

# DR. COREY H. BASCH

PROFESSOR OF PUBLIC HEALTH



## CONTACT DETAILS

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## RECENT EMPLOYMENT

### September 2011-Present:

William Paterson University  
Department of Public Health  
Professor (9/18-present)  
Associate Professor (9/14-8/18)  
Assistant Professor (9/11-8/14)

### August 2009-August 2011:

Columbia University, Mailman School of  
Public Health  
Postdoctoral Research Scientist,  
Department of Epidemiology  
Specialization in cancer-related population  
science

### September 2003-September 2009:

State University of NY at Oswego  
Department of Health Promotion and  
Wellness Assistant Professor

# Education

**2010 M.P.H.** University of Massachusetts, Amherst Public Health Practice

**2009 M.A.** Teachers College, Columbia University  
Cognition and Learning

**2006 M.A.** Teachers College, Columbia University  
Communication and Education

**2003 Ed.D.** Teachers College, Columbia University  
Interdisciplinary: Health Education/Humanities  
Dissertation: A Humanitarian and Qualitative Perspective on  
Participation in Colorectal Cancer Screening

**2001 M.S.** Teachers College, Columbia University  
Nutrition Education

**1999 B.S.** University of New Hampshire  
Nutritional Sciences

# Select Media Coverage

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## Select Media Coverage

### COVID-19:

- TikTok videos that portray COVID-19 tests as disgusting or unpleasant get more views and likes, study finds [PsyPost](#) 2/6/22
- COVID testing at Brookdale arena [Asbury Park Press](#) 1/25/22
- Home Rules [NJ BIZ](#) 1/17/22
- Conference season arrives in Atlantic City despite the continuing pandemic [NJ BIZ](#) 10/25/21
- Depression, burnout, anxiety: College students face pandemic of stress as campuses reopen [NORTHJERSEY.COM](#) 9/13/21
- Murphy, our schools are less safe than a bar in New York [NJ.COM](#) 9/2/21
- NJ hospital fires staffers for bogus COVID-19 vaccination cards [NJ SPOTLIGHT NEWS](#) 9/1/21
- Health experts slam Murphy opponent over kids and COVID claim as masks become campaign issue [NJ.COM](#) 8/28/21 COVID-19 booster shots, test kits in high demand [NJ SPOTLIGHT NEWS](#) 8/27/21
- Murphy must do more: Eliminate the testing loophole in schools | Editorial [NJ.COM](#) 8/24/21
- Pfizer vaccine gets full FDA approval. Will more people get vaccinated? [NJ SPOTLIGHT NEWS](#) 8/23/21
- As virus cases rise, vaccinations creep upward [NJ MONITOR](#) 8/20/21
- New Jersey businesses are treading carefully on the issue of requiring COVID-19 vaccines as a condition of employment [NJ BIZ](#) 8/9/21
- Organizers of live events around the state are bringing audiences back together – cautiously in some cases [NJ BIZ](#) 8/9/21
- COVID-19 cases rising along the Jersey Shore [NJ SPOTLIGHT NEWS](#) 8/6/21
- Can your employer make you get a COVID vaccine? NJ legal experts weigh in [NORTH JERSEY.COM](#) 8/4/21
- The COVID culture war: At what point should personal freedom yield to the common good? [USA TODAY](#) 8/2/21
- CDC releases new data on threat of delta variant [NJ SPOTLIGHT NEWS](#) 7/30/21
- The spread of the COVID-19 delta variant could force businesses and government officials to make difficult choices [NJ BIZ](#) 7/26/21
- Public health expert on interpreting mixed messaging on mask wearing [NJ SPOTLIGHT NEWS](#) 6/30/21
- Wide disparity found in Shore vaccinations [Asbury Park Press](#) 6/4/21
- NJ residents confused between CDC and Gov. Murphy on indoor mask guidance [NJ SPOTLIGHT NEWS](#) 5/15/21
- Bribes for shots? Gov. Murphy says, 'Everything's on the table' [NJ SPOTLIGHT NEWS](#) 5/10/21
- How many people contract COVID-19 after being vaccinated? [NJ SPOTLIGHT NEWS](#) 4/23/21
- New rapid test measures if COVID-19 vaccinations are working [NJ SPOTLIGHT NEWS](#) 4/16/21
- J&J blood clot risk is less than 1 in a million. Don't be skeptical about the vaccine, docs say [NJ.COM](#) 4/13/21
- N.J. needs more vaccine to stop spiking COVID-19 cases [NJ SPOTLIGHT NEWS](#) 4/7/21
- N.J. independent pharmacies: We're ready to give COVID vaccines, so where are they [Asbury Park Press](#) 3/31/21
- On COVID, Murphy says follow the data. So why isn't he? | Editorial [NJ.COM](#)

