

Curriculum Vitae

Beth L. Hoffman, PhD, MPH
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Academic Interests

- Examining the influence of health storylines on television programs and the innovative use of entertainment media in health sciences education
- Community-partnered research, particularly with youth
- Investigating health-related misinformation on social media

Education and Training

Undergraduate

2003 – 2007	Brown University, Providence, RI	BSc, 2007	Human Biology
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Graduate

2008 – 2010	Perelman School of Medicine, University of Pennsylvania, Philadelphia, PA	MD, N/A	Medicine
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2017 – 2019	Graduate School of Public Health University of Pittsburgh, Pittsburgh, PA	MPH, 2019	Behavioral and Community Health
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2019 – 2022	School of Public Health University of Pittsburgh, Pittsburgh, PA	PhD, 2022	Behavioral and Community Health
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Post-Graduate

2022 – 2023	School of Public Health University of Pittsburgh, Pittsburgh, PA	Postdoctoral Associate	Behavioral and Community Health
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Appointments and Positions

Academic

2024 –	Affiliate Faculty	Center for Health Equity, University of Pittsburgh School of Public Health
2024 –	Affiliate Faculty	Center for Cardiac Arrest Survival, University of Pittsburgh School of Medicine
2023 –	Assistant Professor	Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health
2023 –	Affiliate Scholar	Pitt Cyber, University of Pittsburgh Institute for Cyber Law, Policy, Security
2021 – 2022	Research Assistant	Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health
2019 – 2021	Graduate Student Researcher	Department of Behavioral and Community Health Sciences, University of Pittsburgh School of Public Health
2014 – 2020	Research Assistant	Division of General Internal Medicine, Department of Medicine, University of Pittsburgh School of Medicine
2008 – 2009	Research Assistant	Annenberg School for Communication,

		University of Pennsylvania
2006 – 2007	Research Assistant	Department of Medicine, Brown University
Non-Academic		
2012	Fellow	Organizing for America, Pittsburgh, PA
2009	Student Leader	Penn Med Student Health Clinics, Philadelphia, PA
2007 – 2008	Health Policy Fellow	Center for the Study of the Presidency and Congress, Washington D.C.

Certifications and Licensure

Specialty Certification

2023 –	Healthcare Provider Basic Life Support	American Heart Association
2006 – 2009	Emergency Medical Technician – Cardiac	National Registry of Emergency Medical Technicians

Membership in Professional and Scientific Societies

2023 –	Academy of Communication in Healthcare
2016 –	Society of Behavioral Medicine
2015 – 2016	Society of General Internal Medicine

Honors

2025	Bernard D. Goldstein Undergraduate Public Health Teaching Award University of Pittsburgh School of Public Health
2023	Best Dissertation Award, Department of Behavioral and Community Health Sciences Delta Omega National Public Health Honor Society, Omicron Chapter
2022	Runner Up: Best Oral Abstract Presentation Rita M. Paten GME Leadership Conference
2021	Meritorious Abstract Award for Excellent Student Authored Submission Society of Behavioral Medicine
2021	Citation Abstract Award for Excellent Student Authored Submission Society of Behavioral Medicine
2019	Elected to <i>Delta Alpha Pi</i> (Students with Disabilities Honors Society) University of Pittsburgh
2019	Best Master's Thesis Award, Department of Behavioral and Community Health Sciences Delta Omega National Public Health Honor Society, Omicron Chapter
2019	First Place: Master's Student Research, Dean's Day Student Research Competition University of Pittsburgh Graduate School of Public Health
2007	Graduated <i>Magna Cum Laude</i> Brown University
2007	EMT of the Year Award Brown University
2007	Elected to <i>Sigma Xi</i> (Science National Honors Society) Brown University

2006 Elected to *Phi Beta Kappa* (National Honors Society)
Brown University

Professional Activities

Teaching Courses Taught

Years Taught	Institution Program (Graduate or Undergraduate) Course Number: Title	Hours of Lecture/Credits Average Enrollment	Role in Course Primary/Coordinator
2024	University of Pittsburgh Undergraduate PUBHLT 300: Introduction to Community- Based Approaches to Public Health	3 credits 50 students	Lead Instructor
2024 – 2025	University of Pittsburgh Undergraduate PUBHLT402: Entertainment Media and Health	3 credits 20 students	Course Developer Lead Instructor
2023	University of Pittsburgh Undergraduate PUBHLT100: Fundamentals of Public Health	3 credits 68 students	Lead Instructor
2022 – 2025	University of Pittsburgh Graduate BCHS 2554: Introduction to Community Health	3 credits 25 students	Lead Instructor

Other Teaching (lectures, tutorials, and continuing education courses)

Date(s)	Type of Teaching	Title
2025	Guest Lecture	Risk Communication During Pandemics PUBHLT 0464: Infectious Disease Emergencies: Prevention, Preparedness and Response
2025	Guest Lecture	Social Media and Community Health PUBHLT 0300: Introduction to Community-Based Approaches to Public Health
2025	Guest Lecture	Social Ecological Model EM 1252: Structural Drivers of Health
2024	Guest Lecture	Media Portrayals of Genetics and Genetic Counseling PUBLTH 0453: Introduction to Genetic Counseling
2024	Guest Lecture	Media and Public Health PUBHLT 0100: Fundamentals of Public Health
2024	Guest Speaker	Race Bias and Systemic Racism in Healthcare Wellness Wednesday, University of Pittsburgh Department of Pathology Residency Program
2024	Guest Lecture	Educated Media Consumption & Health Communication PUBHLT 0140: First Year Seminar
2023 –	Guest Lecture	Science and Social Media Pitt Public Health Undergraduate Scholars Program
2023 – 2024	Co-Program Director Faculty Mentor	Pitt Public Health Science Academy (4 week program for 9-15 high school students)
2023	Guest Lecture	Social Ecological Model EM 1185: Beyond the Body
2022 –	Guest Lecture	Media and Advocacy

2022	Guest Lecture	BCHS 2509: Social and Behavioral Sciences in Public Health Manuscript Publication Process
2022 – 2023	Guest Lecture	BCHS 3006: Writing for Publication Dis- and Misinformation on Social Media
2021	Seminar Co-Developer and Leader	PUBHTL 400: Social Media and Health Introduction to DEI Training: What is JEDI?
2021	Seminar Co-Leader	Pitt Department of Psychiatry Live Virtual Conference Using TV Clips to Set the Stage for Difficult Conversations around Race Bias in Medicine Pitt Psychiatry: Respect, Responsibility, and Equity in Medicine Residency Curriculum
2021 –	Guest Lecture	Vaccine Hesitancy and Advocacy EPIDEM 2160: Infectious Disease Epidemiology
2021 – 2022	Guest Lecture	Entertainment Media and Health SPH 343: Mass Media and Health Behavior (Albany)
2021 – 2022	Guest Lecture	Global Vaccination, Pandemic Mitigation, and Vaccine Hesitancy: A Brief History PUBHLT 0100: Fundamentals of Public Health
2021 – 2024	Course Developer Lead Instructor	Pitt Provost Academy: From TV to TikTok: Using Media to Promote Health
2021	Guest Lecture	Health Communication in a Global Media Environment SOC 473: Globalization and Health
2020 – 2021	Course Co-Developer and Instructor	“What Can We Learn from Doctors on TV?” Getting Ready for Residency Bootcamp University of Pittsburgh School of Medicine
2020	Course Co-Developer and Instructor	Clinical Encounters, Physician Assistant Program Duquesne University
2020	Guest Lecture	Entertainment Education and Social Media Communications BCHS 2572: Risk Communication
2020	Guest Lecture	Public Health Communication and Mass Media SOC 1450: Sociology of Health and Illness
2020 – 2021	Guest Lecture	Entertainment Education PUBHLT 2019: Literature and Film to Understand Patient- Practitioner Experiences
2019	Guest Lecture	Vaccine Hesitancy EPIDEM 2163: Vaccine Epidemiology
2019	Guest Lecture	Careers in Health Communication BCHS 2504: Overview of Health Communication
2012 – 2019	Tutor	GRE Test Prep, SAT Test Prep, PA Cyber School
2006 – 2007	EMT-Basic Course Lab Instructor/Coordinator	Brown University Emergency Medical Systems
2006 – 2007	Teaching Assistant	Brown University Department of Community Health
2005 – 2007	Tutor	Organic Chemistry, Calculus, and MCAT Test Prep Brown University
2004 – 2010	CPR Instructor	Brown University and University of Pennsylvania

