

Publications:

1. Kreuter MW, Haughton LT. Integrating culture into health information for African American women. *American Behavioral Scientist* (under review).
2. Haughton LT, Kreuter MW. Understanding the "social environment": Dimensions, influence on health behavior, and an application to physical activity. *Social Science and Medicine* (under review).
3. Kreuter MW, Black WJ, Friend L, Booker AC, Klump MP, Holt CL. Use of computer kiosks for breast cancer education in five community settings. *Health Education and Behavior* (in press).
4. Rimer BK, Kreuter MW. Advancing Tailored Health Communication: A persuasion and message effects perspective. *Journal of Communication* (in press).
5. Hinyard LJ, Kreuter MW. Using narrative communication as a tool for health behavior change: A conceptual, theoretical, and empirical overview. *Health Education and Behavior* (in press).
6. Brownson RC, Kreuter MW, Arrington BA, True WR. Translating Scientific Discoveries into Public Health Action: How Can Schools of Public Health Move Us Forward?. *Public Health Reports* (in press).
7. Kreuter MW, Skinner CS, Holt CL, Clark EM, Haire-Joshu D, Fu Q, Booker A, Steger-May K, Bucholtz DC. Cultural tailoring for mammography and fruit and vegetable intake among low-income African American women in urban public health centers. *Preventive Medicine* 2005;41(1): 53-62.
8. Boslaugh SE, Kreuter MW, Nicholson RA, Naleid K. Comparing demographic, health status, and psychosocial strategies of audience segmentation to promote physical activity. *Health Education Res.* 2005 Aug;20(4):430-438.
9. Haughton LT, Kreuter MW, Hall J, Holt CL, Wheetley E. Digital divide and stability of access in African American women from urban public health centers. *Journal of Health Care for the Poor and Underserved* 2005;16: 363-375.
10. Kreuter MW, Caburnay CA, Chen JJ, Donlin MJ. Effectiveness of individually-tailored calendars in promoting childhood immunization in urban public health centers. *Am J Public Health* 2004;94(1): 122-127.
11. Kreuter MW, Skinner CS, Steger-May K, Holt CL, Bucholtz DC, Clark EM, Haire-Joshu D. Response to behaviorally vs. culturally tailored cancer

communication among African American women. *Am J of Health Behavior* 2004;28(3):195-207.

12. Kreuter MW, Holt CL, Skinner CS. Response to Meissner et al: Awareness of mammography controversy among lower income African American women in urban public health centers. *J Womens Health* 2004;13(1): 121-122.

13. Kreuter MW, McClure S. The role of culture in health communication. *Annual Review of Public Health* 2004;25(20): 20.1-20.17.

14. Kreuter MW, Lukwago SN, Bucholtz DC, Clark EM, Sanders-Thompson V. Achieving cultural appropriateness in health promotion programs: targeted and tailored approaches. *Health Educ & Behavior* 2003;30(2):133-146.

15. Lukwago SN, Kreuter MW, Holt CL, Steger-May K, Bucholtz D, Skinner CS. Sociocultural correlates of breast cancer knowledge and screening in urban African American women. *Am J Public Health* 2003;93(8):1271-1274.

16. Kreuter MW, Steger-May K, Bobra S, Booker A, Holt CL, Lukwago SN, Skinner CS. Socio-cultural characteristics and responses to cancer education materials among African American women. *Cancer Control* 2003;10(5): 69-80.

17. Kreuter MW, Wray RJ. Tailored and targeted health communication: Strategies for enhancing information relevance. *Am J Health Behav* 2003;27(Suppl 3):S206-S216.

18. Kreuter MW, Lukwago SN, Brennan LK, Scharff D, Wadud ES. Effectiveness of tailored and non-tailored educational materials to promote nutrition label reading. *Health Educ* 2002;102(6):271-279.

19. Kreuter MW, Holt CL. How do people process health information? Applications in an age of individualized communication. *Current Directions in Psychological Science* 2001;10(6):206-209.

