

**BIOGRAPHICAL SKETCH**

Provide the following information for the key personnel and other significant contributors in the order listed on Form Page 2.  
Follow this format for each person. **DO NOT EXCEED FOUR PAGES.**

NAME Dearing, James W.		POSITION TITLE Senior Scientist, Kaiser Permanente Colorado	
eRA COMMONS USER NAME JWDearing			
EDUCATION/TRAINING <i>(Begin with baccalaureate or other initial professional education, such as nursing, and include postdoctoral training.)</i>			
INSTITUTION AND LOCATION	DEGREE <i>(if applicable)</i>	YEAR(s)	FIELD OF STUDY
American River Junior College	A.A.	1981	Gen Education
Cal State University Sacramento	B.A.	1985	Communication
Cal State University Sacramento	B.A.	1985	Journalism
Waseda University, Japan	J.S.	1985	Japanese Studies
University of Southern California	M.A., Ph.D.	1989	Communication Theory & Research

**A. Positions and Employment**

1990 Assistant Professor, Michigan State University  
 1994 Visiting Assistant Professor, University of Michigan  
 1995 Associate Professor, Michigan State University  
 1997 Visiting Research Associate, University of California, Berkeley  
 2001 Director, Graduate Program in Health Communication, Michigan State University  
 2003 Professor, Ohio University  
 2004 Director, Doctoral Program in Communication Studies, Ohio University  
 2006 - Present Senior Scientist, Institute for Health Research (formerly Clinical Research Unit), Kaiser Permanente Colorado  
 2007 - Present Co-Director, Center for Health Dissemination and Implementation Research  
 2008 - Present Director, Cancer Communication Research Center

**Current Professional Service**

2005 - 2010 Member, Framework Committee, National Research Council and the Institute of Medicine, performance review of the National Institute for Occupational Safety and Health  
 2005 - Present Member, Board of Directors, Human Interaction Research Institute  
 2008 - 2010 Member, Coordination Team, Community Guide Health Marketing and Health Communication Review, Centers for Disease Control and Prevention

**Current Advisory Board Member or Consultant**

National performance improvement initiative. Lisa Schilling, Director. Kaiser Permanente Program Offices, 2008-2011.

Facilitating change in higher education: A multidisciplinary effort to bridge the individual actor and system perspectives. Charles Henderson, PI. Funded by National Science Foundation, 2006 - 2009.

Dissemination of the Process Oriented Guided Inquiry Learning Model. Richard S. Moog, PI. Funded by National Science Foundation, 2006 - 2010.

Scaling up TRIAD: Teaching early mathematics for understanding with trajectories and technologies. Douglas H. Clements, PI. Funded by National Science Foundation, 2005 - 2009.

Technology deployment and dissemination. Deborah Boisvert, PI. Funded by National Science Foundation,

2008 - 2009.

**B. Relevant Publications and Reports:**

**James W. Dearing** (in press). Applying diffusion of innovation theory to intervention development. *Research on Social Work Practice*.

**James W. Dearing** (in press), "Maverick science and journalism," in Susanna Priest (Ed.), *Encyclopedia of Science and Technology Communication*. Thousand Oaks, CA: Sage.

**James W. Dearing** (in press), "Diffusion of Innovations," in Susanna Priest (Ed.), *Encyclopedia of Science and Technology Communication*. Thousand Oaks, CA: Sage.

R. Sam Larson and **James W. Dearing** (2008). Planning for purposive diffusion of design research. In Anthony E. Kelly, Richard A. Lesh and John Y. Baek (eds), *Handbook of design research methods in education: Innovations in Science, Technology, Engineering, and Mathematics Learning and Teaching*. New York: Routledge, 511-533.

**James W. Dearing** (2008). The will to change at Kaiser Permanente. *The Permanente Journal* 12(3): 58-60.

**James W. Dearing** (2008). Evolution of dissemination and diffusion theory. *Journal of Public Health Management and Practice* 14(2): 99-108.

**James W. Dearing** and Do Kyun Kim (2008). Diffusion of information and innovation. In Wolfgang Donsbach (ed), *The international encyclopedia of communication*. Volume III. London: Blackwell, 1299-1304.

