

Department of Community Health and Prevention
Dornsife School of Public Health | Drexel University
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EDUCATION

- 2013 **Doctor of Philosophy**
University of California, Los Angeles, Los Angeles, CA
Department of Community Health Sciences
- 2009 **Master of Public Health**
University of California, Los Angeles, Los Angeles, CA
Department of Community Health Sciences
- 2006 **Bachelor of Science**
University of North Carolina at Chapel Hill, Chapel Hill, NC
Department of Biology
- 2005 French Concentration
Université de Paul Valéry, Montpellier, France

PROFESSIONAL EXPERIENCE

- 2013-present Assistant Professor
Department of Community Health and Prevention
Drexel University School of Public Health
- 2014-2017 Director
Master of Public Health (MPH) Program
Department of Community Health and Prevention
- 2012 Instructor
Certificate Program in Health Care Management and Leadership
UCLA Fielding School of Public Health/UCLA Extension

CURRENT RESEARCH FUNDING

My research draws from principles in public health and health communication and focuses on reducing health disparities and inciting healthful behaviors among youth and young adults through a health and media literacy lens, both domestically and globally.

- 2017-2018 Co-Investigator (PI of sub-award), “Closing the gaps: An environmental scan to identify opportunities for increasing HPV vaccination in the greater Philadelphia region,” National Cancer Institute (3P30CA056036-18S3), NIH, P30, Total Award: \$100,000 (MPIs: Amy Leader and Karen Knudsen)
- 2015-2018 Principal Investigator, “The Pennsylvania state evaluation of the SAMSHA-funded prescription opioid misuse and alcohol abuse prevention initiative,” Pennsylvania Department of Drug and Alcohol Programs, Total Award: \$300,000
- 2014-2018 Principal Investigator, “The Bucks County-level evaluation of the SAMSHA-funded prescription opioid misuse and alcohol abuse prevention initiative,” Bucks County Department of Drug and Alcohol Programs, Total Award: \$276,960

- 2016-2019 Co-Investigator, “Effective Communication in Public Health Emergencies – Developing Community-Centered Tools for People With Special Health Care Needs,” Centers for Disease Control and Prevention, Total Award: \$1,147,856.44 (PI: Esther Chernak)
- 2015-2018 Co-Investigator, “UCLA-RAES-UCAD Health Communication and ICT Research Education Program in Senegal,” Fogarty International Center (5R25TW010021-01), NIH, R25, Total Award: \$306,826 (PI: Deborah Glik)

PRIOR RESEARCH FUNDING

- 2016-2017 Principal Investigator, “Examining adolescent health literacy and well care visits through smartphone mediated data collection”, Drexel Faculty Innovation Award, Total Award: \$20,000
- 2015-2016 Principal Investigator, “What’s in a Tweet about Cancer Prevention? Towards the Development of Social Media Interventions to Increase HPV Vaccination”, American Cancer Society Institutional Research Grant, Jefferson Kimmel Cancer Center, Total Award: \$30,000
- 2015 Co-Investigator, “A study on EPI Programme and Multiple Injections in Preparation for Co-administration of IPV and OPV and OPV2 withdrawal”, UNICEF Rwanda, Total Award: \$46,924 (MPIs: Ann Klassen and Suruchi Sood)
- 2014-2015 Principal Investigator, “What’s in a Tweet about Cancer Prevention? An analysis of HPV vaccination messages on Twitter”, American Cancer Society Institutional Research Grant, Jefferson Kimmel Cancer Center, Total Award: \$11,500
- 2014-2015 Principal Investigator, “Evaluating a parent training curriculum to prevent child sexual abuse”, Pennsylvania Coalition Against Rape (PCAR), Total Award: \$29,960
- 2011-2014 Research Consultant, “Measuring Health, Media, Computer & Digital Literacy Among Senegalese Youth,” Fogarty International Center (R03 TW0009043-01), NIH, R03, Total Award: \$190,500 (MPIs: Deborah Glik and Michael Prelip)

PUBLICATIONS

Massey PM, Budenz A, Leader A, Fisher K, Klassen AC, Yom-Tov E. What drives health professionals to tweet about #HPVvaccine? Identifying strategies for effective communication. *Preventing Chronic Disease*. 2017 (in press).

