

Hudes, Estie

From: Hudes, Estie
Sent: Tuesday, August 25, 2015 5:48 PM
Subject: Lucy Popova, PhD on "Randomized Behavioral Clinical Trials: 10 Lessons I Learned from the NIH Summer Institute"; Tues. 9/8/14, 2-4 (CAPS Methods Core / TAPS event)

If you are coming from outside Mission Hall, please make sure you read the information at the end of this message. If you haven't already done so, please make sure you RSVP to [Estie Hudes](#) prior to the seminar date.

To CAPS faculty and scientists, TAPS Fellows, and seminar participants,

Our first seminar for the academic year 2015/2016 will take place in 2 weeks. We are trying to change the timing of the seminar, so that CAPS scientists are able to attend. To this end, most of our seminars will take place on a Tuesday, typically from 2-4.

Topic: Randomized Behavioral Clinical Trials: 10 Lessons I Learned from the NIH Summer Institute

Presenter: Lucy Popova, PhD
Postdoctoral Research Fellow
Center for Tobacco Control Research and Education
UCSF

Time & Place: Tuesday September 8, 2015; 2 - 4
(new) McKusick Conference room #3700
Mission Hall, 3rd floor
4th Street at 550 16th Street
San Francisco, CA 94158



This talk will provide an introduction to the NIH Summer Institute on Randomized Behavioral Clinical Trials and the application process. It will briefly cover the lessons I learned at this two-week Summer Institute, touching on the topics of developing a research program in clinical trials, building a research team, and planning a clinical behavioral trial, with overview of decisions on randomization techniques, optimization of retention, decisions regarding outcomes, choice of control group, mediators/moderators, and reporting requirements.

Lucy Popova (PhD, Communication, University of California, Santa Barbara, 2010) is a Postdoctoral Research Fellow at the Center for Tobacco Control Research and Education at the University of California, San Francisco. Her research focuses on understanding tobacco marketing and developing effective educational messages, with particular attention on new tobacco products, such as snus and electronic cigarettes. Her current research on studying how to better communicate harm of new tobacco products is supported by a K99/R00 career development award from the National Cancer Institute (NCI) at the National Institutes of Health (NIH). She is also a co-PI on a pilot developmental grant to study the intersection of tobacco, e-cigarettes, and marijuana use among young adults in Denver, CO, also from NCI. Her work received Paper of the Year awards from *Health Education & Behavior* and *Communication Methods & Measures* journals. She is currently serving as an Associate Editor for *Health Education & Behavior*.

Hope to see many of you at the presentation.

--Estie Hudes

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For building entrance at Mission Hall., please RSVP to Estie Hudes ahead of time.

The CAPS Methods Core activity now be checked directly on the website:

<http://caps.ucsf.edu/about/structure-cores/methods-core/>

Materials from past Methods Core seminars can be found at

<http://caps.ucsf.edu/about/structure-cores/methods-core/methods-core-seminars/>

Directions to Mission Bay:

http://campusliveservices.ucsf.edu/transportation/services/alternative_transportation/mission_bay_transit_options

Please note that you can only use the Red shuttle at 16th Street BART if you have a current UCSF ID badge,

Parking at Mission Bay:

http://campusliveservices.ucsf.edu/transportation/services/parking/public_parking

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