Raja V. Ramani, David Beerbower, Jefferey L. Burgess, **James W. Dearing**, Francis S. Kendorski, Michael K. McCarter, David Ortlieb, Susan B. Patton, Robert G. Peluso, Pramod Thakur, Jeffrey S. Vipperman, James L. Weeks (2007), *Mining safety and health research*. National Research Council and Institute of Medicine. Washington, DC: National Academies Press.

**James W. Dearing**, Edward Maibach, and David Buller (2006). Targeting societal sectors for physical activity promotion through diffusion and social marketing principles. *American Journal of Preventive Medicine*, 31(4S):S11-S23.

**James W. Dearing** and Do Kyun Kim (2006). *Formative mapping of influentials for purposive diffusion intervention*. Final project report. Chicago, IL: John D. and Catherine T. MacArthur Foundation.

Arvind Singhal and **James W. Dearing** (eds)(2006). *Communication of innovations: A journey with Ev Rogers*. Chapters by Ronny Adhibarya, Albert Bandura, Martine Bouman, James W. Dearing, Eliana Elias, Philip Kotler, Dorothy A. Leonard, Srinivas Melkote, Gary Meyer, Kimani Njogu, Corinne Shefner-Rogers, Arvind Singhal, and Thomas Valente. New Delhi, India: Sage.

**James W. Dearing** (2006). *Planning the diffusion of STEM education innovations*. Final project report. REC RO1 Award 0335593 Arlington, VA: United States National Science Foundation.

**James W. Dearing** (2006). *Accelerating the diffusion of evidence-based policies and practices*. Internal policy document. Chicago, IL: John D. and Catherine T. MacArthur Foundation.

Charles T. Kozel, Anne P. Hubbell, **James W. Dearing**, William M. Kane, Sharon Thompson, Frank G. Perez, Enrique Suarez, Adriana Pena, Michael T. Hatcher, Melanie Goodman, Kathrin Berg Pettit, Shelly Modell, and Everett M. Rogers (2006). Exploring agenda-setting for healthy border 2010: Research directions and methods. *Californian Journal of Health Promotion*, Vol. 4:1:141-161.

Charles T. Kozel, William M. Kane, Michael T. Hatcher, Anne P. Hubbell, **James W. Dearing**, Sue Forster-Cox, Sharon Thompson, Frank G. Perez, and Melanie Goodman (2006). Introducing health promotion

agenda-setting for health education promotion. *Californian Journal of Health Promotion*, Vol. 4:1:32-40.

Thomas Backer, **James W. Dearing**, Arvind Singhal, and Thomas W. Valente (2005). Writing with Ev – words to transform science into action. *Journal of Health Communication*, Vol. 10: 289-302.

**James W. Dearing** (2005). On the giant's shoulders: Purposive diffusion as an outcome of the diffusion paradigm. In Abbie Griffen and Cele C. Otnes (eds) *16<sup>th</sup> Paul D. Converse Symposium*. Chicago, IL: American Marketing Association, 152-162.

**James W. Dearing** (2004). Improving the state of health programming by using diffusion theory. *Journal of Health Communication*, Vol. 9: 1-16.

Anne P. Hubbell and **James W. Dearing** (2003). Local newspapers, community partnerships, and health improvement projects: Their roles in a comprehensive community initiative. *Journal of Community Health*, Vol. 28(5): 363-376.

**James W. Dearing** (2003). The state of the art and the state of the science of community organizing. Teri Thompson, Alicia Dorsey, Kathy Miller, and Roxanne Parrott (eds), *Handbook of health communication*. Mahwah NJ: Lawrence Erlbaum, 207-220.

Caryn E. Medved, Kelly Morrison, **James W. Dearing**, R. Sam Larson, Greg Cline, and Boris Brummans (2001). Tensions in community health improvement initiatives: Communication and collaboration in a managed care environment. *Journal of Applied Communication Research*, 29: 137-152.

**James W. Dearing**, R. Sam Larson, Liisa M. Randall, and Randall S. Pope (1998). Local reinvention of the CDC HIV Prevention Community Planning Initiative. *Journal of Community Health*, Vol. 23: 113-126.

