  $384,589  
07/01/18-06/30/23

How mothers evaluate and spread info related to child nutrition on social media (PI: Waring)  
USDA/CAHNIR Capacity  $59,994  
10/01/19-09/30/22

ONGOING

LikesPinsViews: Engaging Moms on Teen Indoor Tanning Thru Social Media (PIs: Pagoto/Buller)  
R01 CA192652-01A1  $817,470  
06/01/15-05/31/20

Get Social: Randomized Trial of a Social Network Delivered Lifestyle Intervention (PI: Pagoto)  
R01 DK103944-01A1  $1,992,953  
09/25/15-07/31/19

RELAX: A mobile application suite targeting obesity and stress (PI: Pagoto)  
R01 HL122302-01A1  $1,952,780  
12/01/14-11/30/18
Delivering a Post-Partum Weight Loss Intervention via Facebook vs In-Person Groups: A Feasibility Pilot Trial (PI: Waring)
R34HL136979 $731,438 05/15/17-03/31/20

Randomized Trial of a Social Media-Delivered Intervention Targeting Indoor Tanning Users (PI: Stapleton, Subcontract PI: Pagoto)
1R01CA218068-01 $780,895 07/15/17–5/31/22

Using Technology to Scale-up an Occupational Sun Protection Policy Program (PIs: Buller/Walkosz, Subcontract PI: Pagoto)
R01CA210259 $115,766 08/01/17–7/31/22

Using a Narrative-Based Approach to Reducing Indoor Tanning (PI: Pagoto)
1R21CA226133-01 $383,072 04/01/18-03/31/20

Mentoring in mHealth and Social Networking Interventions for CVD Risk Reduction (PI: Pagoto)
5K24HL124366-02 $491,310 04/07/15-03/31/20

Development of an Instagram-delivered gestational weight gain intervention (PI: Waring)
InCHIP Faculty Seed Grant $15,000 07/01/18-06/30/20

Supporting the development of healthy eating in toddlers through a coordinated, clear and consistent communications programs (the 4 C’s) in one low-income Connecticut community (PIs: Duffy/Harris, Co-investigator: Waring)
Children’s Fund of Connecticut $64,982 10/01/17-09/30/19

Graduate students from Dr. Waring and Dr. Pagoto’s labs present their posters at Social Media and Health, May 16, 2019.
SCIENTIFIC PUBLICATIONS
In the past year, Center faculty published five scientific papers in peer-reviewed journals on the topic of digital health.


ONLINE ARTICLES/BLOGS
In the past year, Center faculty authored three articles in popular media on the topic of digital health.


2. Waring M, Arigo D. 8 tips for choosing a health app. Society of Behavioral Medicine, Healthy Living. Published online 10 June 2019. https://www.sbm.org/healthy-living/8-tips-for-choosing-a-health-app

IN THE MEDIA
Dr. Pagoto and Dr. Waring’s work and comments have been featured in numerous online articles. Below is a sampling.

https://thriveglobal.com/stories/sit-less-prioritize-exercise-tips/

https://elemental.medium.com/the-neuroscience-of-cravings-bef091c67c1d

https://www.pbs.org/newshour/science/the-homemade-sunscreen-you-find-on-social-media-is-a-recipe-for-sunburn


https://www.goodmorningamerica.com/wellness/story/mediterranean-diet-protect-symptoms-depression-link-diet-mental-63152130

https://www.sbm.org/healthy-living/5-tips-for-healthier-grocery-shopping

https://www.nytimes.com/2019/03/10/opinion/letters/diet-health.html


https://today.uconn.edu/2018/07/tanning-beds-carcinogen-gym/

Dr. Molly Waring’s Healthy Moms Study is featured on NBC Connecticut, October 2, 2018.
The Center’s third annual conference focused on the science behind social media as a tool for health behavior interventions, observational research, research ethics, public health campaigns, online patient communities and more. Pre-conference workshops addressed social media delivered interventions and social media research ethics. Panel discussions addressed methodological issues in social media research and intervention development.

Best Poster by a Student
Do Park-related Tweets Moderate the Association between Park Quality and Health Outcomes?
Jing-Huei Huang, North Carolina State University (pictured)

Best Poster by a Non-student
Determining optimal social media use in relation to risk for conduct disorder during early adolescence.
Tessa Fagle, UConn Health

SPEAKERS
David Cavallo, PhD, Case Western Reserve University
Michael Amato, PhD, Truth Initiative
Christopher Carroll, MD, PhD, Connecticut Children’s Medical Center
Sherry Emery, PhD, NORC at University of Chicago
Cesar Gabriel Escobar-Viera, MD, PhD, MPH, University of Pittsburgh
Philip Massey, PhD, MPH, Drexel University
Anne Oeldorf-Hirsch, PhD, University of Connecticut

ATTENDEES
The conference hosted 110 attendees
20 institutions were represented
74% were female
31% were non-white
35% were students
44 people attended a pre-conference workshop

2020 CONFERENCE
In August 2019, we submitted an R13 conference grant proposal for our 2020 Conference, Building an Evidence Base for Commercially Available Technology
May 14-15, 2020
SEMINARS