Major Advisor for Graduate Student Essays, Theses, and Dissertations

Name of Student	Degree Awarded Year	Type of Document Title	Notes
2024	Dina Condeluci	MPH	Peer Support: A Nontraditional Treatment Addition for People with Eating Disorders
2024	Jessica Huang	MPH	Increasing Bystander CPR Performance by

Service on Masters of Doctoral Committees

Dates Served	Name of Student	Degree Awarded	Title of Dissertation/Essay
2025	Jaia Gallegos	MPH	Uncovering Inequities: The Role of Social Safety Net Services in Diabetes Outcomes for Allegheny County, PA
2025	Adwoa Odoom	MPH	Power Dynamics Impacting Healthcare Perceptions: Analyzing the medical drama New Amsterdam
2025	Anna McKenna	MPH	Exploring the Healthcare Seeking Behavior of LGBTQ Adults with Endometriosis: A Qualitative Study
2025	Aliyah Anderson	MPH	A Scientific Literature Review: Public Health Messaging and Social Marketing of the HPV Vaccine
2025	Samikchya Rai	MHA	Strategic Mechanisms in Value-Based Care: Enhancing Quality and Managing Costs
2025	Michelle Jaena Lerma	MPH	A Policy Brief on Policies and Regulations Surrounding COVID-19 Misinformation and Disinformation on Social Media
2024	Sarah Nackman	MPH	Liminal Spaces: Reconciling the Chinese American Adoptee Identity and Mental Health
2024	Krittika Banerji	MPH	The Effects of Comorbidities on the Clinical Care of Women with Substance Use Disorders and Benefits of a Coordinated Care Approach
2024	Riley Wolynn	MPH	Analyzing Patient Safety Discussions in a Public Facebook Group Community
2024	Cristy Gross	MPH	"Bloody Brilliant": A mixed methods approach to studying menstruation on TV and in Movies from 1970 to 2024
2024	L. Dominick Falo III	MPH	Effective Communication Can Restore Public Trust
2023 -	Jaime Reedy	DrPH (expected)	AYA Cancers in Popular Entertainment Shows: The Role of Character and Story in Scripted Show Content in Reducing Cancer Stigma Among AYA Peers

Service on Comprehensive or Qualifying Committees

Dates Served	Student Population	Type of Exam
2024	Aubree McMahon	Doctoral Preliminary Exam

Mentoring of Undergraduate or Graduate Students

Dates	Name of Student	Degree/Program Description	Field Site
Sum 2025	Natacha Jn-Simon	MD, DRSP	Arsenal Middle School

Spring 2025	Jaia Gallegos	MPH, 2024 Goldstein Award in Environmental Health Disparities and Public Health	
Spring 2025	Laxmi Chamlagai	BSPH Independent Study	
Sum 2024	Aliyyat Afolabi	MD, DRSP	Arsenal Middle School
Spring 2024	Nagashreyaa Nagajothi	BS, Biology	Pitt Curiosity Grant
Spring 2024	Srinidhi Rajaganapathy	BSPH Independent Study	COPES Lab
Spring 2024	Amanda Lucas	BSPH Independent Study	ANSIRAH Lab
Spring 2024	Jessica Huang	MPH Practicum	Children’s Hospital of Pittsburgh
Fall 2023	Selam Mekbebe-Gillett	BS, Psychology	Chancellor’s Undergraduate Research Fellowship
2023 – 2024	Madison Ledbetter	High School	AP Research Expert Advisor

Research and Training

Grants and Contracts Received

Principal Investigator, Multiple Principal Investigator, or Program Project Director
**as listed in NIH RePORT and/or on Notice of Award*

Years Inclusive	Grant and/or Contract Number and Title	Source	Annual Direct Costs	%Effort
2025	Undergraduate Research Funding	Office of the Provost	\$5,500	15%
2024 – 2025	Entertainment Media’s Depictions of Grief and Loss	Fine Foundation	\$5,000	5%
2024 – 2025	YES CPR: A Youth-Engaged School-based CPR program for middle school students	Pitt Clinical and Translation Science Institute	\$45,000	5%
2022 – 2023	Utilizing Edutainment and Motivational Interviewing to Address Dis- and Misinformation in the Healthcare Setting	Pitt Cyber	\$4,479	10%

Site Principal Investigator

**include grants where serving as a significant Site PI (e.g., in a large clinical study, clinical trial, consortium grant, or center grant) not identifiable in NIH RePORT*

Years Inclusive	Grant and/or Contract Number and Title (PI: Name; Institution)	Source	Annual Direct Costs	%Effort
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Co-Investigator

**include institutional grants as well as inter-institutional subcontracts for which you are officially listed as Co-Investigator (e.g., key personnel designation in NIH grant)*

Years Inclusive	Grant and/or Contract Number and Title	Source	Annual Direct Costs	%Effort
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(PI: Name; Institution)				
2024 – 2029	R01HD110428: Modeling Adolescent Health Care Decision-Making for Vaccines: A Community-Based Participatory Approach	NIH/NICHD	\$400K	2.5%
2024 – 2024	U01IP001214-01-01 VIMP: A Discourse-Aware, Community-Informed Toolkit to Predict Virality and Impact of Vaccine Misinformation Contents	CDC	\$664K	5%
2023 – 2025	HIV Prevention and Care Project	PA Department of Health	\$3M	5%
2023 – 2024	A Multi-Perspective Look at Middle and High School Students' Access to Healthcare and Athletic Training	UPMC Children's Hospital of Pittsburgh Diversity, Equity, and Inclusion Office	\$25K	2%
2023 – 2025	Representations of Fatness and Anti-Fat Bias in Medical Dramas	Nielsen Foundation Data for Good grant	\$50K	10%
2022 – 2027	R01MD018543 Nicotine and Tobacco Misinformation on Youth-Oriented Social Media Platforms	NIH/NIMHD	\$400K	10%
2022 – 2023	FOREM: An Anti-Racism Curriculum to Mitigate Bias	Physician THRIVE	\$6K	2%
2022 – 2023	Disrupting Health Dis- and Misinformation in the Patient-Care Setting: Open Educational Resources for Nurse Education	Pitt SEED grant	\$74K	10%
2021 – 2023	Twitter and COVID-19 Vaccine Hesitancy	Richard King Mellon Foundation	\$117K	Project Coordinator
2021 – 2022	Leveraging Media to Address Racial Bias in the Medical Workplace	Presbyterian Campus Medical Staff of UPMC Presbyterian-Shadyside Innovation Grant	\$8K	Graduate Research Assistant
2020 – 2022	Identifying HPV Vaccine Hesitancy in a Cancer Catchment Area: A feasibility study leveraging social media (P30 administrative supplement)	NCI	\$250K	Graduate Research Assistant