**James W. Dearing**, Everett M. Rogers, Gary Meyer, Mary K. Casey, Nagesh Rao, Shelly Campo, and Geoffrey M. Henderson (1996). Social marketing and diffusion-based strategies for communicating health with unique populations: HIV prevention in San Francisco. *Journal of Health Communication*, Vol. 1: 343-363.

Everett M. Rogers, William B. Hart, and **James W. Dearing** (1997). A paradigmatic history of agenda-setting research. In Shanto Iyengar and Richard Reeves (eds), *Do the media govern? Politicians, voters, and reporters in America*. Thousand Oaks, CA: Sage, 225-236.

**James W. Dearing** (1997). Interorganizational diffusion: Integrated demonstrations and the U.S. Department of Energy. Beverly Davenport Sypher (ed), *Case studies in organizational communication*. Second edition. New York: Guilford Press, 262-276.

**James W. Dearing** and Everett M. Rogers (1996). *Agenda-setting*. Thousand Oaks, CA: Sage.

**James W. Dearing**, Gary Meyer, and Jeff Kazmierczak (1994). Portraying the new: Communication between university innovators and potential users. *Science Communication*, 16(1): 11-42.

**James W. Dearing** and Gary Meyer (1994). An exploratory tool for predicting adoption decisions. *Science Communication*, 16(1): 43-57.

### **C. Research Support.**

#### **Under Review**

(Under Review) United States National Cancer Institute. Testing Lower-Cost Strategies for Disseminating Sun Safety Education to Schools. July 1, 2009 – June 30, 2014, co-investigator.

(Under Review) United States National Cancer Institute. What's Next for Tobacco Control: A National Survey of State and Local Officials. July 1, 2009 - December 31, 2012, co-investigator.

### **Ongoing Research Support**

United States National Cancer Institute. CRN Clinical Communication Research Center, September 1, 2008 – August 30, 2013, principal investigator.

United States National Center for Research Resources. Clinical and translational research award. September 1, 2008 – August 30, 2013, co-investigator.

United States National Heart, Lung, and Blood Institute. Study of the naturalistic dissemination process of an evidence-based program. March 1, 2007 – February 28, 2010, site principal investigator.

United States National Institute for Child Health and Development. The Work Family Health Network. January 1, 2009 – December 30, 2014, co-investigator.

### **Completed Research Support**

Kaiser Permanente Department of Care and Service Quality. Evaluation of the Performance Improvement Initiative, March 1, 2008 – November 30, 2008, principal investigator.

Robert Wood Johnson Foundation. Predictive potential and pragmatic utility of the NCOA - Green House diffusion tool. May 1, 2006 - April 30, 2007, principal investigator.

John D. and Catherine T. MacArthur Foundation. Formative mapping of influentials for purposive diffusion intervention. January 1, 2006 - December 31, 2006, principal investigator.

Robert Wood Johnson Foundation. The science of translational research: What we know (and what we need to know) for closing evidence – practice gaps. September 1, 2005 – February 28, 2006, principal investigator.

United States National Science Foundation, Estimating, improving, and measuring the external validity of effective STEM programs. January 1, 2004 - June 30, 2006, principal investigator.

United States Environmental Protection Agency. Practical lessons from a decade of HSRC technology development and technology transfer. January 1, 2001 - August 30, 2002, co-principal investigator.

W. K. Kellogg Foundation. Cluster evaluation of the Comprehensive Community Health Models Initiative. January 1, 1998 - May 30, 2001, principal investigator.

United States Environmental Protection Agency. Co-learning investigation of the Technical Outreach Services for Communities Pilot Program. May 1, 1996 - November 31, 1996, principal investigator.

United States Agency for Health Care Policy & Research. Strategies of HIV prevention programs in San Francisco. August 1, 1993 - August 31, 1995, principal investigator.

United States Environmental Protection Agency. Evaluation of technology transfer and training. September 1, 1992 - July 31, 1993, principal investigator.

United States National Science Foundation. Communication networks among scientists in Tsukuba Science City, Japan. September 1, 1988 – August 30, 1989, principal investigator.