Cancer Prevention Research Center
James Prochaska, Ph.D.
Director
KINGSTON, R.I. — April 23, 2019 — James O. Prochaska, Ph.D., world-renowned professor of clinical psychology and leading expert on behavior change and population health, will address the University of Rhode Island’s Graduate Commencement on Saturday, May 18, at 9 a.m. at the Ryan Center.

Founder of the Cancer Prevention Research Center at URI, Prochaska is best known for the development of the Transtheoretical Model of Behavior Change, an evidence-based model used around the world. The model has been applied across multiple scales from individuals trying to adopt healthy habits to the World Bank’s governance and accountability programs. The United States Agency for International Development has used the model to instill environmentally sustainable habits as a component of programs in the less-developed world.

Prochaska’s research has demonstrated that integrating strategies from population health and individual health care produce more inclusive and effective approaches to overall health and well-being.

Prochaska has served as principal investigator on more than $80 million in research grants on the prevention of cancer and other chronic diseases, authored more than 400 publications on behavior change for health promotion and disease prevention, and published four books — “Systems of Psychotherapy,” “The Transtheoretical Approach: Crossing Traditional Boundaries of Therapy,” “Changing for Good,” and 2016’s “Changing to Thrive,” which he wrote with his wife and fellow researcher, Janice.

Prochaska has won numerous awards, including the Top Five Most Cited Authors in Psychology from the Association for Psychological Science, an Innovator’s Award from the Robert Wood Johnson Foundation, and is the first psychologist to win a Medal of Honor for Clinical Research from the American Cancer Society. Recently, he has been recognized as one of world’s Eminent Psychologists of the past 70 years.

“Professor Prochaska’s work has dramatically influenced the ways in which health care providers and employers have helped individuals and large groups of people stop smoking, eat healthier, exercise more, and in broad terms lead healthier lives overall,” said Donald H. DeHayes, provost and vice president for Academic Affairs. “While major pharmaceutical firms are conducting pioneering research on drugs that could lead to more effective treatments for cancer, Alzheimer’s disease, heart disease, and other diseases, Dr. Prochaska has taught us that healthier lifestyles actually mitigate against these diseases. I expect that our graduate students, faculty, families, and friends will be inspired to take steps to become healthier and to be leaders who promote Dr. Prochaska’s proven methods for a healthier society.”
URI researchers receive 1.8 million to investigate cigarette quitters’ behavior

First Grant that lead to $80 million dollars in Research Grants and Contracts
Rhode Island to lead U.S. cancer study

Helping smokers is his huge craving

Man in the news

Prochaska: "I feel very sad that we have 30 million people in this country who smoke."
URI President Robert L. Carothers invites you to attend a Press Conference
Announcing a multi million dollar grant to Cancer Prevention Research consortium from the National Cancer Institute
September 28, 1994
CBS This morning carries URI’s teen smoking project to Millions
URI Pacer
December 1995
URI Awarded $1.4 million of program to curb drinking
URI reaps profits in professor’s plan to curb bad habits

By PAUL DAVIS

Rome was not built in a day, but the work of the World Health Organization is the antithesis of that saying. The organization has been working towards the prevention and treatment of tobacco-related diseases for decades, and has made significant progress in recent years. In fact, it has been able to report a decrease in smoking rates in many countries, which is a testament to its efforts.

According to the World Health Organization, tobacco use is the leading cause of preventable death worldwide. Each year, over 8 million people die from tobacco-related illnesses, mainly from lung cancer, heart disease, and stroke. The organization has been working to combat this issue by promoting tobacco control policies and education programs.

One of the most successful programs has been the 5 A’s approach, which stands for Ask, Advise, Assess, Assist, and Arrange. This method is designed to help smokers quit by providing them with the necessary tools and resources to do so. It is a simple yet effective way to encourage people to quit smoking.

The success of these programs has led to increased profits for some universities, such as the University of Rhode Island (URI). URI recently announced that it has received a grant from the National Institute on Drug Abuse to support its tobacco control program.

The grant will fund URI’s efforts to develop and implement new programs to help people quit smoking. URI’s tobacco control program is already one of the most successful in the country, with a 55% quit rate among participants.