- N.J. colleges are canceling spring break, hope it will prevent COVID spread [NJ.COM](#) 3/18/21
- When will N.J. reach herd immunity? It could be in time for summer, experts say [NJ.COM](#) 3/16/21
- The unraveling of NJ [NJ.COM](#) 3/8/21
- Public health experts are wary about expanded indoor dining during the pandemic winter [NJBIZ](#) 2/8/21
- Hey N.J., don't fumble away our COVID progress at Super Bowl parties [NJ.COM](#) 2/5/21
- Only 146K New Jerseyans are fully vaccinated. Can the state reach its 4.7M goal by June? [NORTHJERSEY.COM](#) 2/4/21
- Please, Joe: Fix this vaccine mess [NJ.COM](#) 1/24/21
- Don't take a shot from an 87-year-old. Wait your turn [NJ.COM](#) 1/21/21
- Why has N.J. been so slow in rolling out COVID vaccinations? [NJ.COM](#) 1/15/20
- 7 COVID-19 Vaccine Conspiracy Theories Debunked [Livestrong](#) 1/13/20
- As N.J. fights rising 2nd COVID-19 wave, what restrictions could be next [NJ.COM](#) 12/12/20
- Ringing in the New Year inside a N.J. bar or restaurant this year? [NJ.COM](#) 12/12/20
- New Poll Shows 35% Of American Women Are Not Interested In Getting COVID Vaccine [CBS](#) 12/11/20
- How retailers of all sizes are trying to make it through a pandemic holiday season [NJ BIZ](#) 12/7/20
- Corona cheers on N.J. youth football in Florida [NJ.COM](#) 12/6/20
- Should N.J. order nonessential retail closed due to COVID-19 as Black Friday nears? We asked 3 experts [NJ.COM](#) 11/22/20
- Next 3 months of COVID-19 outbreak will be 'terribly painful,' Dr. Fauci says. What does that mean for N.J.? [NJ.COM](#) 11/21/20
- Should Gov. Murphy close indoor dining to fight COVID-19 second wave? We asked these 3 experts [NJ.COM](#) 11/20/20
- Should N.J. ban indoor youth, high school sports due to COVID-19 surge? Here's what 3 experts say [NJ.COM](#) 11/19/20
- Does Murphy's new dining curfew actually make sense? Experts aren't so sure. [NJ.COM](#) 11/14/20
- Chris Christie's Bout With COVID A Stark Reminder Of The Dangers Of Letting Your Guard Down [CBS](#) 10/16/20
- Alternative health providers bristle at warning letters about their coronavirus treatments [USA TODAY](#) 9/3/20
- NJ public health experts split on Friday's restart to indoor dining [NJ BIZ. COM](#) 9/1/20
- NJSIAA doc says HS athletes aren't likely COVID-19 spreaders. Experts disagree [NJ.COM](#)
- Reopening N.J. gyms still isn't safe. Health experts tell us why [NJ.COM](#) 8/21/20
- How State Officials Are Trying To Use TikTok To Stop The Spread Of COVID-19 [NPR](#) 8/20/20
- COVID-19 on TikTok [International Media Coverage](#) 8/18/2020
- Health experts weigh in on Murphy's outdoor mask crackdown. Is it really effective? [NJ.COM](#) 7/11/20
- Contact Tracers In NYC Having Success, But Also Running Into Challenges Gathering Necessary Information [CBS](#) 6/21/20
- The most-viewed YouTube coronavirus videos incorporate fear and anxiety but neglect prevention information [PsyPost](#) 4/13/20
- Your Guide to Grocery Shopping for a Family in the Pandemic [Yahoo News](#) & [Parents](#) 4/13/20
- Supermarkets enforcing new safety measures for employees and customers [NJTV](#) 3/31/20
- Coronavirus Update: Latest Grocery Shopping Tips To Stay Safe From COVID-19, [CBS Local](#) 3/30/20
- Coronavirus Pandemic Preparation: [Inside Edition National Broadcast](#) 3/27/20.
- When diseases spread, so do rumors. Coronavirus is just the latest example: North Jersey News, [NorthJersey.com](#) 3/21/20

### **Commenting on social media and validity of information:**

- TikTok's misinformation challenge [Newsy](#) 1/28/22
- Is misinformation fueling fear over COVID-19 vaccine for younger children? [NJ Spotlight News](#) 11/4/21
- The Role of Social Media in Spread of Vaccine Misinformation [NJ Spotlight News](#) 9/30/21
- Got Milk Crates? Why People Do Stupid, Dangerous Viral #Challenges [Forbes](#) 8/28/21
- YouTube's Plan to Showcase Credible Health Information Is Flawed, Experts Warn [Scientific American](#) 8/27/21
- Genetic Testing and Social Media: Growing a Space for Genetic Counselors [National Society of Genetic Counselors](#) 7/7/21
- These Videos Could Boost COVID Vaccination Rates [Scientific American](#) 6/22/21
- Fighting Misinformation on Social Media [NJ SPOTLIGHT NEWS](#) 6/22/21
- Why Climate Science Doesn't Go Viral on YouTube 1/8/21 [Bloomberg News](#)
- The doctor is in – online [iPondr](#) 12/10/20
- The Power of Social Media in Public Health Messaging 12/10/20 [NCHEC](#)
- The Cancer Scammers 10/29/19 [BBC News World Service](#)
- Are Informational C. Difficile Videos on YouTube Reliable? 10/18/17 [MD Magazine](#)
- Moms manipulated into buying their kids unhealthy food, study says 11/9/15 [CNN](#)
- Many YouTube videos on peripheral neuropathy are not evidence-based 10/28/15 [Reuters](#)