“Instagram for Academics: A Nuts and Bolts Workshop on How to Use Instagram in Your Work,” presented by Paul Jasper, PhD, Res Group. 29 May 2019

“Teaching and Learning with Impact: Social Media in Higher Education Classrooms,” presented by Sarah Mojarad, MS, University of Southern California. 22 July 2019

WEBINARS

"Academy Health, RHSPProj Back to School Webinar: How to Search, Communicate, and Disseminate Your Research” given by Selene Mak, PhD, Sherry Pagoto, PhD, and Christiane Voisin, MSLS. 21 August 2019

"How to Write a Successful Seed Grant," given by Sherry Pagoto, PhD and Molly Waring, PhD at UConn InCHIP. 3 December 2018

"How to Manage Your Lab Using Project Management Techniques," given by Jessica Bibeau, MA during the Society of Behavioral Medicine Webinar Series. 24 January 2019

"Measuring time spent to participate in a Facebook-delivered lifestyle intervention," given by Molly Waring, PhD. Society of Behavioral Medicine (SBM) Behavioral Informatics & Technology (BIT) Special Interest Group (SIG) 10 July 2018.

WORKSHOPS

“How to Develop a Professional Social Media Presence in Academia,” presented by Sherry Pagoto PhD at UConn InCHIP. 16 July 2018

“Ethics and IRB in Social Media Research,” presented by Molly Waring, PhD and Jessica Bibeau, MA at UConn Center for mHealth and Social Media Annual Conference. 16 May 2019

“So You Want to Do a Social Media Delivered Intervention? Tips and Tricks for Getting Started” presented by Sherry Pagoto, PhD and David Cavallo, PhD at UConn Center for mHealth and Social Media Annual Conference. 16 May 2019

“Social and Ethical Considerations of Research Using Technology and Social Media,” given by Molly Waring, PhD and Molly Land, JD at InCHIP Spring Series: Harnessing the Potential of Our Data-Rich Lives to Improve Health and Well-Being. 26 February 2019

Center faculty were invited to give 11 talks on digital health and/or social media research and presented 14 posters at national and international venues.

**INVITED TALKS**

Pagoto, S. A call for a science of online engagement. Invited keynote for the University College of London Center for Behaviour Change Annual Conference. April 9, 2019.

Pagoto, S. Research opportunities using social media platforms. UConn InCHIP Ideas Lab Speaker Series. March 13, 2019.


Pagoto, S. Peer to peer healthcare: How patients are connecting online and opportunities for the healthcare professional. Grand Rounds at the University of Pittsburgh School of Medicine. November 6, 2018.


In October 2018, Facebook invited Sherry Pagoto, Molly Waring, and Jessica Bibeau to their Menlo Park, CA Headquarters for consultation on their health initiatives.

In May 2019, Facebook again invited Sherry Pagoto to their NYC Headquarters.
APPEARANCES

INVITED TALKS


Academic-Industry Partnerships

Dr. Sherry Pagoto provides consultation for Fitbit, Inc on weight loss technology. Fostering partnerships between behavioral scientists and tech companies is an important aspect of the Center’s mission.
POSTERS


Bracken, M.L.**, Waring, M.E., Waite, B.E. Use of MyFitnessPal app social features and achievement of physical activity goals. Poster presentation by ML Bracken at the 3rd Annual UConn Center for mHealth and Social Media Conference. May 2019


Authors who were students/trainees at time of collaboration are noted with asterisks.
* undergraduate (includes undergraduate students and post-bachelor’s trainees)
** graduate (includes masters students, post-masters trainees, doctoral students, medical students, and postdoctoral fellows)
POSTERS


Jared Goetz presents his poster "How many health app companies employ experts in behavior change?" at the 40th Meeting of the Society of Behavioral Medicine, March 2019.
COLLABORATION INQUIRY FORM

If you are interested in collaboration with Center faculty on grant submissions or other projects, please visit our website and complete the Collaboration Inquiry Form. mhealth.inchip.uconn.edu/contact

AFFILIATE FACULTY

You can also become an Affiliate Faculty of Center for mHealth and Social Media, please email mhealthcenter@uconn.edu your name, bio, and a headshot. Our Affiliate Faculty have a diverse range of research experience in digital health research and are invited to give Center-sponsored talks and webinars. When we receive inquiries for collaboration from investigators and industry professionals, we will match them to our Affiliate Faculty with complementary skills and research interests.

UPCOMING EVENTS

For registration info: mhealth.inchip.uconn.edu/events

WEBINAR SERIES

The 2019/2020 webinar series offers training to faculty, staff, and students on capturing social media data, managing research projects, identifying national databases on social media and health data, and leveraging social media to recruit research participants.

"BUILDING AN EVIDENCE BASE FOR COMMERCIALY AVAILABLE TECHNOLOGY" MAY 14-15, 2020

The 2020 Annual Conference will feature keynote speakers with expertise in a wide breadth of health research topics and commercially available technologies. Attendees will participate in networking sessions and workshop research questions in a sandbox style format. Post-conference sessions will take place on Friday, May 15.

Conference attendees will have assistance from keynote speakers and Center faculty in refining their research ideas and preparing an application for a Seed Grant cosponsored by the Center and InCHIP.