In addition to the grant, URI has also received support from tobacco companies. The university has a long history of receiving funding from these companies, which has raised concerns about the university’s relationship with the tobacco industry.

Despite these concerns, URI has maintained that its programs are not influenced by the tobacco industry. The university has also taken steps to ensure that its programs are evidence-based and effective.

URI’s success in the tobacco control field is a testament to the power of education and support. By providing people with the necessary tools and resources to quit smoking, URI has been able to help many people change their habits and improve their health.

As the tobacco industry continues to face pressure to reduce its impact on public health, URI’s success should serve as a model for other institutions to follow. With continued support and funding, URI’s tobacco control program has the potential to make a significant impact on the health of the country.
New Research Wing opens at Cancer Prevention research Center
April 2000
Letter from Senator Lincoln Chafee
May 18, 2000

State of Rhode Island and Providence Plantations
Lincoln D. Chafee
Governor

Citation
Be it known that I,
Lincoln D. Chafee,
Governor of the State of Rhode Island and Providence Plantations,
extend my personal best wishes and sincere congratulations to

James O. Prochaska, Ph.D.

in recognition of your success in changing the way behavioral health services are practiced in Rhode Island, for helping the State’s behavioral health organizations adapt to the changes brought about by the Affordable Care Act and for your dedication to supporting recovery in the field of behavioral health. On behalf of the citizens of the State of Rhode Island and Providence Plantations, I wish you continued success and all the best in the future.

Given under my hand and the great seal of the State of Rhode Island and Providence Plantations, this 31st day of January, 2014

Governor
Assistant professor 1969
Salary $10,000
URI Campaign News

URI’s behavior change couple donates $250,000 to maintain excellence at Cancer Prevention Research Center

For Immediate Release
For More Information

URI’s behavior change couple donates $250,000 to maintain excellence at Cancer Prevention Research Center

KINGSTON, R.I. — March 10, 2006 — James and Janice Prochaska have spent their careers helping people change. However, there is one area where the couple is resistant to change. Both want to see the University of Rhode Island’s Cancer Prevention Research Center, which Jim directs, maintain its stellar programming under strong leadership in the future.

To make sure that happens, the Prochkas have pledged $250,000 to URI’s Making A Difference campaign to establish the Prochaska Cancer Prevention Research Center Leadership Endowment. Additionally, the couple’s gift is a challenge grant, which means they will match other donations to the endowment dollar-for-dollar.

Robert Beagle, vice president for advancement who worked with the Prochkas on their endowment notes that such gifts from faculty and friends can set the stage for more campus community support. “Jim and Jan are highly regarded well-liked professionals,” says Beagle. “Others will see the commitment and the affection that the Prochkas have for URI and will be motivated to give. Private support for renowned areas like our behavior change programming is essential.”

Glenn Kerkstra, president of the URI Foundation, which manages the university’s fundraising activities and investments, adds: “Gifts like this one, and in particular, the commitment and devotion the Prochkas have demonstrated, reflect the high value alumni, faculty and friends alike have placed on supporting the university and maintaining and enhancing its competitive edge. The generosity of this couple will most definitely secure positive long-term results for both the Cancer Prevention Research Center and the university at large.”

THE UNIVERSITY OF RHODE ISLAND CAMPAIGN
Where Tomorrow’s Leaders Learn Today
Department of Communications/News Bureau, Alumni Center, 73 Upper College Road, Kingston, RI 02881 Phone: 401-874-3116 | Fax: 401-874-7872 | RICF-web
Medal of Honor Award for Clinical Research
The American Cancer Society
First Psychologist to be awarded this medal
Medal of Honor Award
the American Cancer Society
New England Division
2002 Medal of Honor Award
March 25, 2003

Medal of Honor Award

Described as a "modern day revolutionary" and "one of the top five thought leaders in his field," James O. Prochaska, Ph.D., is the recipient of the American Cancer Society's prestigious Medal of Honor Award in recognition of his outstanding contributions to cancer control. As the director of the University of Rhode Island Cancer Prevention Research Center and a university psychology professor, Dr. Prochaska has played a vital role in revolutionizing various methods in cancer prevention. Dr. Prochaska is most noted for his Stages of Change Model, which is used on a global level as a platform for promoting individual behavioral change, such as smoking cessation, within a wide range of populations and behaviors.