2019 – 2021	Identifying Gaps in Tobacco-Related Vernacular Among Adolescents and Adolescent-serving Clinicians	Commonwealth of Pennsylvania (SAP-4100085243, James PI)	\$25K	Project Coordinator
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Invited Presentations Related to Your Research

Date	Title of Presentation	Venue
February 2025	Rescue to Reel: From Freedom House to Hollywood's The Pitt	Panel Moderator, University of Pittsburgh School of Public Health
February 2025	The Pitt @ Pitt (Public Health)	Panel Moderator, University of Pittsburgh School of Public Health
January 2025	Nicotine and Tobacco Products	SELF class, Schiller STEAM Academy, Pittsburgh, PA
December 2024	EVALI on Television	Regional PA Tobacco Free Coalition, American Lung Association (virtual)
November 2024	Patient-Provider Communication in Toady's Media Landscape: Case Study of Nicotine and Tobacco Products	Department of Medicine Grand Rounds, University of Pittsburgh
March 2024	Panel Member: Media Impact Research	JOUR 599: Change the Narrative, Change the World (USC)
September 2023	Narratives for a New Era: Changing the Conversation	University of Pennsylvania Annenberg Center for Collaborative Communication. Philadelphia, PA
August 2023	EVALI on Television	Truth Initiative, Smokefree Screens Coalition (virtual)
May 2023	All About Vaping (Keynote Panel)	2023 Health and Wellness Fair, Arsenal Middle School, Pittsburgh, PA
February 2023	From Television to Twitter: The Confluence of Media and Health	Oregon State University College of Public Health and Human Services Research Seminar (virtual)
May 2022	Misinformation, Mistrust & Media: Health Promotion in the Digital Age	Teaching Social Medicine Leadership Group, University of Pittsburgh School of Medicine
May 2022	Panel Participant: Teaching Advocacy to Psychiatry Residents: An Introductory Workshop	Pitt Psychiatry: Respect, Responsibility, and Equity in Medicine Residency Curriculum
January 2022	Misinformation, Mistrust & Media: The Story of COVID-19 Vaccine Hesitancy	Center for Informed Democracy & Social cybersecurity (IDeaS), Carnegie Mellon University (virtual)
October 2021	Vaccine Hesitancy and The Impact of Social Media	Professional Immunization Seminar: Destination Vaccination. Erie, PA
October 2021	Misinformation, Mistrust & Media: The Story of COVID-19 Vaccine Hesitancy	Division of Pulmonary, Allergy, and Critical Care Medicine Grand Rounds, University of Pittsburgh
May 2021	Virtual Environmental Film Screening: Fake	Phipps Conservatory and Botanical Gardens
February 2021	Panel Participant: Battling the Infodemic: COVID-19 Mis- and Disinformation	Pitt Cyber, University of Pittsburgh (virtual)

November 2020	Disinformation & Misinformation: Politics, Pandemics & Public Health	Conversations about COVID-19, University of Pittsburgh Graduate School of Public Health Seminar Series (virtual)
November 2020	Vaccine Hesitancy in the Age of Covid-19	Department of Medicine Grand Rounds, University of Pittsburgh
October 2020	COVID-19 Vaccine Hesitancy	Center for Pharmaceutical Policy and Prescribing Seminar “COVID-19 Vaccine Development: What Happens Next?”, University of Pittsburgh (virtual)
October 2020	From the Small Screen to the Computer Screen: Utilizing Medical TV Shows to Teach Interprofessional Communication to Graduating 4th Year Medical Students	Medical Education Research Conference, University of Pittsburgh (virtual)
October 2020	The First Pandemic in the Age of Social Media	Duquesne University Grefenstette Center symposium: Disinformation, Misinformation and Technology: New Ethical Challenges and Solutions (virtual)
September 2020	COVID-19: Looking at the Infodemic	University of Pittsburgh Clinical & Translational Science Institute Community PARTners Lunch & Learn (virtual)
May 2020	Understanding and Addressing the COVID-19 Infodemic	Conversations about COVID-19, University of Pittsburgh Graduate School of Public Health Seminar Series (virtual)
May 2020	Media and Youth Suicide: Through the Lens of “Thirteen Reasons Why”	Co-Workshop Presenter STAR-Center Conference, University of Pittsburgh Medical Center (presented virtually to over 600 attendees)
March 2020	Netflix and News(feeds): Suicide and Violence through the Lens of Media	Co-Workshop Presenter, Every Life Matters Conference, University of Pittsburgh (invited and scheduled, however canceled secondary to the COVID19 pandemic).
January 2020	Entertainment Education: A New Paradigm for Public Health	Alaska Public Health Association Plenary Presentation. Anchorage, AL

Other Research and Training Activities

Date	Position	Description of Activity
2025	Pitt Year of Discourse and Dialogue	Faculty mentor: “Information Environments as a Social Determinant: Cultivating Compassionate Dialogue to Address Misinformation and Misconceptions”
2023	LUMA Institute	Certified Practitioner of Human-Centered Design
2023 – 2024	SBM Diversity Institute	Training program sponsored by the Society of Behavioral Medicine to train future leaders in DEI
2022	Psychwire Online	8 hour training program on Motivational Interviewing – Brief Interventions in Health Care
2021	Pitt Center for Teaching and Learning	Achievement in Pedagogy Badge, Concentrations: Pedagogy, Online Teaching, Diversity/Equity/Inclusion

National and International Press Related to Your Research

Date	Organization	Title
June 2023	U.S. News & World Report	Using ‘Grey’s Anatomy’ to warn teens away from vaping

May 2023	Healio	YouTube videos about nutritional care for atopic disease mostly poor, inaccurate
May 2023	Healio Pulmonology	Q&A: Medical TV shows contribute to views on vaping-related lung injury
April 2023	PainRelief.com	EVALI-Vaping and Lung Injury-Storylines on Popular Medical Dramas May Change Behavior
Sept 2022	Today (NBC News)	‘This Is Us’ has created positive change for the Alzheimer’s community, study finds
Sept 2022	U.S. News & World Report	How ‘This Is Us’ Put Alzheimer’s Care in the Spotlight
June 2022	Health Leaders	Healthcare Professionals Can Counter COVID-19 Vaccine Misinformation by Taking to Social Media
Jan 2022	Rasmussen University Health Sciences Blog	Health Literacy: What Is It and Why Is It Important?
Aug 2021	Coda Story	Vietnamese and Latino micro-influencers fight against vaccine misinformation in San Jose
Nov 2020	Buzzfeed News	A Teen Created a TikTok To Help Those With Disordered Eating and People are Duetting Her to Have Someone to Eat “With.”
May 2020	Insider	A Map of Anti-Vaxxer Facebook Users shows how they’re better targeting neutral parties in the dangerous war against vaccine supporters on social media, according to a new study.
March 2020	The New York Times	A Call to Arms: Under Attack, Pro-Vaccine Doctors Fight Back
Feb 2020	Hulu Streaming Service	Vice Investigates Anti-Vaxx Fever
Oct 2019	WXXI (Rochester PBS affiliate)	Second Opinion: Childhood Vaccines
Oct 2019	WXXI (Rochester PBS affiliate)	Second Opinion: Millennial Health
April 2019	Al Jazeera English	Vaccine misinformation ‘fueling measles outbreak’ in New York
March 2019	The Verge	Why it matters that Madam Secretary is fighting vaccine misinformation
March 2019	CNN	Anti-vaxxers and Facebook: The four subgroups that fuel online attacks
March 2019	The Verge	New research targets anti-vaccination comments on Facebook
March 2019	US News & World Report	What drives ‘anti-vaxxer’ parents? It’s a mixed bag, study shows
March 2019	The Washington Post	Anti-vaxxers trolled a doctor’s office. Here’s what scientists learned from the attack
March 2019	Mashable	Why anti-vaxxer mobs go after pro-vaccine doctors online — and what to do about it
March 2019	Newsweek	Anti-vaxxers are anti-vaxxers for one of these four reasons
March 2019	Daily Mail	Most anti-vaxxer trolls on Facebook are mothers who support Donald trump or Bernie Sanders, study finds
Dec 2018	NYU Pixel	The Grey’s Anatomy Effect