### **Helmet Use/Bike Safety:**

- After Deadly Bus Accident, Cyclists Warned Against Wearing Giant Headphones, 9/26/18 [Inside Edition National Broadcast](#)
- Citi Bike is putting your head at risk, 5/17/15 [NY Post](#)
- 9 Health Effects of Helmet Use and Bike-Sharing, 6/22/18 [US News and World Report](#)

### **Glove Changing in Food Vendors:**

- Tips on staying healthy through the holidays 2/21/17, [CBS](#)
- Studying Bacteria Exposure in Food Trucks 2/17/16, [NJTV](#)
- EXCLUSIVE: Study finds many NYC food cart vendors don't change their gloves often enough – or even wear gloves at all. 10/15/15 [NY Daily News](#)
- Food Truck Safety Concerns 1/15/15, [Fox 5 News](#)
- Most NYC food vendors don't change gloves enough: study, 1/12/15 [NY Daily News](#)

### **Alcohol Advertising:**

- Seeing Risk to Teens, Some Want a Ban on Alcohol Ads in the Subway, 6/6/16 [City Limits](#)

### **Distracted Walking:**

- Distracted Walking, 3/22/16 [FoxNews](#)
- Officials Keep Trying, and Failing, to Outlaw Distracted Walking, 2/15/16 [The Atlantic: City Lab](#)
- Distracted Walking a Major Problem in Manhattan, 3/15/15 [CBS](#)
- Numbers of Distracted Walkers Dangerously High 3/17/15 [Fox News](#)
- Corey Basch Talks Distracted Walking 3/17/15 [CBS](#)
- The Dangers of Distracted Walking, 3/31/15 [NJTV](#)

## Skin Cancer/Sun Safety:

- Skin Cancer Warnings Ignored, 4/25/17 [NBC Universal News](#) (aired on many stations across the country), [Public Health Post](#)
- Sunscreen use declines, 8/21/14 [NBC Global](#) --broadcast on 79 NBC (affiliate stations across the country), [Centers for Disease Control and Prevention](#), [CBS News](#), [Melanoma News Today](#), [Stanford Medicine Blog](#), [Medical Daily](#), [Fox News](#)
- Teen use of tanning beds still high among white girls, 8/22/14 [Inside Jersey](#)
- Fewer U.S. youth using sunscreen new study finds, 8/21/14 [Reuters](#) , [Dermcast TV](#)

*Peer-Reviewed Publications*  
\*DENOTES STUDENT/ALUMNI INVOLVEMENT

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2022

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**Basch CH**, Basch CE, Hillyer GC, Meleo-Erwin Z. Social Media, Public Health, and Community Mitigation of COVID-19 – Challenges, Risks, and Benefits. [Journal of Medical Internet Research](#). 2022; 24(4):e36804. PMID: 35380539.

Jacques ET, **Basch CH**, Park E, Kollia B, \*Barry E. Long Haul COVID-19 Videos on YouTube: Implications for Health Communication. [Journal of Community Health](#). 2022; [Epub ahead of print]. PMID: 35412189.

Basch CE, **Basch CH**. Epidemiology, secondary school curriculum, and preparing the next generation for global citizenship. [JMIR-Public Health Surveillance](#). 2022; 8(3):e36006. PMID:35254281

Kernan W, **Basch CH**. Adaptation of an In-Person Internship to a Virtual Format for Public Health Undergraduates. [JMIR-Public Health Surveillance](#). 2022; 8(3):e35252. PMID: 35089869.

\*Laforet PE, **Basch CH**, \*Tang H. Understanding the Content of COVID-19 Vaccination and Pregnancy on YouTube: An Analysis of Videos Published at the Start of the Vaccine Rollout. [Human Vaccines & Immunotherapeutics](#). 2022; [Epub ahead of print].

Tang H\*, Kim S, Laforet PE, Tettey N, **Basch CH**. A Content Analysis of YouTube Videos that Address Weight Change During the COVID-19 Pandemic. [JMIR-Formative Research](#). 2022;6(2):e35164. PMID: 34978534.

\*Laforet PE, \*Yalamanchili B Hillyer GC, **Basch CH**. YouTube as a source information on BRCA mutations: Implications for Patients and Professionals. [Journal of Community Genetics](#). 2022; [Epub ahead of print]. PMID: 35023041.

\*Yalamanchili B, Donelle L, Jurado LF, Fera J. **Basch CH**. Investigating #covidnurse messages on TikTok: Descriptive Study. JMIR-Nursing. 2022 Jan 14;5(1):e35274.PMID: 35029536.

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## 2021

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Mohlman J, \*Tsang C, \*Magee S, \*Dalokay L, **Basch CH**. Which variant of anxiety is associated with smartphone expertise in community dwelling older adults? Clinical Gerontologist. 2021; 1-11. PMID: 34928188

**Basch CH**, Kollia B, Park E, \*Quinones N. Online News Coverage of COVID-19 Long Haul Symptoms. Journal of Community Health. 2021; [Epub ahead of print]. PMID: 34860328

Kollia B, Park E, Dvorak J, Boutsen F, \*Jahren A, **Basch CH**. Parkinson's Disease videos on YouTube: Types and Characteristics of Content on Communication and Cognition. Journal of Consumer Health on the Internet. 2021; 25(4) 335-349. DOI: [10.1080/15398285.2021.1980692](https://doi.org/10.1080/15398285.2021.1980692)

Meleo-Erwin Z, **Basch CH**, Fera J, \*Smith B. Discussion of Weight Loss Surgery in Instagram Posts: Successive Sampling Study. JMIR-Perioperative Medicine. 2021;4(2):e29390. PMID: 34723828.