The American Cancer Society, New England Division, cordially invites you to a reception honoring the Society's 2002 Medal of Honor Award recipient

James O. Prochaska, Ph.D.

Tuesday, March 25, 2003
5:30 p.m. to 7:00 p.m.

Special presentation by
Mary A. Simmons, M.D., F.A.C.P.
National President
American Cancer Society
Crowne Plaza Hotel
801 Greenwich Avenue
Warwick, Rhode Island

RSVP by March 18, 2003 with the enclosed reply card. For more information, please contact Jaime Baldante at 508.270.4747.
CHANGING THE BEHAVIOR OF MILLIONS OF PEOPLE. WE’D CALL THAT BIG.

When the history of modern psychology is written, James Prochaska’s name will top the list of those who shaped how we think about change itself, especially how we change the unhealthy behaviors of large populations. The professor of clinical and health psychology did it by developing a revolutionary stage-based model of change that has been applied to more than 50 behaviors. Dr. Prochaska is one of the most cited scientists around the world and the first psychologist to receive a Medal of Honor for Clinical Research from the American Cancer Society.

He is the principal investigator on more than $70 million in research grants for the prevention of cancer and other chronic diseases through behavior change. Diseases resulting from unhealthy behaviors account for more than 60 percent of health care costs. Dr. Prochaska’s model is not only saving money, it’s saving millions of lives.

Psychology is the third most popular undergraduate major at the University.
Changing for Good
9 languages

Published in 9 languages
1. Carmel Publishing House (Hebrew)
2. Droemer Knaur Verlag (German)
3. Eco-Livres (Korean)
4. Forlaget Sydgarden (Danish)
5. Hoken (Japanese)
6. Instytut Amity (Polish)
7. Ursus Libri (Hungarian)
8. Editorial Presencia (Portuguese)
9. Mann, Ivanov & Ferber (Russian)
Dr. James Prochaska and First lady Mrs. Obama named SOPHE’s 2011 Honorary Fellow
September 9, 2011
An Incomplete List of Eminent Psychologists of the Modern Era

Pro-Change’s founder is in the Top 3 of Eminent Clinical Psychologists

Archives of Scientific Psychology

2014
Pro-Change founder recognized as health-promotion pioneer

SOUTH KINGSTOWN - Pro-Change Behavior Systems Inc. founder James O. Prochaska has been recognized by a national journal as a health-promotion pioneer.

Prochaska is one of 22 pioneers recognized in the September/October issue of the American Journal of Health Promotion. Prochaska is also director of the Cancer Prevention Research Center and a professor of psychology at the University of Rhode Island.

“Our profession’s game changers started with a deep understanding of, and respect for, the science that came before them. But they were disruptive forces nevertheless,” said Prochaska.

What a wonderful description and validation of Jim and his work over the years,” Janice M. Prochaska, Pro-Change president and CEO, said in a release.
IT'S PERSONAL

Prochaskas win coaching award

JAMES AND JANICE PROCHASKA, spouses and research partners, were recently honored with an Institute of Coaching Vision of Scientific Excellence in Coaching award, an accolade presented annually to those who contribute lasting and pioneering work in developing a scientific foundation to life coaching. James is a professor of clinical and health psychology at the University of Rhode Island, where he serves as director of the Cancer Prevention Research Center. Janice is an adjunct professor at URI and former president and CEO of Pro-Change Behavior Systems Inc.

Your recent award recognizes your contributions to the field of health-related behavior change, notably the development of the trans-theoretical model of behavior change. Can you briefly describe this model?

JANICE: The trans-theoretical model of behavior change is founded on stages of change, which segment populations based on where they are in the process of change. Strategies are applied to initiate movement through the stages of change: Precontemplation (not ready), contemplation (getting ready), preparation (ready), action and maintenance. Brief interventions based on the principles and processes of behavior change produce individualized and interactive programs for treatment of entire populations.

How can the TTM be applied by behavior health practitioners?