Massey PM, Kim MC, Dalrymple P, Rogers M, Hawthorne K, Manganello J. Visualizing patterns and trends of 25 years of published health literacy research. *HLRP: Health Literacy Research and Practice*. 2017; 1(4):e182-e191.

Adams RM, Riess H, **Massey PM**, Gipson J, Prelip M, Dieng T, Glik DC. Understanding where and why Senegalese adolescents and young adults access health information: A mixed methods study examining contextual and personal influences on health information seeking. *Journal of Communication in Healthcare*. 2017; 1-33.

Massey PM, Boansi R, Gipson J, Adams RM, Riess L, Dieng T, Prelip M, Glik, DC. Predictors of HPV awareness and vaccine acceptability among Senegalese youth. *Tropical Medicine and International Health*. 2017; 22(1):113-121. doi:10.1111/tmi.12798

Massey PM, Langellier BA, Sentell T, Manganello J. Nativity and language preference as drivers of health information seeking: examining differences and trends from a U.S. population-based survey. *Ethnicity and Health*. 2017; 22(6):596-609. doi:10.1080/13557858.2016.1244745

Langellier BA, **Massey PM**. Nutrition activation and dietary intake disparities among US adults. *Public Health Nutrition*. 2016; 19(17):3123-3134. doi:10.1017/S1368980016001464

Massey PM, Leader A, Yom-Tov E, Budenz A, Fisher K, Klassen AC. Applying multiple data collection methods to quantify HPV vaccine communication on Twitter. *Journal of Medical Internet Research*. 2016; 18(12):e318. doi:10.2196/jmir.6670

Sood S, Klassen A, Cronin C, **Massey PM**, Shefner-Rogers C. Looking Back and Planning Ahead: Examining Global Best Practices in Communication for Inactivated Polio Vaccination (IPV) Introduction in Rwanda. *Global Health Communication*. 2016; 1(1):10-20. doi:10.1080/23762004.2016.1161418

Glik DC, **Massey PM**, Gipson J, Rideau A, Dieng T, Prelip M. Health-related media use among youth audiences in Senegal. *Health Promotion International*. 2016; 31(1):73-82. doi:10.1093/heapro/dau060

Massey PM. Where Do U.S. Adults Who Do Not Use the Internet Get Health Information? Examining Digital Health Information Disparities from 2008–2013. *Journal of Health Communication*. 2015; 21(1):118-124. doi:10.1080/10810730.2015.1058444

Massey PM, Prelip M, Calimlim BM, Afifi AA, Quiter ES, Nessim S, Wongvipat-Kalev N, Glik DC. Exploratory findings toward a multidimensional measure of adolescent health literacy. *American Journal of Health Behavior*. 2013; 37(3):342-350. doi:10.5993/AJHB.37.3.7

Massey PM, Prelip M, Rideau A, Glik DC. School-based HIV prevention in Dakar, Senegal: findings from a peer-led program. *International Quarterly of Community Health Education*. 2013; 33(2): 129-141. doi:10.2190/IQ.33.2.c. PMID: 23661415

Massey PM, Prelip M, Calimlim B, Quiter E, Glik D.C. Contextualizing an expanded definition of health literacy among adolescents in the health care setting. *Health Education Research*. 2012; 27(6):961-974. doi:10.1093/her/cys054. PMID: PMC3498601

Massey PM. Reducing Maternal Mortality in Senegal: Using GIS to Identify Priority Regions for the Expansion of Human Resources for Health. *World Health & Population*. 2011; 13(2):13-22. Available from: www.longwoods.com/publications/world-health-population/22615. PMID: 22543440

Massey PM, Morawski BM, Rideau A, Glik DC. Health Communication via New Media: An Internet-Based Peer Community Dedicated to Health Information Created by Youth in Dakar, Senegal. *Cases in Public Health Communication & Marketing*. 2009; 3:13-37. Available from: www.casesjournal.org/volume3.