**Basch CH**, Fera J, \*Pellicane A, Basch CE. Handwashing videos on TikTok during the COVID-19 pandemic: Potential for disease prevention and health promotion. Infection, Disease, & Health. 2021; S2468-0451(21)00082-1. PMID: 34690108

**Basch CH**, Fera J, \*Pellicane A, Basch CE. Videos With the Hashtag #vaping on TikTok and Implications for Informed Decision Making by Adolescents: Descriptive Study. JMIR- Pediatrics and Parenting. 2021;4(4):e30681. PMID: 34694231.

**Basch CH**, \*Yalamanchili B, Fera J. #Climate change on TikTok: A Content Analysis of Videos. Journal of Community Health. 2021; [Epub ahead of print]. PMID: **34545460**

**Basch CH**, Kecojevic A, Wagner V. Reporting of recombinant adenovirus-based COVID-19 vaccine adverse events in online versions of three highly circulated US newspapers. Human Vaccines & Immunotherapeutics. 2021; [Epub ahead of print]. PMID: 34714719

**Basch CH**, Mohlman J, Fera J, \*Tang H, \*Pellicane A, Basch CE. Community Mitigation of COVID-19 and Portrayal of Testing on TikTok: Descriptive Study. JMIR-Public Health and Surveillance. 2021; PMID: **34081591**

**Basch CH**, Kollia B, \*MacLean S, \*Ahn S. Concussion Knowledge, Beliefs, and Behaviors among University Students: Implications for Faculty and Staff. Journal of Public Health. 2021. DOI: <https://doi.org/10.1007/s10389-021-01594-y>.

**Basch CH**, Meleo-Erwin Z, Mohlman J, Fera J, \*Quinones N. #winemom and #momjuice posts on Instagram during the COVID-19 pandemic: A cross-sectional, descriptive study. JMIR- Pediatrics and Parenting. 2021;4(2):e28991 PMID:33848257



Basch CE, **Basch CH**, Hillyer GC, Meleo-Erwin Z, Zagnit EA. YouTube and Informed Decision Making about COVID-19 Vaccination: A Successive Sampling Study. JMIR-Public Health and Surveillance. 2021; PMID: **33886487**

**Basch CH**, Fera J, \*Quinones N. A Content Analysis of Direct-to-Consumer DNA testing on TikTok. Journal of Community Genetics. 2021; [Epub ahead of print]. PMID: 33860464

Kecojevic A, **Basch CH**, Sullivan M, Chen Y, Davi NK. COVID-19 Vaccination and Intention to Vaccinate Among a Sample of College Students in New Jersey. Journal of Community Health. 2021; [Epub ahead of print]. PMID: 33905034

**Basch CH**, Mohlman J, Hillyer GC, \*Garcia P. [Peer Reviewed Letter to the Editor] Simplifying language is inclusive and improves access to up-to-date scientific information. Disaster Med Public Health Prep. 2021; 26:1-3. PMID: 33766157

Meleo-Erwin Z, **Basch CH**. Community Mitigation of COVID-19: Health Communications and Varied Community Reactions. Journal of Prevention and Intervention in the Community. 2021; [Epub ahead of print]. PMID: 33823744

Meleo-Erwin Z, **Basch CH**, Fera J, \*Arrowwood M. How did individuals on Instagram discuss COVID-19 in the month following official pandemic status?: A examination of user content. Journal of Prevention and Intervention in the Community. 2021; [Epub ahead of print]. PMID: **33966615**

Seidel EJ, Hillyer GC, **Basch CH**. Anxiety and COVID-19: A study of online content readability. Journal of Prevention and Intervention in the Community. 2021; [Epub ahead of print]. PMID: 33871313

**Basch CH**, \*Corwin MT, Mohlman J. The Language of States' COVID-19 Messages Correlates of Positive and Negative Emotion and Health Outcomes. Journal of Prevention and Intervention in the Community. 2021; [Epub ahead of print]. PMID: 33843499

Mohlman J, \*Watson L. **Basch CH**. *The COVID-19 Inventory*: Measuring Anxiety Related to Illness Pandemic Across College Males and Females. Journal of Prevention and Intervention in the Community. 2021; [Epub ahead of print]. PMID: 33797333

**Basch CH**, Fera J. Candy, snack food, and soda in the checkout lines of stores selling products for children in New York City. Journal of Community Health. 2021; [Epub ahead of print]. PMID: **33710452**

**Basch CH**, Meleo-Erwin Z, Fera J, Jaime C, Basch CE. A global pandemic in the time of viral memes: COVID-19 vaccine misinformation and disinformation on TikTok. Human Vaccines & Immunotherapeutics. 2021; [Epub ahead of print]. PMID: **33764283**