JANICE: TTM has been recognized as one of the top health coaching behavior change models and methods. Our book, “Changing to Thrive,” is recommended reading for health coaches taking the Institute of Coaching accreditation exam. TTM is also being applied by nurses, social workers, physicians, psychologists, dieticians and addiction counselors—all professionals who help people change health-risk behaviors, such as smoking and unhealthy eating, that account for so much of chronic diseases, diabetes, lost productivity and premature deaths. To inquire about training in the TTM, visit ProChange.com/elearning.

Your most recent book, “Changing to Thrive,” explores how to overcome risk to health and happiness through change. Can anyone apply the TTM to their own life to create lasting positive change?

JANICE: Our book, “Changing to Thrive,” is written for ordinary readers to help them apply TTM to their own health risks. Individual chapters offer readers stage-matched exercises to help them progress through the stages of change for healthy stress management, smoking cessation, healthy eating, regular exercise and responsible drinking. In the process of changing, the reader can also improve their well-being, learn how to simultaneously change multiple behaviors and move from suffering or struggling to thriving.

What is next for your research?

JAMES: Currently we are integrating breakthroughs we have made to greatly increase the impacts of our science and practices for enhancing population health. These breakthroughs include discovery of synergies where brief health-coaching internet interventions can produce major reductions in multiple health-risk behaviors, while simultaneously enhancing multiple domains of well-being, such as physical, emotional, social and work well-being, by helping the majority of populations change to thrive. On June 7-8, 2018, a conference on Breakthroughs in Population Health and Multiple Behavior Change will be sponsored by the Cancer Prevention Research Center at the University of Rhode Island.
James O. Prochaska grew up in Auburn, Michigan, a village of Americana, Deputy Chief and 38 years as a medical doctor. He then moved to the University of Michigan and was appointed as a professor of psychology. After that, he served as a professor of psychology and director of the Prochaska Research Center at the University of Virginia. He is now a professor emeritus at the University of Virginia. His research focuses on the psychology of change, and he is the author of more than 500 research articles and books. He has been awarded the Lifetime Achievement Award from the American Psychological Association and the Distinguished Scientific Contributions Award from the American Psychological Society. He has also been named a Fellow of the American Academy of Achievement and the American Psychological Society. His work has been featured in numerous books and articles, and he has been interviewed on radio and television. He is currently working on a new book about the psychology of change.
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Of 10,000 articles on Tobacco: The Most Cited
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Highest Impact Articles in APA’s Health Psychology Journal
Highest Impact Articles in APA’s Health Psychology Journal


Highest Impact Articles in APA’s Health Psychology Journal


Most Cited Articles in Preventive Medicine
Most cited in Past Five Years

One of the Most Cited in the Past Two Years

Over 500 Major addresses

SAVE THE DATE!!!
APRIL 13, 2010
1:30 pm – 6:30 PM
(Registration starting at 1:00 PM)
Worcester Senior Center
128 Providence Street, Worcester

Substance Use Among Youth:
Prevention & Treatment

Please join us for an informative afternoon
with keynote speaker
Dr. James Prochaska
University of Rhode Island

This program is sponsored by
Central MA Addiction Coalition (CMAC) Center for Children and Family
Youth & Addictions Committee (CMAC) City of Worcester Division of Public Health
Worcester Substance Abuse Treatment (RSAT)
National Association of Social Work (NASW)
Assumption College
Worcester Hospital
Community HealthCare, Inc., WIC, Inc., and the Department of Psychiatry at
UMass Medical School

Community advocates, treatment providers, investigators, youth and families
are encouraged to attend.

Beverage and snacks will be served by Betty's Pub in a Subsidized Community College
Health & Nutrition Management program in collaboration with the Worcester Senior Center

Please see back for description and registration
Over 400 Publications

CHANGING TO THRIVE

Using the Stages of Change to Overcome the Top Threats to Your Health and Happiness

James O. Prochaska, PhD
Co-Author of Changing for Good and the Groundbreaking Stages of Change Model

Janice M. Prochaska, PhD
Co-Founder of Pro-Change Behavior Systems, Inc.
Transformational Contributions

Through the Decades
First Decade

Transtheoretical Model (TTM)

• Stages of Change vs. Action Paradigm
• Process vs. Event
• Population-based
• Integration across theories
Second Decade