Under review:

*Budenz A, Klassen AC, Leader A, Fisher K, Yom-Tov E, **Massey PM**. HPV vaccine communication on Twitter: A focus on gender and MSM.

*Kearney M, Reynolds L, Blitzstein S, Chapin K, **Massey PM**. Assessing need for prescription drug prevention programming among culturally and linguistically diverse suburban communities.

In development:

*Kearney M, Manganello J, Budenz A, **Massey PM**. Understanding emerging trends in social media communication among US schools of public health: A mixed-methods Twitter analysis.

*Denotes mentored student first author paper

PUBLISHED REPORTS

Pennsylvania State Epidemiological Outcomes Workgroup. (September 2016). Confronting an Epidemic: Opioid Overdose Prevention in Pennsylvania. Available at: <http://drexel.edu/~media/Files/dornsife/News/SEOW%20Report%20Final%202016.ashx?la=en>

Pennsylvania State Epidemiological Outcomes Workgroup. (July 2017). Prescription opioid misuse among youth in Pennsylvania: attitudes and access 2017. Available at: <http://drexel.edu/~media/Files/dornsife/News/SEOW%20Report%202017%206117.ashx?la=en>

In development:

Pennsylvania State Epidemiological Outcomes Workgroup. (January 2017). Alcohol access and use among youth in Pennsylvania prior to Act 39

CONFERENCE PRESENTATIONS – PEER-REVIEWED

*Budenz A, Leader A, Klassen AC, Fisher K, Yom-Tov E, **Massey PM**. Let's talk about HPV: A focus on gender- and MSM-specific Twitter communication. Oral presentation. American Public Health Association Conference. November 2017. Atlanta, GA.

Sentell T, Davis T, Manganello J, **Massey PM**, McFarlane E, Buchthal V, Davis J, Arnold C. Health literacy beyond the individual: A meta-narrative review. Oral presentation. European Public Health Conference (EPHC). November 2017. Stockholm, Sweden.

Massey PM, Budenz A, Leader A, Fisher K, Klassen A, Yom-Tov E. What health professionals and parents are saying about HPV vaccine on Twitter. Oral presentation. International Conference on Communication in Healthcare (ICCH)/Health Literacy Annual Research Conference (HARC). October 2017. Baltimore, MD.

Manganello J, **Massey PM**, Retundie A. Hashtag #healthliteracy: A study of health literacy tweets on Twitter. Oral presentation. International Conference on Communication in Healthcare (ICCH)/Health Literacy Annual Research Conference (HARC). October 2017. Baltimore, MD.

Pitt R, Davis T, Manganello J, **Massey PM**, McFarlane E, Buchthal V, Davis J, Arnold C, Sentell T. Health literacy beyond the individual: A meta-narrative review of six emerging research traditions. Oral presentation. International Conference on Communication in Healthcare (ICCH)/Health Literacy Annual Research Conference (HARC). October 2017. Baltimore, MD.

*Kearney M, Manganello J, Budenz A, **Massey PM**. Understanding emerging trends in social media communication among US schools of public health: A mixed-methods Twitter analysis. Poster presentation. Urban Health Collaborative (UHC) Symposium. September 2017. Philadelphia, PA.

Massey PM, Dalrymple P, Rogers M, Kim MC, Hawthorne KH, Manganello J. Visualizing patterns and trends of published health literacy research. Poster presentation. Health Literacy Research Conference (HARC). October 2016. Washington, DC.