\*Garcia P, Fera J, Mohlman J, **Basch CH**. Assessing the Readability of COVID-19 Testing Messages on The Internet. Journal of Community Health. 2021; [Epub ahead of print]. PMID: 33638806

**Basch CH**, Hillyer GC, \*Laforet P, Seidel EJ, Jaime C. Content in YouTube Videos for Rosacea: Cross-Sectional Study. JMIR- Dermatology. 2021;4(1):e24517

**Basch CH**, Fera J, \*Pierce I, Basch CE. Promoting Mask Use on TikTok: Descriptive, Cross-sectional Study. JMIR-Public Health and Surveillance. 2021; PMID 33523823

**Basch CH**, Sullivan M, Kecojevic A, \*Quinones N. Information about COVID-19 testing on college websites in the NYC metropolitan area. Journal of Community Health. 2021; [Epub ahead of print]. PMID: **33569669**

Mohlman J, **Basch CH**. The Language of University Communications During the COVID-19 Pandemic. Journal of American College Health. 2021; [Epub ahead of print]. PMID: 33400637

Hillyer GC, **Basch CH**, Basch CE. Coverage of Transmission of COVID-19 Information on Successive Samples of YouTube Videos. Journal of Community Health. 2021; [Epub ahead of print]. PMID: 33400077

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## 2020

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**Basch CH**, Hillyer GC, Wahrman MZ, \*Garcia P, Basch CE. DNA Testing information on YouTube: Inadequate advice can mislead and harm the public. Journal of Genetic Counseling. 2020; [Epub ahead of print]. PMID: 33382174

Meleo-Erwin Z, Kollia B, Fera J, \*Jahren A, **Basch CH**. Online Support Information for Students with Disabilities in Colleges and Universities during the COVID-19 Pandemic. Disability and Health. 2020; [Epub ahead of print]. PMID:33082111

Kecojevic A, **Basch CH**, Davi N, Sullivan M. The impact of the COVID-19 epidemic on mental health of undergraduate students in New Jersey, cross-sectional study. PLOS ONE. 2020; 15(9):e0239696. PMID: 32997683

**Basch CH**, Kecojevic A, Wagner V. Coverage of the COVID-19 pandemic in the online versions of highly circulated U.S. daily newspapers. Journal of Community Health. 2020; [Epub ahead of print]. PMID: 32902813

Tabish H, **Basch CH**. [Peer Reviewed Letter to the Editor]. Back to the basics: Hand washing is public health 101 and it works to slow down the spread of viruses. Infection, Disease, & Health. 2020; S2468-0451(20)30057-2.PMID:32891583

**Basch CH**, Hillyer GC, Meleo-Erwin Z, Mohlman J, \*Cosgrove A, \*Quinones N. News Coverage of the COVID-19 Pandemic: Missed opportunities to promote health sustaining behaviors. 2020; Infection, Disease, & Health. 2020; [Epub ahead of print]. PMID: 32426559

Seidel EJ, Mohlman J, **Basch CH**, Fera J, Cosgrove A, Ethan D. Communicating mental health support to college students during COVID-19: An exploration of website messaging. Journal of Community Health 2020; [Epub ahead of print]. PMID: 32767191

**Basch CH**, Mohlman J, Hillyer GC, \*Garcia P. Public health communication in time of crisis: Readability of On-Line COVID-19 Information. Disaster Medicine and Public Health Preparedness. 2020; [Epub ahead of print]. PMID: 32389144

**Basch CH**, Hillyer GC, Zagnit EA, Basch CE. YouTube Coverage of COVID-19 Vaccine Development: Implications for Awareness and Uptake. Human Vaccines and Immunotherapeutics. 2020; [Epub ahead of print]; 1-4. PMID: 32701403

**Basch CH**, Hillyer GC, Jaime C. COVID-19 on TikTok: Harnessing an Emerging Social Media Platform to Convey Important Public Health Messages. International Journal of Adolescent Medicine and Health. 2020. [Epub ahead of print]. PMID: 32776899



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Duran-Becerra B, Hillyer GC, Cosgrove A, **Basch CH**. Climate change on YouTube: A potential platform for youth learning. Health Promotion Perspectives. 2020; 10(3): 282-286. PMID: 32802765

Ethan D, Meleo-Erwin Z, Fera J, \*Garcia P, **Basch CH**. Readability of Online Information on Celiac Disease: A Brief Report. Journal of Consumer Health on the Internet. 2020; 24:2, 126-134.

Tsiamtsiouris J, Kollia B, Kamowski-Shakibai MT, \*Garcia P, **Basch CH**. Applying Tests of Readability to Online Stuttering Information. Advances in Neurodevelopmental Disorders. 2020. [Epub ahead of print].

**Basch CH**, Fera J, Jaime C, \*Quinones N. Coverage of the 2019 Eastern Equine Encephalitis Virus Outbreak on News Media. Health Promotion Perspectives. 2020; 10(3), 1-3. PMID:32802766

Kernan WD, **Basch CH** Segall LE, \*Garcia P. A Review of YouTube Videos about the Opioid Antagonist Medication Naloxone. Journal of Consumer Health on the Internet. 2020; 24:2,135-146.