Applications of (TTM)

- Stage-Matched Expert Systems
- Computer Tailored Interventions
- Individualized and Interactive Interventions for Entire Populations
- Proactive Outreach to homes and schools
- Impact (I) vs. Efficacy (E): \( I = E \times \text{Reach} \)
Third Decade

Applications of (TTM)

• Simultaneous Multiple Behavior Change

• New Impact Equation:
  \[ I = (\text{Reach} \times E \times \text{No. of Behaviors Changed}) \]
Fourth Decade
Fourth Decade Predictions

1. Synergistic Multiple Behavior Change
2. Synergistic Reduction in Multiple Risks and Increases in Multiple Domains of well-being
3. A Unified Model of multiple Biological, Behaviors and Social Innovative systems
Faculty

Through the Decades
Core Faculty

First Decade
• Jim Prochaska
• Wayne Velicer
• Joseph Rossi
Core Faculty

Second Decade
• Colleen Redding
• Robert Laforge
• Geoffrey Greene
• Brian Blissmer
Core Faculty

Third Decade
• Mark L. Robbins
• Andrea Paiva
Associated Faculty

- Mark Wood
- Lyn Stein
- Lisa Harlow
- Trish Morokoff
- Deb Riebe
- Mary Clair
- Norbert Mundorf
- Ted Walls
- Phil Clark
Former Faculty

• Joseph Fava
• Unto Pallonen
• Laurie Ruggiero
Behaviors & Problem Areas

Through the Decades
Addictive

- Smoking Cessation
- Smoking Prevention
- Alcohol Abuse
- Alcohol Abuse Prevention
Energy Balance

• Diet
• Exercise
• Emotional Eating*
• TV Watching*
• Obese Pets

*Pro-Change
Affect Regulation

• Stress
• Depression*
• Anger

*Pro-Change
Adherence

• Anti-hypertensives*
• Cholesterol Medication*
• Glucose Self-Monitoring
• HPV Vaccinations

*Pro-Change
Cancer Specific

• Sun Exposure
• Mammography Screening
HIV Related

• Condom Use
• HIV Management
Altruistic

• Organ Donation
• Blood Donation
Violence

• Bullying Prevention*
• Partner Abuse*
• Dating Violence*
Environmental Sustainability

• Alternative Transportation
• Reducing Risks from Severe Storms
Social Justice

• Health Disparities
• Marriage Equality*
• Advancing Women in Science
• Basic Access*:
  • Health Care
  • Healthy Food
  • Safe Environment
  • Finances

*Pro-Change
Staff
Through the Decades
Staff

First Decade

- Elaine Taylor
- Terri Hodson
- Sally Cottrill
- Don DiCristoforo
- Marie Verdi
Staff

Second Decade

- Kathryn Meier
- Gail Wing
- Mary Kate DeMarco
- Lynda Hurditch
- Suzanne Payne
- Doreen Lawson
- Mary Riedford
- Lisa Kahn
- Julie Padula
- Guy Natelli
- Carol Neff

- Alice Tanner
- Jodie Brown
- Jason Rubinoff
- Susan Gomes
- Laura Bucklin
- Keith Brown
- Diane Rhodehamel
- Karen Taraska
- Jen Dixon
- Diane Boghossian
- Adrienne Taylor
Staff

Third Decade

• Tracey Barton
• Megan Lane
• Karin Oatley
• Mary Brennan
• Suzanne Horton
• Suzanne Viera
• Thom Rieser
• Bob MacDonald
• Ariana Labossiere
• Adam Guindon
• Keila Labossiere

• Kelly Doyle
• Rebecca Lebeau
• Cathy McGonagle
• Cecilia Murgo
• Laurel Murphy
• Richard Palumbo
• Cheryl Swenson
• Greg Thoelke
• Amy Adolfo Signore
• Melissa Cardoso
Cancer Prevention Research Center Students and Fellows