Local Press Related to Your Research

Date	Organization	Title
Jan 2025	Pittsburgh Tribune Review	2050 look-ahead: Same diseases, new approaches mostly ahead for health care sector

Dec 2024	WPXI (Pittsburgh NBC TV affiliate)	Pittsburgh middle school students work with medical professionals to learn how to save a life
Nov 2024	Pittsburgh Post-Gazette	Grappling with stress over the election? Here's how to address it
Oct 2024	Pittsburgh Post-Gazette	Election and truth: Health misinformation in 2024
July 2024	Pittsburgh Post-Gazette	Amid TikTokers erroneously linking sunscreen to cancer, here's what dermatologists want you to know
July 2024	University Times (University of Pittsburgh Publication)	Class explores how media impacts perceptions of health issues
April 2024	KDKA (Pittsburgh CBS TV affiliate)	Pitt professor helps Hollywood get public health representation right in medical dramas
April 2024	Pittsburgh Magazine	How a New Medical TV Show Could Influence Public Perception
April 2024	Pittsburgh Magazine	Max Greenlights a New Medical Drama Set in Pittsburgh
June 2023	Pittsburgh Post-Gazette	Pitt study asks: Can TV dramas on vaping impact teens?
June 2023	Pittsburgh Post-Gazette	E-cigarette sales jumped more than 46% from 2020-2022, per a CDC study
June 2023	WTAE (Pittsburgh ABC TV affiliate)	Pittsburgh students use popular TV show to explore dangers of vaping
June 2023	KDKA (Pittsburgh CBS TV affiliate)	Pitt researchers find compelling TV helps teens understand dangers of vaping
June 2023	WESA News radio (Pittsburgh NPR affiliate)	Pitt study finds popular TV shows might help stop teens from vaping
June 2023	KDKA News Radio	Television can be effective way to deter children from vaping
March 2023	Pittsburgh Post-Gazette	Post-'The Whale,' Pitt researchers to study fat representation in film, TV
Feb 2023	Pittsburgh Post-Gazette	The Ohio measles outbreak and the danger of losing herd immunity
Sept 2022	Pittsburgh Post-Gazette	Watching 'This is Us,' families coping with dementia found, 'this really is us'
June 2022	Pittsburgh Post-Gazette	Health care workers could be doing more to fight vaccine misinformation on social media, Pitt study finds
June 2022	NEXT Pittsburgh	New Pitt study finds healthcare workers reluctant to post about Covid-19 vaccine on social media
Feb 2022	WTAE (Pittsburgh ABC TV affiliate)	Pittsburgh pediatrician uses TikTok to fight against vaccine misinformation
Oct 2021	WPXI (Pittsburgh NBC TV affiliate)	Pitt researchers say reducing vaccine hesitancy starts on social media
July 2021	WPXI (Pittsburgh NBC TV affiliate)	Live interview on Simone Biles and mental health
April 2021	The Tribune-Democrat	Storytelling plays important role in vaccine discussion
April 2021	WESA News radio (Pittsburgh NPR affiliate)	The Confluence: where the news comes together
April 2021	Pittwire	Five Research-Baked Steps to a Pro-Vaccination Social Media Campaign
Feb 2021	The Pitt News	'A feeding ground for misinformation': Pitt researchers study vaccine hesitancy on Twitter
Jan 2021	KDKA (Pittsburgh CBS TV affiliate)	COVID-19 In Pittsburgh: University of Pittsburgh Study Aims To Curb Vaccine Misinformation
Jan 2021	Pittsburgh Tribune Review	Covid vaccine misinformation target of Pitt study
Jan 2021	Pittsburgh Post-Gazette	\$250,000 grant will fund ultra-cold-storage units to keep COVID-19 vaccines safe

Oct 2020	Pittsburgh Business Times	Pitt experts talk about how to convince people to get COVID-19 vaccine
Oct 2020	KDKA (Pittsburgh CBS TV affiliate)	Pittsburgh Medical Experts Concerned About Coronavirus Vaccine Hesitancy
April 2019	WPXI (Pittsburgh NBC TV affiliate)	Anti-vaccine movement tries to silence local pediatrician
March 2019	WESA News radio (Pittsburgh NPR affiliate)	New analysis of social media illuminates anti-vaccine fears
March 2019	Pittsburgh Post-Gazette	Pitt analyzes anti-vaccine comments on social media
March 2019	Pittsburgh Tribune Review	Vaccine attacks prompt response from physicians and researchers

Publications

Refereed Articles – Published or In Press (*indicates mentoring role)

1. Rauktis ME, **Hoffman BL**, Smith S, Jackson F, Cavalancia J. Using Human-Centered Design to address pet food security: A case study of Ellie's Pet Food Pantry. *Journal of Participatory Research Methods*. In Press, 2025.
2. Wolynn R, **Hoffman, BL**, Huber S, Phrampus PE, Sidani JE. "Tirelessly striving towards the challenging goal of patient safety": A Content Analysis of Patient Advocacy Dialogues on Facebook. *Journal of Patient Safety*. In Press, 2025.
3. Barrett AK, Sidani JE, Burkitt KH, Lovelace EZ, Sonel AF, **Hoffman BL**, Switzer G, Rodriguez KL, Hruska KL, Mor MK, Beyer NM, Wolynn R, Pellathy T, Fine MJ. Insights into Veterans' Motivations and Hesitancies for COVID-19 Vaccine Uptake: A Mixed Methods Analysis. *Federal Practitioner* [Accepted].
4. Drnach-Bonaventura GM, **Hoffman BL**, Koperwas M. Growing Curiosity: Three Strategies to Foster Engagement in Generation Z Public Health Undergraduate Students. *Pedagogy in Health Promotion* 2024;11(1):37-43. [doi:10.1177/23733799241269961](#)
5. Coulter RWS, Sumetsky N, Marsh LN, **Hoffman BL**, Burke JG, Friedman MR, Mitchell SR, Escobar-Viera C, Egan JE, Mair C. How has the COVID-19 pandemic affected mental health inequities for sexual and gender minority adults? *Annals of LGBTQ Public and Population Health*. 2024. 5(1). [doi:10.1891/LGBTQ-2021-0043](#).
6. **Hoffman BL**, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Utilizing television clips for graduate medical education anti-racist curricula: An acceptability study. *Cureus*. 2023. 15(7): e41526. [doi:10.7759/cureus.41526](#)
7. **Hoffman BL**, Sidani JE, Miller E, Manganello JA, Chu K, Felter EM, Burke JG. "That was better than any DARE program": A qualitative analysis of adolescent reactions to EVALI storylines on popular medical dramas. *Health Promotion Practice*. 2023. 28(5): 282-291. [doi:10.1080/10810730.2023.2201814](#)
8. **Hoffman BL**, Wolynn R, Barrett E, Manganello JA, Felter EM, Sidani JE, Miller E, Burke JG, Primack BA, Chu K. Viewer reactions to EVALI storylines on popular medical dramas: A thematic analysis of Twitter messages. *Journal of Health Communication*. 2023. 28(5): 282-291. [doi: 10.1080/10810730.2023.2201814](#)
9. Wolynn T, Hermann C, **Hoffman BL***. Social media and vaccine hesitancy: Help us move the needle. *Pediatric Clinics of North American*. 2023. 70(2): 329-341. [doi:10.1016/j.pcl.2022.11.010](#)
10. **Hoffman BL**, Sidani JE, Wang Y, Chang J, Burke JG. "It Encourages Family Discussion": A Mixed-Methods Examination of the This Is Us Alzheimer's Disease & Caregiving Storyline. *Journal of Health Communication*. 2022. 27(6): 382-393. [doi: 10.1080/10810730.2022.2111620](#)
11. **Hoffman BL**, Hershey TB, Chu K, Sidani JE. Moving vaccination beyond partisan politics. *Vaccine*. 2022. 40(28): 3815-3817. [doi:10.1016/j.vaccine.2022.05.049](#)
12. **Hoffman BL**, Wolynn R, Sidani JE, Donovan AK. Utilizing fictional medical television programs to teach interprofessional communication to graduating 4th year medical students. *Southern Medical Journal*. 2022. 115(12): 870-873. [doi: 10.14423/SMJ.0000000000001474](#)