Basch CE, **Basch CH**, Hillyer GC, Jaime C. The Role of YouTube and the Entertainment Industry in Saving Lives by Educating and Mobilizing the Public to Adopt Behaviors for Community Mitigation of COVID-19: Successive Sampling Design. Journal of Medical Internet Research-Public Health and Surveillance. 2020; 6(2):e19145. PMID: 32297593

**Basch CH**, Hillyer GC, Meleo-Erwin Z, Jaime C, Mohlman J, Basch CE. Preventive Behaviors Conveyed on YouTube to Mitigate Transmission of COVID-19: Cross-Sectional Study. Journal of Medical Internet Research-Public Health and Surveillance. 2020;6(2):e18807. PMID: 32240096

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**Basch CH**, Mohlman J, Basch CE. An Observational Cross-Sectional Assessment of Violent Imagery in Advertisements on City Buses in Manhattan, New York City. Health Promotion Perspectives. 2020, 10(2), 162-165 PMID: 32296630

**Basch CH**, Hillyer GC. Skin Cancer on Instagram: Implications for Adolescents and Young Adults. International Journal of Adolescent Medicine and Health. 2020. [Epub ahead of print]. 1-4. PMID: 32031976

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Mohlman J, **Basch CH**. Health-Related Correlates of Demonstrated Smartphone Expertise in Community Dwelling Older Adults. Journal of Applied Gerontology. 2020. [Epub ahead of print]. PMID: 32036723

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Meleo-Erwin Z, **Basch CH**, MacLean S. Understanding Online Discussions of Key Public Health Issues Using a Mixed-Methods Approach. SAGE Research Methods. 2020. [Epub ahead of print]: 1-16.

Hillyer GC, Beauchemin M, \*Garcia P, Kelsen M, Brogan FL, Schwartz GK, **Basch CH**. Readability of Cancer Clinical Trials Websites. Cancer Control. 2020;27(1): 1-6. PMID: 31973569

**Basch CH**, Wagner V. Chekhov's Corner: Using Dreamland: The True Tale of America's Opiate Epidemic in the Public Health Classroom. Journal of Public Health. 2020; 42(3): e278–e282.

Kecojevic A, Meleo-Erwin Z, **Basch CH**, \*Hammouda M. A Thematic Analysis of Pre-Exposure Prophylaxis (PrEP) YouTube Videos. Journal of Homosexuality. 2020. [Epub ahead of print]. PMID: 31939710

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## 2019

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**Basch CH**, Fera J, \*Garcia P. Information regarding Zika Virus on the Internet: A Cross-Sectional Study of Readability. American Journal of Infection Control. 2019. [Epub ahead of print]. PMID: 31862166

**Basch CH**, MacLean S. Colorectal Cancer on Instagram: A Content Analysis. Journal of Consumer Health on the Internet. 2019; 23(4): 378-383.

**Basch CH**, Berger K. Basch CE. Incidental Alcohol Appearances in Advertisements on City Buses in Manhattan, New York City: A Descriptive Study. Journal of Community Health. 2019. [Epub ahead of print]. PMID: 31679073

**Basch, CH**, Fera J, \*Garcia P. Assessing the Readability of *Clostridium difficile* on the Internet: A Cross-Sectional Study. Journal of Consumer Health on the Internet. 2019; 23(3): 1-6.

Sonis JH, **Basch CH**. [Peer Reviewed Letter to the Editor]. Alcohol-themed items in hospital gift shops. The American Journal of Drug and Alcohol Abuse. 2019. [Epub ahead of print]. PMID: 31365271

**Basch, CH**, Fera J, \*Garcia P. Readability of Influenza Information Online: Implications for Consumer Health. American Journal of Infection Control. 2019. [Epub ahead of print]. PMID: 31253552

Meleo-Erwin Z, **Basch CH**, Fera J, Ethan D, \*Garcia P. Readability of Online Patient-Based Information on Bariatric Surgery. Health Promotion Perspectives. 2019; 9(2): 156-60. PMID: 31249804

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*Peer-Reviewed  
Presentations*

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**Basch CH.** *Cancer Prevention and Screening on YouTube: A Focus on Misinformation.* Presented at the Promoting Research in Social Media (PRISM) and Health Symposium's 4<sup>th</sup> Annual Meeting, December 6, 2019, San Francisco, CA.

Kecojevic A, **Basch CH**, \*Garcia P. *Readability analysis of online health information about Pre-Exposure Prophylaxis (PrEP).* Presented at the American Public Health Association's 147<sup>th</sup> Annual Meeting, November 2019, Philadelphia, PA.

Ethan D, **Basch CH**, Fullwood MD. *Food Advertising on LINKNYC Kiosks in New York City.* Presented at Obesity Week International's Annual Meeting, November 2018, Nashville, TN.

Kecojevic A, \*Hammouda M; Erwin Z, **Basch CH.** *A Thematic Analysis of Pre-Exposure Prophylaxis (PrEP) YouTube Videos.* Presented at The Society for the Scientific Study of Sexuality's Annual Meeting, November 2018, Montreal, Quebec, Canada.

**Basch CH**, Hillyer GC, Basch CE, \*Garcia P. *Widely Viewed YouTube Videos Related to Celiac Disease.* Presented at Digestive Disease Week GI Conference, June 2018, Washington, DC.