The First Decade
Carlo DiClemente.
John Norcross
Eileen McConnaughy
Nancy S. Wilcox
Terry Fitzgerald
Matthew Snow
Stanley Hughes
Dan O’Connell
Colleen Redding (RA & Post-doc)
Joseph Rossi (RA & Post-doc)
Susan Rossi (RA & Post-doc)
Steve Ginpil
- Bill Zwick
- Joseph Fava (RA & Post-doc)
- Steve Ginpil
- Edward Guadagnoli
Cancer Prevention Research Center

The Second Decade
Mark L. Robbins (Post-doc)
Diane Grimley
Sara Johnson
Janice Tsoh
William Disch
Greg Norman
Shirley Gazabon
Janet (Driscoll) Hixson
Ash Balour
Cynthia Bane (Post-doc)
Linelle Blais
Stefan Keller (Post-doc)
Patricia Lee
Sarah Johnson
Claudio Nigg
Jason Maddock
Mary DeGroot
Bettina Hoeppner
Milena Anatchkova
Steven White
Richard Broomfield
Kristine Chadwick
Lin Ding
Yongwen Jiang
Julie Wagner
Brett Plummer
Jenifer Morrow
Seth Noar
Janet Johnson
Sonya Benisovich
Julie Wright
Susan Kang
Christina Killgallen
Deborah Levesque
Jeffrey Mignault
Kathy Perrin
Alex Prohkorov (Post-doc)
Gabrielle Reed
Susan Saxon
Jacque Lynne Washkwich
Ed Westrick
Yating Yeh
Kerry Evers
Rose Marie Ward
Patricia Jordan
Cancer Prevention Research Center

The Third Decade
Kara Hall
Andrea Eastwood Paiva
Greg Allard
Anja Schulmann
Paul Krebs
Norma Perez
Leanne Mauriello
Erica Checko
Molly Greaney (Post-doc)
Bettina Hoeppner
Art Little
Steve Babbin
Cerissa Creeden Blaney
Leslie Brick
Caitlin Burditt
Patty Castle
Elizabeth Diamond
Jennifer Doucet
Gabrielle Dye
Ann Fernandez
Magdalena Harrington
Jayson Spas
Anne Fairlie
Cancer Prevention Research Center
The Fourth Decade
Sara Balistrieri
Nate Baumann
Luke Daniels
Eva Petittio Dunbar
Kyle Faust
Simay Gokbayrak
Hisa Kobayashi
Julian Saad
Southev Saul
Hui-Qing Yin
Miryam Yusufov
Some Awards Won by CPRC Students
Peter Merenda Prize Winners

- Elizabeth Dimond (2010)
- Bettina Hoeppner (2007)
- Andrea Paiva (2006)
- Kara Hall (2005)
- Rose Ward (2002)
- Janet Johnson (2001)
- Seth Noar (2001)
- Jay Maddock (1999)
- Lin Ding (1996)
- Gabrielle Reed (1995)
- Colleen Redding (1993)
- Joe Fava (1990)
URI Graduate Fellowships

- Cerissa Blaney (2010–2011)
- Caitlin Burditt (2009–2010)
- Sara Johnson (1996–1997)
- Colleen Redding (1990–1991)
Survey Research Center
How many Total Responses were recorded
In the Survey Center?
Answer:

17,948,494
How many subjects answered questions?
Answer: 3,492,804
What is the total number of employees who have used SMS?
Answer:

1,369
What was the most questions answered by a person in one study?
Most question at one time
Point by person

Tie: 338 responses
1 hours 23 minutes
Time point Diet 18 months
Survey Research Center Structure

• Survey Center – 30 telephone stations with computers and 3 supervisor stations.

• Intervention Center – mailing center with scanners and Pitney Bowes DI950

• IT Center – programmer; network administrator and DBA
Survey Research Center Milestones

- Involvement with over 50 studies / 170 time points
- Logged over 300,000 interviewing hours
- In 2002, conducted 11 studies with 22 time points with over 100 interviewers – approximately 45,000 interviewer hours logged
- Recruited ~55,000 subjects; Screened Out ~45,000 participants
- Over 4,200,000 contact activities (calls, mailings & emails)
- Total responses recorded in SMS: 18,000,000 plus
- Most questions answered at one time: 338 – 1.5 hrs
- Employed over 1400 students
Survey Research Center
Accomplishments

• Involvement with over 50 studies / 170 time points
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