13. **Hoffman BL**, Boness CL, Chu K, Wolynn R, Sallowicz L, Mintas D, Douaihy AB, Felter EM, Sidani JE. COVID-19 vaccine hesitancy, acceptance, and promotion among healthcare workers: A mixed-methods analysis. *Journal of Community Health*. 2022. 47(5): 750-758. [doi:10.1007/s10900-022-01095-3](https://doi.org/10.1007/s10900-022-01095-3)
14. Sidani JE, **Hoffman BL**, Colditz JB, Wolynn R, Hsiao L, Chu K, Shensa A, Davis EM, Primack BA. Discussions and misinformation about electronic nicotine delivery systems and COVID-19: A qualitative analysis of Twitter Content. *JMIR Formative Research*. 2022. 6(4):e26335. [doi:10.2196/26335](https://doi.org/10.2196/26335)
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19. **Hoffman BL**, Colditz JB, Shensa A, Wolynn R, Taneja SB, Felter EM, Wolynn T, Sidani JE. #DoctorsSpeakUp: Lessons learned from a pro-vaccine Twitter event. *Vaccine*. 2021. 39(19): 2684-2691. [doi:10.1016/j.vaccine.2021.03.061](https://doi.org/10.1016/j.vaccine.2021.03.061)
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24. **Hoffman BL**, Felter EM, Chu KH, Shensa A, Hermann C, Wolynn T, Williams, D, Primack BA. It's not all about autism: the emerging landscape of anti-vaccination sentiment on Facebook. *Vaccine*. 2019. 37(16): 2216-23. doi:[10.1016/j.vaccine.2019.03.003](https://doi.org/10.1016/j.vaccine.2019.03.003)
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26. **Hoffman BL**, Rosenthal, EL, Colditz JB, McGarry RP, Primack BA. Use of Twitter to viewer reactions to the medical drama *Code Black*. *Journal of Health Communication*. 2018. 23(3): 244-253. doi:[10.1080/10810730.2018.1426660](https://doi.org/10.1080/10810730.2018.1426660)
27. Primack BA, Shensa A, Sidani JE, **Hoffman BL**, Soneji S, Sargent J, Hoffman R, Fine MJ. Initiation of traditional cigarette smoking after electronic cigarette use among tobacco-naïve U.S. young adults. *American Journal of Medicine*. 2018. 131(4): e1-443.e9. doi:[10.1016/j.amjmed.2017.11.005](https://doi.org/10.1016/j.amjmed.2017.11.005)
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Review Articles – Published or In Press

1. **Hoffman BL**, Hoffman RM, VonVille HM, Sidani JE, Manganello JA, Chu K, Felter EM, Miller E, Burke JG. Characterizing the influence of television health entertainment narratives in lay populations: A scoping review. *American Journal of Health Promotion*. 2022. 37(5): 685-697. doi:[10.1177/08901171221141080](https://doi.org/10.1177/08901171221141080).
2. Escobar-Viera, CG, Whitfield, DL, Wessel, C, Shensa, A, Sidani, JE, Brown, AL, Chandler, CJ, **Hoffman, BL**, Stall, RD, Marshal, MP, Primack, BA. For better or for worse? A systematic review of the evidence on social media use and depression among lesbian, gay, and bisexual minorities. *JMIR Mental Health*. 2018. 5(3):e10496 doi:[10.2196/10496](https://doi.org/10.2196/10496)
3. **Hoffman BL**, Hoffman RM, Wessel C, Shensa A, Primack BA. Use of fictional medical television in medical education: A systematic review. *Advances in Health Sciences Education*. 2018. 23(1): 201-06. doi:[10.1007/s10459-017-9754-5](https://doi.org/10.1007/s10459-017-9754-5)
4. **Hoffman BL**, Shensa A, Wessel C, Hoffman RM, Primack BA. Exposure to fictional medical television and health: A systematic review. *Health Education Research*. 2017. 32(2): 107-23. doi:[10.1093/her/cyx034](https://doi.org/10.1093/her/cyx034)

Referred Articles – Submitted or Preprint

1. **Hoffman BL**, Shensa A, Donovan AK, Douaihy A, Calhoun B, Wolynn R, Mekbebe-Gillett S, Vinod I, Sidani JE. Using edutainment and motivational interviewing to address misinformation in the healthcare setting. *Journal of Health Communication* [revision submitted]
2. Nagajothi N, Dou JP, Felter EM, Lazarus A, **Hoffman BL***. Investigating Barriers and Facilitators to Fall 2023 COVID-19 Vaccine Uptake in Public Health Students [submitted]
3. **Hoffman BL**, Tripathi A, Shensa A, Dou JP, Narendorf P, Hundi N, Sidani JE. Nicotine and tobacco product perceptions and misconceptions: An analysis of comments in response to the Netflix docuseries “Big Vape: The Rise and Fall of JUUL” [submitted]
4. Wang G, Kahn E, Rahim FO, Tamirisa K, **Hoffman BL***. Navigating Public Health under Robert F. Kennedy Jr.’s Leadership [submitted]
5. Huang JJ, Shensa A, Fawole O, Spears N, Owusu-Ansah S, Doshi AA, Tripp R, **Hoffman BL***. “I Feel Good Because I Can Save Lives”: Implementation and Evaluation of a Middle School Bystander CPR Curriculum [submitted]
6. Herold S, Narendorf P, **Hoffman BL*** Reading the Comments: A Quantitative Analysis of YouTube Comments In Response to Abortion Plotlines on Fictional Television Programs [submitted]
7. Tripathi A, **Hoffman BL**, Larkin C, Narendorf P, Kittredge C, Kunz C, Sidani JE. “The power of the pouch”: Analyzing the discourse around Zyn nicotine pouches on Instagram and Tiktok [submitted]