20. Caburnay CA, Kreuter MW, Donlin MJ. Disseminating effective health promotion programs from prevention research to community organizations. *J of Public Health Management and Pract* 2001;7(2):81-89.

21. Scharff D, Kreuter MW. Training and workforce diversity as keys to eliminating health disparities. *Health Promotion Pract* 2000;1(3):288-291.

22. Kreuter MW, Skinner CS. Response to Pasick. *Health Educ Res, Theory and Pract* 2001;16(4):507-508.

23. Kreuter MW, Chedda SG, Bull FC. How does physician advice influence patient behavior? Evidence for a priming effect. *Archives of Fam Med* 2000;9:426-433.

24. Kreuter MW, Skinner CS. Tailoring: What's in a name? (editorial) *Health Educ Res: Theory and Practice* 2000;15(1):1-4.
25. Kreuter MW, Oswald DL, Bull FC, Clark EM. Are tailored health education materials always more effective than non-tailored materials? *Health Educ Res: Theory and Pract* 2000;15(3):305-315.
26. Kreuter MW, Strecher VJ, Glasman B. One size does not fit all: the case for tailored print materials. *Ann Beh Med* 1999;21(4):276-283.
27. Kreuter MW. Dealing with competing and conflicting risks in cancer communication. *Journal of the National Cancer Institute Monographs* No. 25; 1999. p. 27-35.
28. Kreuter MW, Bull FC, Clark EM, Oswald DL. Understanding how people process health information: a comparison of tailored and nontailored weight-loss materials. *Health Psychol* 1999;18(5):487-494.
29. Bull FC, Kreuter MW, Scharff D. Effects of tailored, personalized, and general materials on physical activity. *Patient Educ and Couns* 1999;36:181-192.
30. Skinner CS, Kreuter MW, Kobrin SC, Strecher VJ. Perceived and actual breast cancer risk: Optimistic and pessimistic biases. *J of Health Psychol* 1998;3(2):181-193.
31. Kreuter MW, Scharff D, Brennan LK, Lukwago S: Physician recommendations for diet and physical activity: Which patients get advised to change? *Prev Med* 1997;26:825-833.
32. Kreuter MW, Brennan LK, Scharff D, Lukwago S. Do nutrition label readers eat healthier diets? Behavioral correlates of patients' use of food labels. *Am J of Prev Med* 1997;13(4):277-283.
33. Kreuter MW, Strecher VJ. Do tailored behavior change messages enhance the effectiveness of health risk appraisal? Results from a randomized trial. *Health Educ Research, Theory and Pract* 1996;11(1):97-105.
34. Kreuter MW, Vehige E, McGuire AG. Using computer-tailored calendars to promote childhood immunization: a pilot study. *Public Health Reports* 1996;111:176-178.
35. Kreuter MW, Strecher VJ. Changing inaccurate perceptions of health risk: Results from a randomized trial. *Health Psychol* 1995;14(1):56-63.
36. Kreuter MW, Strecher VJ, Harris R, Kobrin SC, Skinner CS. Are patients

of women physicians screened more aggressively? A prospective study of physician gender and screening. *J of General Internal Med* 1995;10:119-125.

37. Strecher VJ, Kreuter MW, Kobrin SC. Do cigarette smokers have unrealistic perceptions of their heart attack, cancer and stroke risks? *J of Behav Med* 1995;18(1):45-54.

38. Strecher VJ, Kreuter MW, Den Boer DJ, Kobrin S, Hospers HJ, Skinner CS. The effects of computer-tailored smoking cessation messages in family practice settings. *J of Fam Pract* 1994;39(3):262-270.

Selected books

1. Kreuter MW, Lezin N, Kreuter MW, Green L. Community health promotion ideas that work: a field book for practitioners. Sudbury (MA): Jones & Bartlett; 1998.

2. Kreuter MW, Farrell D, Olevitch L, Brennan L. Tailoring health messages: customizing communications using computer technology. Mahwah (NJ): Lawrence Erlbaum Associates; 1999.