Kecojevic A, **Basch CH**, Kernan WD, Basch CE. *Pre-Exposure Prophylaxis (PrEP) YouTube Videos: A Content Evaluation.* Presented at the American Public Health Association's 145<sup>th</sup> Annual Meeting, November 2017, Atlanta, GA.

Shakibai M, Kollia B, **Basch CH.** *Public Awareness of Autism Spectrum Disorders: Interprofessional Collaboration Towards an Increased Media Presence.* Presented at American Speech-Language-Hearing Association's Annual Meeting, November 2017, Los Angeles, CA.

**Basch CH**, Fullwood MD, Basch CE. *A Pilot Study on Food and Beverage Advertising in NYC Subway Stations: Implications for Children.* Presented at the 9<sup>th</sup> Biennial Childhood Obesity Conference scheduled for May/June 2017 San Diego, California.

Kecojevic A, **Basch CH**, Kernan WD, Lankenau S. *Associations of social support with high-risk behaviors among substance using young men who have sex with men (YMSM).* Presented at the American Public Health Association's 144<sup>th</sup> Annual Meeting, October/November 2016, Denver, CO.

Ethan D, **Basch CH**, Johnson GD. *Obstructions in Popular Bike Lanes in New York City: Implications for Policy.* Presented at the Society of Behavioral Medicine's 37<sup>th</sup> Annual Meeting, March 2016, Washington, DC.

**Basch CH**, Basch CE, Zybert P. *Sources of Information, Knowledge, and Barriers to Colonoscopy Screening.* Presented at Digestive Disease Week GI Conference, May 2016, San Diego, CA.

**Basch CH**, Basch CE. *Application of the RESPECT Approach to Health Education in Academic Detailing and Tailored Telephone Intervention.* Presented at NYU Langone Medical Center's Perspectives in Patient and Family Education Conference. October 2015, New York, NY.

Samuel L, **Basch CH**, Ethan D, Dunne S, Quinn S. *Using Nutrition Labels of Pediatric Multi-Vitamin Supplements to Identify Risk of Over-Exposure to Fat-Soluble Vitamins.* Presented at the Society of Nutrition Education and Behavior's Annual Conference, June 2015, Pittsburgh, PA.

**Basch CH**, Basch CE, Zybert P, Wolf RL. *Barriers to Colonoscopy Screening in an Urban, Minority Population.* Presented at Digestive Disease Week GI Conference, May 2015, Washington, DC.

\*Reeves R, **Basch CH.** *The Role of Social Media in Promoting "Natural Remedies": A Look at Skin Cancer.* Presented at NJACCHO's 20<sup>th</sup> Annual Public Health Symposium, April 2015, Piscataway, NJ.

\*MacDonald Z, **Basch CH**, \*Reeves R, Hillyer GC. *Characteristics of YouTube Videos Related to Mammography*. Presented at New Jersey Social Media Summit. April 2015, Wayne, NJ.

**Basch CH**, Ethan D, \*Hammond R. *Assessing the Prevalence and Type of Medication Advertisements in Ethnic-Focused Magazines*. Presented at Teachers College, Columbia University's 7th Annual Health Disparities Conference, March 2015, New York, NY.

\*MacDonald Z, **Basch CH**, Ethan D, \*Hammond R. *An Advertisement Analysis of Skin Products in Ethnically Diverse Magazines: Implications for Skin Cancer Prevention*. Presented at Teachers College, Columbia University's 7th Annual Health Disparities Conference, March 2015, New York, NY.

\*Berdnik A, **Basch CH**, Ethan D, \*Hammond R. *E-Cigarette and Cigarette Advertising in Women's Magazines*. Presented at Teachers College, Columbia University's 7th Annual Health Disparities Conference, March 2015, New York, NY.

Ethan D, **Basch CH**, \*Hammond R. *Exploring the Prevalence of Health-Related Content in Women's Magazines: An Ethnically Diverse Form of Health Communication*. Presented at Teachers College, Columbia University's 7th Annual Health Disparities Conference, March 2015, New York, NY.

Ethan D, Samuel L **Basch CH**. *Dietary Supplement Ad Strategies in Muscle Enthusiast Magazines*. Presented at the International Conference on Masculinities Annual Meeting, March 2015, New York, NY.

Samuel L, **Basch CH**, Ethan D, \*Hammond R, Chiazese K. *The Need for Consumer Nutrition Education to Identify High-Sodium Processed Foods Advertised in Bronx-based Supermarket Circulars*. Presented at the Society for Nutrition Education and Behavior's Annual Meeting, June 2014, Milwaukee, WI.

Ethan D, **Basch CH**, Samuel L. *Marketing Children's Multivitamins: An Analysis of Labels for Graphics and Language that Enhance Product Appeal*. Presented at the Society of Behavioral Medicine's 35th Annual Meeting, April 2014, Philadelphia, PA.

**Basch CH**, Rajan S. *Flavoring Ingredients and Marketing of Children's OTC Medications: Implications for Child Health and Risk of Overdose*. Presented at the Society of Behavioral Medicine's 35th Annual Meeting, April 2014, Philadelphia, PA.