Books and Book Chapters

1. Manganello J, **Hoffman BL**, Reedy J, & Ellithorpe M. (In press). Disability and Edutainment. *The Palgrave Handbook of Communication and Health Disparities*.
2. **Hoffman, BL**, Sidani, JE, Burke, JG, Chu, KH, Felter, EM. Vaccine Misinformation on Social Media: Historical Contexts, Lessons Learned, and Paths Forward. In: Ginossar, T., Shah, S.F.A., Weiss, D. (eds) *Vaccine Communication Online*. Palgrave Macmillan, Cham. 2023. https://doi.org/10.1007/978-3-031-24490-2_2

Presentations (*indicates presenter role; †indicates mentoring role)

1. Huang JJ, Shensa A, Fawole O, Spears N, Owusu-Ansah S, Doshi AA, Tripp R, **Hoffman BL†**. “I Feel Good Because I Can Save Lives”: Implementation and Evaluation of a Middle School Bystander CPR Curriculum. Poster Presentation. Dena Hofkosh Pediatric Educators' Symposium. Pittsburgh, PA. May 15, 2025
2. Herold S, Narendorf P, **Hoffman BL†** “This is Literally the State of the Country Right Now”: Analysis of YouTube Comments In Response to Abortion Plotlines on Fictional Television Programs. Poster

Presentation. National Abortion Federation's (NAF's) 48th Annual Meeting. San Diego, CA. May 2-5, 2025.

3. Fawole O, Feth T, Elinoff A, Campbell K, Narendorf P, Lucas A, **Hoffman BL**[†]. Using Youth Participatory Action Research to Investigate Reactions to Organ Donation Storylines on YouTube. Poster Presentation. 2025 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. March 26-29, 2025.
4. Nagajothi N, Dou J, Felter EM, Lazarus A, **Hoffman BL**[†]. Increasing Efficacy of Interventions to Increase 2023-2024 COVID-19 Vaccine Uptake in Undergraduate and Graduate Public Health Students. Poster Presentation. 2025 Annual Meeting of the American Academy of Health Behavior. San Diego, CA. March 16-19, 2025.
5. Afolabi A, Ha EK, Fawole O, **Hoffman BL**[†], Pugliano-Mauro M. Developing a Traction Alopecia Prevention Program for Middle School Students: Increasing Awareness and Promoting Healthy Hair Practices in At-Risk Communities. Poster Presentation. 2025 American Academy of Dermatology Annual Meeting. Orlando, FL. March 7-11, 2025.
6. Tripathi A, **Hoffman BL**, Larkin C, Narendorf P, Kittredge C, Cheng CY, Ehiorobo NO, Hundi N, Manu B, Sidani JE. "The power of the pouch": Analyzing the discourse around Zyn nicotine pouches on Instagram and Tiktok. Poster Presentation. 2024 American Public Health Association Annual Meeting. Minneapolis, MI. Oct 27-30, 2024.
7. Afolabi A, Ha EK, Fawole O, **Hoffman BL**, Pugliano-Mauro M. Development and Pilot Test of a Traction Alopecia Prevention Curriculum on Knowledge Concern and Hair Care Practices in Middle School Students. Poster Presentation. 2024 PeDRA Annual Conference, Phoenix, AZ. October 24-26, 2024.
8. **Hoffman BL**^{*}, Tripathi A, Dou JP, Narendorf P, Hundi N, Sidani JE. "Nicotine isn't harmful ya dunce": Qualitative analysis of misinformation found in YouTube comments posted in reference to Netflix's "Big Vape: The Rise and Fall of JUUL." Poster Presentation. 2024 Pittsburgh International Lung Conference. Pittsburgh, PA. September 19-20, 2024.
9. **Hoffman BL**^{*}, Van Valkenburgh S, Rosenthal EL, Gross CA, Mekbebe-Gillett S, Fawole O, Shannon S, Rogers A, Weinstein D, Giaccardi S. Representations of Larger-Bodied Patients and Anti-Fat Bias in Medical Television Programs. Poster Presentation. 2024 International Conference on Communication in Healthcare. Zaragoza, Spain. September 9-13, 2024.
10. Covert H, Deslouches B, Lichtveld M, Ndoh T, Totoni S, Buchanich J, **Hoffman BL**. The role of pathway programs for broadening access to environmental health education and careers for diverse high school and college students. National Environmental Health Association Annual Education Conference. Pittsburgh, PA. July 15-18, 2024.
11. **Hoffman BL**^{*}, Tripathi A, Dou JP, Narendorf N, Hundi N, Chu K, Sidani JE. "I have a love/hate relationship with this product: Analysis of YouTube comments in response to the Netflix docuseries "Big Vape: The Rise and Fall of JUUL." Poster Presentation. 2024 Annual Meeting of the Society of Research on Nicotine and Tobacco. Edinburgh, Scotland. March 21-23, 2024.
12. **Hoffman BL**[†], Connor N, Whaley Miller J, Wolynn R, Larkin C, Sidani JE. Using Youth Participatory Action Research to Investigate Electronic Nicotine Delivery Systems on YouTube Shorts. Poster Presentation. 2024 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Philadelphia, PA. March 13-16, 2024.
13. **Hoffman BL**^{*}, Shensa A, Mekbebe-Gillett S, Sidani JE, Donovan AK, Douaihy A, Calhoun B. Using edutainment and motivational interviewing to address misinformation in the healthcare setting. Oral Presentation. 2023 International Conference on Communication in Healthcare. Rio Mar, Puerto Rico. Oct 22-25, 2023.
14. **Hoffman BL**^{*}, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Edutainment for anti-racism education: Development of an intervention for graduate medical trainees. Poster Presentation. Postdoctoral Data & Dine Symposium, University of Pittsburgh. May 24, 2023.
15. **Hoffman BL**^{*}, Wolynn R, McCartney JM, Sidani JE, Miller E, Manganello JA, Chu K, Felter EM, Burke JG. "Better than any DARE program": A qualitative analysis of adolescent reactions to EVALI storylines on popular medical dramas. Paper Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.