Massey PM, Turchi R, Manganello J. Understanding and addressing the impact of low health literacy on the interaction of adolescents with the health information environment. Professional workshop. Society for Adolescent Health and Medicine (SAHM) Conference. March 2016. Washington, DC.

Massey PM, Leader A, Yom-Tov E, Budenz A, Fisher K, Klassen AC. Novel methods to examine content and stance of HPV vaccination communication on Twitter. Poster presentation. American Academy of Health Behavior Conference (AAHB). February 2016. Ponte Vedra Beach, FL.

Massey PM, Leader A, Black A, Budenz A, Fisher K, deArmas E, Klassen AC. "Elite users" on Twitter: Examining key features for crafting future HPV vaccination communication campaigns. Oral presentation. American Public Health Association Conference. November 2015. Chicago, IL.

Leader A, **Massey PM**, Black A, Budenz A, Fisher K, deArmas E, Klassen AC. Using a novel software program to improve Twitter data collection methods. Roundtable presentation. American Public Health Association Conference. November 2015. Chicago, IL.

*Reynolds L, Battle MP, Evan J, Rumburg D, Sood S, Livelsberger A, **Massey PM**. Evaluating Parents in the Know: An innovative parent-focused child sexual abuse prevention program. Oral presentation. American Public Health Association Conference. November 2015. Chicago, IL.

*Budenz A, Leader A, Black A, Fisher K, deArmas E, Klassen AC, **Massey PM**. Did you Tweet from an iPhone or Android? Examining differences in how HPV vaccine is discussed by platform. Poster presentation. American Public Health Association Conference. November 2015. Chicago, IL.

Massey PM, Dalrymple P, Rogers M, Kim MC, Hawthorne KH, Manganello J. Visualizing patterns and trends of published health literacy research. Poster presentation. Mid-Atlantic Healthcare Informatics Symposium. October 2015. Philadelphia, PA.

Massey PM, Glik DC, Prelip M, Gipson J, Rideau A, Dieng T. "Exploring health-related media use among youth in Senegal." Poster presentation. American Academy of Health Behavior (AAHB). March 2014. Charleston, SC.

Massey PM. "Internet adoption among U.S. adults in 2003 and 2008: diffusion patterns and digital disparities." Oral presentation. Health Information National Trends Survey (HINTS) users conference. January 2014. Rockville, MD.

Massey PM. "Does health information source matter? Examining the relationship between information sources and the patient-provider encounter." Poster presentation. Health Information National Trends Survey (HINTS) users conference. January 2014. Rockville, MD.

Massey PM. "Examining changes in use of health information sources between 2003 and 2008 among internet users and non-users." Poster presentation. Health Literacy Research Conference (HARC) Conference. October 2013. Washington, DC.

Calimlim BM, **Massey PM**, Prelip M, Afifi AA, Quiter ES, Nessim S, Wongvipat-Kalev N, Osuna D, Glik DC. "Examining health literacy among a low-income adolescent population in California." Poster presentation. American Public Health Association Conference. October 2012. San Francisco, CA.

Massey PM, Prelip M, Calimlim BM, Affi AA, Quiter ES, Nessim S, Wongvipat-Kalev N, Glik DC. "Health literacy and adolescent preventive care use: comparing self-report and claims data." Poster presentation. Health Literacy Research Conference (HARC) Conference. October 2012. Bethesda, MD.

Massey PM, Glik DC, Prelip M, Quiter ES, Fiore M, Nessim S, Wongvipat-Kalev N, Su H. "Facebook, email, or text messaging? Recruitment strategies for a teen-based, health-focused social media website for low-income adolescents in California." Roundtable presentation. American Public Health Association Conference. November 2011. Washington, DC.

Massey PM. "Using GIS as a tool for community health profiling: Identifying priority areas for recruitment of human resources for health in Senegal." Oral presentation. American Public Health Association Conference. November 2011. Washington, DC.

