

NIH's Community-Based Participatory Research Scientific Interest Group (CBPR SIG) presents the first presentation in its Community-Based Participatory Research Speaker Series,

Wednesday, October 10, 2007

1-3 p.m.

CSR Conference Room 3087

Two Rockledge Center (Rockledge 2)

6701 Rockledge Drive

Bethesda, MD 20817

Dr. Michael Hecht's presentation,

Adapting Health Messages in Community-Based Prevention Research,

draws upon his research projects with multicultural populations in both urban and rural areas. He will share some of his best practices in community-based participatory adaptation of prevention curricula and will include portions of video segments from his projects. Dr. Hecht's NIDA-funded Drug Resistance Strategies project (DRS, 1989-present) was among the first to study the social processes of adolescent drug offers, including an examination of the role of ethnicity and acculturation in these processes. SAMHSA has selected his DRS project as a model program for middle school students.

Dr. Michael L. Hecht is Liberal Arts Professor at Penn State University's Department of Communication Arts and Sciences. His recent book, *Adolescent Relationships and Drug Use*, summarizes some of this work. The videotapes produced for this project have won numerous international and national awards, including a series of 2000 regional Emmy Awards for student productions. His interest in culture is reflected in his book, *Redefining Culture: Perspectives across the disciplines* (Erlbaum), that attempts to reframe understandings of culture, two books on culture and identity (*African American Communication; Communicating Prejudice*) and numerous articles.

Your CBPR SIG will keep you informed about future presentations in our Speakers Series. To learn more about CBPR and this scientific interest group, start with our NIH webpage:

http://grants.nih.gov/grants/training/esaig/cbpr_sig.htm

To confirm sign language interpreter service or to arrange other reasonable accommodations to participate in this event, contact Dr. Bill Elwood 301/435-1503 or the Federal Relay (1-800-877-8339).

We look forward to seeing you Wednesday, 10/10/2007, at 1:00 p.m. in Rockledge 2 Conference Room 3087.

Best regards,

Bill Elwood

For NIH's CBPR Scientific Interest Group