16. **Hoffman BL***, Wolynn R, Barrett EL, Sidani JE, Manganello JA, Felter EM, Primack BA, Miller E, Burke JG, Chu K. "Give me orgies in the OR not lessons on vaping": An analysis of Twitter messages about EVALI storylines on popular medical dramas. Live Research Spotlight. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.
17. Sidani JE, **Hoffman BL**, Wolynn RI, Haines UM, Tung H. "It's All About FREEDOM": A Content Analysis of Twitter Messages About COVID-19 Vaccine Policy." Poster Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 28, 2023.
18. Wolynn R, **Hoffman BL**, Sidani JE. The use of focus groups to elicit student feedback in planning a school-based pilot trial. Poster Presentation. 2023 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Phoenix, AZ. April 27, 2023.
19. Lechtenberg U, Miller R, **Hoffman BL**, Ross M. Strategies for dispelling health misinformation: Pre-bunking and motivational interviewing. Lightning Talk. NNLM 2023 Virtual Health Misinformation Symposium. April 5, 2023.
20. Bridges N, Robertson L, Chu K, Bear T, **Hoffman BL**, Guido R, Tersak JM, Wolynn R, Barrett EL, Simon B. 2023. Health (Mis)Information on Twitter at a Crossroad: Leveraging Social Media to Combat Vaccine Hesitancy. Annual Meeting, Society for Applied Anthropology. Cincinnati, OH. March 28 - April 1, 2023.
21. Covert H, **Hoffman BL**, Deslouches B, Lichtveld M. The Public Health Science Academy: Broadening Access to Public Health Education and Careers for Diverse High School Students. Oral Presentation. 2023 Association of Schools and Programs of Public Health (ASPPH) Annual Meeting. Arlington, VA. March 13, 2023.
22. Lovelace EZ, Sidani JE, Pellathy T, **Hoffman BL**, Barrett AK, Beyer NM, Burkitt KH, Mor MK, Rodriguez KL, Sonel AF, Switzer G, Wolynn R, Fine MJ. Insights into COVID-19 Vaccine Uptake from Cluster Analysis of Veterans' Thoughts and Feelings about COVID Infection and Vaccine Safety/Effectiveness. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
23. Barrett AK, Beyer NM, Hruska KL, Rodriguez KL, Lovelace EZ, **Hoffman BL**, Wolynn R, Sidani JE, Pellathy T, Burkitt KH, Mor MK, Switzer G, Sonel AF, Fine MJ. Understanding Veteran Motivations and Hesitancies for COVID-19 Vaccination by Clusters Derived from COVID-19 Thoughts and Beliefs. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
24. Beyer NM, Pellathy T, Burkitt KH, Mor MK, Rodriguez KL, **Hoffman BL**, Sidani JE, Hruska KL, Lovelace EZ, Barrett AK, Wolynn R, Switzer G, Sonel AF, Fine MJ. COVID-19 Vaccination Motivations and Hesitations in Veterans Affairs Community Living Center Patient Care Services Staff. Poster presented at the VA HSR&D/QUERI National Meeting, 2023.
25. Tripathi A, **Hoffman BL**, Tung H, Hanes UM, Hoffman R, Chu K. "Mix some damn juice": A discourse analysis of a "do-it-yourself" (DIY) e-cigarette community on Reddit. Poster Presentation. American Public Health Association Annual Meeting. Boston, MA. Nov 6-9, 2022.
26. Beyer NM; Pellathy T, Burkitt KH, Mor MK, Rodriguez, KL, **Hoffman BL**, Sidani JE, Hruska KL, Lovelace EZ, Barrett AK, Wolynn 3, Switzer G, Sonel AF, Porter, BW, Fine MJ. COVID-19 Vaccination Motivations and Hesitations in Veterans Affairs Community Living Center Patient Care Services Staff. Oral presentation. VA Pittsburgh Healthcare System 15th Annual Best Practice Conference. Pittsburgh, PA. September 2022.
27. Barrett AK, Beyer NM, Hruska KL, Rodriguez KL, Lovelace EZ, **Hoffman BL**, Wolynn R, Sidani JE, Pellathy T, Burkitt KH, Mor MK, Switzer G, Sonel AF, Fine MJ. Understanding Veteran Motivations and Hesitancies for COVID-19 Vaccination by Clusters Derived from COVID-19 Thoughts and Beliefs. Oral presentation. VA Pittsburgh Healthcare System 15th Annual Best Practice Conference. Pittsburgh, PA. September 2022.
28. **Hoffman BL***, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Using popular TV dramas to eliminate racial bias in medicine. Poster Presentation. International Society for Research on Internet Interventions 11th Scientific Meeting. Pittsburgh, PA. September 18-21, 2022.
29. **Hoffman BL***, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Media for race bias education: Development of an intervention for graduate medical trainees. Poster Presentation. Department of Medicine Research Day, University of Pittsburgh. Virtual. April 26, 2022.
30. **Hoffman BL***, Wolynn R, Barrett EL, Robertson LB, Bear TM, Bridges NC, Guido RS, Tersak JM, Chu K. Vaccine communication on Twitter: A comparison of HPV and COVID-19 messages. Live Research

Spotlight. 2022 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Baltimore, MD. April 7, 2022.

31. **Hoffman BL***, Manganello JA, Chu K, Sidani JE, VonVille HM, Miller E, Felter EM, Burke JG. Exposure to fictional television and health: A scoping review. Poster Presentation. 2022 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Baltimore, MD. April 7, 2022.
32. **Hoffman BL**, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. Developing an edutainment intervention to discuss race bias among graduate medical trainees. Poster Presentation. Society of General Internal Medicine Annual Meeting. Orlando, FL. April 6-9, 2022.
33. **Hoffman BL***, Sidani JE, Jonassaint CR, Wolynn R, Donovan AK. The use of media for race bias education: An acceptability study across GME programs. Oral Presentation. Rita M. Patel Leadership Conference. Virtual. February 17, 2022.
34. Sallowicz L, Wolynn R, **Hoffman BL**, Sidani JE. "It went to affluent northern neighborhoods": An analysis of COVID-19 Twitter messages during the first month of vaccine distribution. ePoster. 2021 SACNAS National Diversity in STEM (NDiSTEM) Digital Conference. October 2021.
35. **Hoffman BL***, Wolynn R, Sidani JE, Donovan AK. A new drill at bootcamp: An edutainment strategy to teach interprofessional communication to graduating medical students. ePoster. 6th Annual Med Ed Day. Sept 17, 2021.
36. **Hoffman BL***, Sidani JE, Shensa A, Wang Y, Watson-Currie E, Burke JG. Aging & the future of care: The influence of the *This Is Us* Alzheimer's storyline. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.
37. **Hoffman BL***, Shensa A, Sidani JE, Wolynn R, Morgan A, Calhoun B. "Thinking beyond the medicine": Using television clips to teach physician assistant students communication skills. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.
38. Sidani JE, **Hoffman BL**, Colditz JB, Wolynn R, Hsiao L, Chu KH, Shensa A, Davis E, Primack BA. Discussions about electronic nicotine delivery systems and COVID-19 on Twitter. Research Talk. 2021 Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Virtual, April 12-16, 2021.
39. **Hoffman BL**, Sidani JE, Shensa A, Donovan AK. From the small screen to the computer screen: utilizing medical TV shows to teach interprofessional communication to graduating 4th year medical students. ePoster. Transition to Residency Symposium. October 21, 2020.
40. **Hoffman BL***, Sidani JE, Shensa A, Donovan AK. From the small screen to the computer screen: utilizing medical TV shows to teach interprofessional communication to graduating 4th year medical students. ePoster. 5th Annual Med Ed Day. Sept 18, 2020.
41. **Hoffman BL***, Colditz JB, Sidani JE, Davis EM, Taneja SB, James AE, Primack BA, Morris A, Brink L, Lynch M, Rose JJ, Chu KH. Correlation of Twitter data to reported cases of e-cigarette or vaping product use-associated lung injury (EVALI). ePoster. 2020 American Thoracic Society International Conference. May 17, 2020. (ePoster due to conference cancelation secondary to the COVID-19 pandemic)
42. Shensa A, **Hoffman BL**, Escobar-Viera CG, Melcher EM, Sidani JE, Myers SP, Primack BA, Burke JG. Social media experiences among depressed and non-depressed young adults. ePoster. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA, April 4, 2020. (ePoster due to conference cancelation secondary to the COVID-19 pandemic)
43. **Hoffman BL***, Felter EM, Chu KH, Hermann C, Wolynn T, Burke JG, Colditz JB, Wolynn R, Primack BA. Vaccine misinformation on social media: Historical contexts, lessons learned, and paths forward. Symposium Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 3, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)
44. **Hoffman BL***, Burke JG, Wolynn R, Primack BA, Liebschutz JM, Sidani JE, Miller E, Jacobson SL. Assessing the mental health impact of *13 Reasons Why*: A narrative literature review. Oral Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 2, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)