Massey PM, Glik D, Prelip M, Rideau A. "Increasing the rates of voluntary testing using youth-produced HIV messages: Intervention research on a school-based program in Dakar." Poster presentation. American Public Health Association Conference. November 2010. Denver, CO.

Massey PM, Morawski B, Rideau A. "Health communications via new media: an Internet-based community created by youth and for youth in Dakar, Senegal." Oral presentation. ISIS Sex:Tech Conference. March 2009. San Francisco, CA. <http://www.sxtechconference.org/index.html>

*Denotes mentored student presentation

TEACHING

- 2017 Methods for Public Health Research (Mater's students)
Objective: Understand key concepts of biostatistics and learn basic analytic methods, including statistical software, as well as qualitative analysis, including the role of qualitative data management and analysis software. The overall goal is to train all first year MPH students and ensure that all students, regardless of discipline, have the skills necessary to gather, analyze, and interpret quantitative and qualitative data.
- 2016 Research Methods in Health Communication (Master's and doctoral students)
University Cheikh Anta Diop in Dakar, Senegal; March 2016
Objective: Train Senegalese students in research methods to evaluate health communication campaigns utilizing entertain-education and transmedia strategies
- 2015 Community-Based Prevention Practices (Mater's students)
Objective: Develop skills and mastery of principles of program development and implementation via the development and presentation of a competitive grant proposal addressing a public health issue
- 2014-2017 Research Methods in Community Health and Prevention (Doctoral students)
Objective: Develop diverse research methods, covering the conceptual and methodological foundation for developing, planning, and conducting research in social and behavioral sciences
- 2013-2015 Prevention Principles and Practices (Mater's students)
Objective: Develop a foundation in prevention practices and behavioral and social science theories in the context of public health research and practice

- 2012 Foundations in Health Program Evaluation (Executive master's students)
Objective: Develop skills in experimental and quasi-experimental designs, needs assessment, formative and process evaluation, monitoring program outputs and outcomes, impact assessment, and cost-effectiveness assessment

Course Teaching Competencies

Research Methods; Program Evaluation; Program Development; Global Health; Communication in Health Promotion and Education; Health Communication in Popular Media; Behavior Change Theories in Public Health

INVITED SPEAKING EVENTS

- 2016 Public Health Minute, Adolescent Health Literacy, <http://wp.lehman.edu/public-health-minute-with-william-latimer/adolescent-health-literacy-philip-massey-phd-mph-drexel-university/>
- 2016 Advocacy workshop, Using Social Media for Public Health Advocacy, Public Health in Action student-led group at Dornsife School of Public Health, January 2016
- 2015 Webinar, What's in a Tweet about Cancer Prevention? Analyzing Messages about HPV Vaccination on Twitter, Kimmel Cancer Center Cancer Risk and Control Program Meeting, November 2015
- 2015 Moderator, Emerging use of social and new media in health behavior research, American Academy of Health Behavior Conference, March 2015
- 2015 Webinar Lecture, What's in a tweet about cancer prevention? An analysis of HPV vaccination messages on Twitter, American Society of Preventive Oncology, February 2015
- 2015 Lecture, From patient to consumer: A role for public health in health care consumerism, Drexel University, Department of Culture and Communication, January 2015
- 2015 Invited expert participant, Workshop on Global Development and Religion in Senegal, Berkley Center for Religion, Peace, and World Affairs, Georgetown University, January 2015
- 2014 Lecture, Strategies to build health and media literacies and reduce health disparities among youth populations, University at Albany, Center for the Elimination of Minority Health Disparities, October 2014
- 2014 Webinar, Small screens and tweets: Strategies to build health and media literacies and reduce health disparities among youth populations, Center for Public Health Practice, Public Health Lab Series, Drexel University, November 2014
- 2014 Moderator, Health literacy across the lifespan, Health Literacy Annual Research Conference (HARC), October 2014