**Basch CH**, Basch CE. *Colon Cancer Screening in an Urban, Minority Population: A Synthesis of Ten Years of Research*. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

Zagnit EA, **Basch CH**, Ethan D, Samuel L, Rajan S. *A New York City Fast Food Chain in High- and Low-Income Neighborhoods: Analyzing and Comparing the Nutritional Content of Promoted Meal Items and Beverages*. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

\*Pachas B, \*Prewitt L, **Basch CH**. *Using Anne Fadiman's The Spirit Catches You and You Fall Down to Initiate Discussion About Health Disparities and Cultural Competence in a Public Health Education Methods Course*. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

\*Alfaro D, \*Garcia R, **Basch CH**. *Using Spike Lee's When the Levees Broke to Initiate Discussion about Disparities in a Public Health Education Methods Course*. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

\*Hammond R, Ethan D, **Basch CH**, Samuel L, *Disparities in Food Marketing in New York City Grocery Stores: Results of a Pilot Study*. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

Samuel L. Ethan D, **Basch CH**. Disparate Prevalence of Sweetened Toddler Foods in Supermarkets located in Low-Income Neighborhoods of New York City. Presented at Teachers College Columbia University's 6th Annual Health Disparities Conference, March 2014, New York, NY.

Rajan S, **Basch CH**, Ethan D. *Redefining the School Food Environment: Pricing and Promotions at a Fast-Food Chain in NYC and Implications for Adolescent Health*. Presented at the Society for Research on Adolescents 15<sup>th</sup> Biennial Meeting Austin, TX. March 2014.

Rajan S, **Basch CH**, \*Hammond R. *Prevalence of conflicting advertisements in parenting magazines: Implications for health education efforts targeting pregnant women and parents with young children*. Presented at the American Public Health Association 141<sup>st</sup> Annual Meeting Boston, MA. November 2013.

**Basch CH**. *Text messaging applications for increasing medication adherence and appointment keeping among low-income and underserved populations*. Presented at the Association of Clinicians for the Underserved Conference Poughkeepsie, NY. March 2013.

Hillyer GC, Lebwohl B, **Basch CH**, Basch CE, Kastrinos F, Insel BJ, Neugut, AI. *Patterns of Split Dosing Recommendations for Colonoscopy Bowel Preparation: Results of a National Survey*. Presented at Digestive Disease Week GI Conference San Diego, CA. May 2012.

Lebwohl B, Hillyer GC, **Basch CH**, Basch, CE, Insel BJ, Kastrinos F, Neugut AI. *Prescription of MiraLAX-Based Bowel Preparation in the United States: Results of a National Survey*. Presented at Digestive Disease Week GI Conference San Diego, CA. May 2012.

\*Hammond R, **Basch CH**, Hillyer GC. *An analysis of health-related editorials in two popular parenting magazines (2000-2011)*. Presented at the New Jersey Academy of Science 53<sup>rd</sup> Annual Meeting South Orange, NJ. April 2012.

**Brouse CH**, Basch CE, Zybert PA, Wolf RL, Neugut AI. *Distinguishing Factors for Asymptomatic Colonoscopy Screening*. Presented at the Society of Behavioral Medicine 32<sup>nd</sup> Annual Meeting Washington, DC April 2011.

Neugut, A, Subar M, Wilde, ET, Stratton, S, **Brouse CH**, Hillyer G, Grann VR, Hershman DL. *Association between prescription co-payment amount and compliance with adjuvant aromatase inhibitor therapy in women with early stage breast cancer*. Presented at the San Antonio Breast Cancer Symposium 33<sup>rd</sup> Annual Meeting San Antonio, TX December 2010.

**Brouse CH**, Hillyer, GC, Basch CE. *Rationales for and Rationalizations Against Using Sun Block*. Presented at the American Psychological Association 118<sup>th</sup> Annual Meeting San Diego, CA August 2010.

**Brouse CH**, Wolf RL, Basch CE. *The Impact of globalization on nutrition as it relates to population health, safety, and security*. Presented at the 20<sup>th</sup> World Conference of the International Union for Health Promotion and Education Geneva, Switzerland July 2010.

**Brouse CH**, Basch CE. *Exposure to risk and susceptibility to skin cancer in a sample of college students*. Presented at the American Public Health Association 137<sup>th</sup> Annual Meeting Philadelphia, PA November 2009.

**Brouse CH**, Basch CE. *Use and efficiency of various technological methods in the different aspects of teaching and learning a foreign language at 16 universities in New York*. Presented at International Linguistics Association 54<sup>th</sup> Annual Meeting New York, NY April 2009.



Lei T, **Brouse CH**. *Comparative Evaluation of the Role of Social Networks in Mental Disorders: Epidemiological/Ethnographic Study of Ethnic Enclaves in New York City*. Presented at Society for Cross-cultural Research (SCCR) Annual Meeting Las Vegas, NV February 2009.

**Brouse CH**, Wolf RL, Basch CE. *School food service directors' perceptions of dietary behaviors experienced by the nation's children and adolescents*. Presented at American Public Health Association 136th Annual Meeting San Diego, CA October 2008.

**Brouse CH**. *Barriers to Colorectal Cancer Screening*. Invited presentation at the Rasco Symposium, Veteran's Administration, Little Rock, Arkansas March 2005.