45. Sidani JE, Colditz JB, Shensa A, Melcher E, **Hoffman BL**, Davis E, James AE, Primack BA, Chu KH. Identifying patterns of dissemination of e-cigarette-related misinformation on social media. Symposium Presentation. 41st Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Francisco, CA. April 2, 2020. (invited and scheduled, however canceled secondary to the COVID-19 pandemic)
46. **Hoffman BL***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Graduate School of Public Health Board of Visitors Meeting. Pittsburgh, PA. May 14, 2019.
47. **Hoffman BL***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Oral Presentation. Graduate School of Public Health Dean's Day. Pittsburgh, PA. April 16, 2019.
48. **Hoffman BL***, Shensa A, Sidani JE, Williams D, Escobar-Viera CG, Primack BA. "Their page is still up": The self-reported influence of social media on coping with the loss of a loved one. Poster Presentation. 40th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 9, 2019.
49. **Hoffman BL***, Cafferty LA, Shensa A, Jain P, Rosenthal EL, Primack BA, Sidani JE. Patient-centered communication behaviors on primetime television. Poster Presentation. 40th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 7, 2019.
50. **Hoffman BL***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Society of Adolescent Health and Medicine. Washington, DC. March 6, 2019.
51. Shensa A, Sidani JE, Escobar-Viera CG, **Hoffman BL**, Primack BA. Talking about stressful situations in-person and on social media: The differential associations with depression. Poster Presentation. Society of Behavioral Medicine. 40th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 6, 2019.
52. **Hoffman BL***, Felter EM, Chu KH, Shensa A, Williams D, Himmel R, Wolynn R, Hermann C, Wolynn T, Primack BA. It's not just about autism: the emerging landscape of anti-vaccination sentiment on Facebook. Poster Presentation. Modeling Social Dynamics and Health Behavior Conference. Pittsburgh, PA. October 26, 2018.
53. **Hoffman BL***, Tulikangas MC, Shensa A, Jame, AE, Colditz JB, Primack BA. Pennsylvania policymakers' attitudes and knowledge regarding waterpipe tobacco smoking and electronic nicotine delivery systems. Poster Presentation. 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. San Diego, CA. March 31, 2017.
54. **Hoffman BL***, Colditz JB, McGarry, RP, Welling J, Smith N, Primack BA. The use of Twitter to assess viewer reactions to the medical drama *Code Black*. Poster Presentation. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. April 2, 2016.
55. **Hoffman BL***, James AE, Tulikangas MC, Primack BA. Electronic nicotine delivery systems: The state of state policy. Poster Presentation. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. April 1, 2016.
56. Primack, BA, Shensa A, Sidani JE, **Hoffman BL**, Soneji S, Fine MJ, James AE, Sargent JD. Initiation of cigarette smoking after E-cigarette use: A nationally-representative study. Paper Presentation and Citation Abstract. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 30, 2016.
57. **Hoffman BL***, Shensa A, Wessel C, Hoffman R, Primack BA. Exposure to fictional medical television and patients' health: A systematic review. Poster presentation. 38th Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.
58. **Hoffman BL***, Shensa A, Wessel C, Hoffman R, Primack BA. The use of fictional medical television in medical education: A systematic review. Poster presentation. 38th Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 23, 2015.

59. Lin L, Sidani JE, Shensa A, **Hoffman BL**, Radakovic A, Miller E, Primack BA. Associations between social media use and depressive symptoms among US young adults. Oral presentation. 38th Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.
60. Sidani JE, Shensa A, Baffour M, **Hoffman BL**, Hanmer J, Primack BA. Associations between social media use and eating disorder risk among US young adults. Oral presentation. 38th Annual Meeting of the Society of General Internal Medicine (SGIM). Toronto, ON, Canada. April 24, 2015.

Other Publications

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5. Blumenthal, SJ and **Hoffman, BL**. College women: Give yourself the gift of a healthier future. 20 Dec 2007. *The Huffington Post*. http://www.huffingtonpost.com/susan-blumenthal/college-women-give-yours_b_77703.html
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Formal Acknowledgements

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2. Coldiz JB, Chu K, Emery S, Welling J, Larkin CR, James AE, Primack BA. Toward real-time infoveillance of Twitter health messages: Practical considerations for data collection, management, and human coding. *American Journal of Public Health*. 2018. 108: 1009-1014. doi: [10.2105/AJPH.2018.304497](https://doi.org/10.2105/AJPH.2018.304497)
3. Turow, J (2010). *Playing Doctor: Television, Storytelling, and Medical Power*. 2010. University of Michigan Press.

Service

Service to School and University

Years	Activity	Position
2025	Deans Day	Judge
2025	Health Disparities and Social Justice Poster Competition	Reviewer

2023 –	BSPH Education Committee University of Pittsburgh School of Public Health	Member
2023 –	BSPH Mentoring Program University of Pittsburgh School of Public Health	Faculty Advisor
2023	Frederick Honors College Research Fellowships	Reviewer
2022	BSPH Mentoring Program University of Pittsburgh School of Public Health	Co-Founder
2021	Pitt Public Health Orientation	Guest Speaker
2020 – 2022	Faculty Searches University of Pittsburgh School of Public Health	Student Interviewer
2009	Penn Medicine Health Clinics Perelman School of Medicine University of Pennsylvania	Student Leader
2005 – 2007	Brown University EMS	Senior EMT
2005 – 2007	Meiklejohn Peer Advising Program Brown University	Group Leader

Service to Field of Scholarship

Date	Organization	Position
2021 – 2024	Society of Behavioral Medicine Annual Meeting	Abstract Reviewer
2019 – 2022	Hawaii International Conference on System Sciences (HICSS)	Abstract Reviewer

Manuscript and other Documentation/Publication Review

Journal Title
JAMA Network Open
Pediatrics
Pedagogy in Health Promotion
Public Health Reports
Vaccine: X
Frontiers in Psychology
British Medical Journal
American Journal of Public Health
Journal of Health Communication
Vaccine
Cyberpsychology, Behavior & Social Networking
Health Education & Behavior
Journal of Medical Internet Research
Advances in Medical Education and Practice

Non-Governmental and Community-Based Organizations

Date	Organization/Agency	Position and/or Type of Service
2024 –	Akoma United	Professional Advisor
2024 –	ANAD (National Association of Anorexia Nervosa and Associated Disorders)	Member, Scientific Advisory Council
2022 –	Community Vitality Collaborative	Member
2021 –	Children's Hospital Arsenal Middle Medical Mentorship Program of Pittsburgh (CHAMP)	Member
2021 – 2023	Youth Community Vaccine Collaborative	Member

Non-Professional Service

Date	Organization/Agency	Position and/or Type of Service
2024 –	Humane Animal Rescue of Pittsburgh	Member, Junior Advisory Council
2024 –	United Network for Organ Sharing	UNOS Ambassador
2023 –	League of Women Voters of Greater Pittsburgh	Member
2023 –	Hull House Real Recovery, Akron OH	Secretary, Board of Directors
2022 –	PAWS Across Pittsburgh, Pittsburgh, PA	Cat Fosterer
2021	Hull House Recovery Residencies, Akron, OH	Advisor
2015 –	Aspinwall Gymnastics Center	Gymnastics Coach
2011 –	Humane Animal Rescue of Pittsburgh	Cat Fosterer