UNIVERSITY SERVICE

2016-present Social Science Committee, Drexel University

- 2015-2016 MPH Redesign Steering Committee, Dornsife School of Public Health
- 2015-2016 MPH Core Course Advisory Committee, Dornsife School of Public Health
- 2015-2016 Dornsife Global Scholars Program, Drexel University review committee
- 2014-2016 Executive Committee of the Faculty, Dornsife School of Public Health
- 2014 CEPH re-accreditation site visit faculty participant, Dornsife School of Public Health
- 2013-present Committee Member, DrPH Admissions, Department of Community Health and Prevention

PROFESSIONAL SERVICE

- 2016 Health Communication Working Group (HCWG) 2016 Social Committee Chair
- 2015 Health Communication Working Group (HCWG) 2015 Membership Committee
- 2014-2015 American Academy of Health Behavior (AAHB) 2015 Conference Planning Committee
- 2012-2013 Volunteer Consultant, American Institutes for Research (AIR), Health Insurance Literacy Measure Development
- 2010-2012 Founding Board Member, Secretary, RAES US, Non-profit 501(c)(3) organization

MENTORING & ADVISING

- 2013-2017 Doctoral students (advisor): 2 students
 Doctoral dissertation committee member: 4 students
 Master's Thesis Research: 10 students
 Opening Doors Fellows (R25): 4 students

EDITORIAL ACTIVITIES

Peer Reviewer

- 2017 Journal of Medical Internet Research
- 2017 PLOS ONE
- 2017 BMC Public Health
- 2016-2017 World Wide Web (WWW) conference
- 2016 Journal of Health Communication
- 2015 SAGE Publishers (Textbook)
- 2014-2015 Health Promotion International
- 2014 Asia-Pacific Journal of Health, Sport, and Physical Education
- 2014 Palgrave Publishers (Textbook)
- 2013 Public Opinion Quarterly
- 2013 SAGE Publishers (Textbook)
- 2013 Journal of Adolescent Health
- 2012-2014 Health Education Research

PROFESSIONAL SOCIETY MEMBERSHIPS

- 2013-present American Academy of Health Behavior (Full Member)

2009-present Delta Omega, Iota Chapter, University of California, Los Angeles

2008-present American Public Health Association (APHA)

HONORS AND AWARDS

2017-2018 National Institutes of Health Loan Repayment Program (NIH LRP), National Institute on Minority Health and Health Disparities (L60 MD009813-01), renewal

2015-2017 National Institutes of Health Loan Repayment Program (NIH LRP), National Institute on Minority Health and Health Disparities (L60 MD009813-01)

2015 Finalist, Golden Apple Award, Drexel School of Public Health

2014 Drexel University Career Development Award

2013 Dean's Outstanding Student Award: UCLA Fielding School of Public Health

2012 UCLA Dissertation Year Fellowship

2011 UCLA Graduate Summer Research Mentorship

2010 Ursula Mandel Fellowship

2010 UCLA Graduate Researcher Mentorship

2010 Winner of Delta Omega student abstract submission at the 2010 APHA conference

2009 HRSA Public Health Traineeship

2008 Fred H. Bixby Summer Fellowship

CERTIFICATES

2009 Bixby Certificate in Population and Reproductive Health, UCLA Fielding School of Public Health

GLOBAL EXPERIENCE

2007-present Ongoing work with youth, sexual health, and health and media literacy in Senegal

2006-2007 English Language Assistant, Cayenne, French Guiana

2006 Tutor and Volunteer, Obstetric Fistula Ward, Niamey National Hospital, Niamey, Niger

PROFESSIONAL DEVELOPMENT

2015 Interactive Tutorial & Incubator on Measuring and Modeling Health Behavior with Smartphone Mediated Data Collection, University of Saskatchewan, Saskatoon, Canada

2009 Trainee, Office of Planning and Communication, Los Angeles County Department of Public Health