



**Sherry L. Pagoto, PhD**

### **Biographical Sketch**

Dr. Pagoto is a Professor at the University of Massachusetts Medical School. She is also a licensed clinical psychologist and co-founder of the UMass Center for mHealth and Social Media at the UMass Medical School. She is an expert in clinical trials for behavioral interventions for obesity and cancer prevention. Her obesity research has focused on leveraging technology to increase the impact and reduce the cost of behavioral interventions. Her cancer prevention work has focused on reducing risk via health policy and social media delivered counter-messaging. She has been federally funded for 14 years and has published 155 papers. She was the first to document the prevalence of tanning beds on colleges campuses and this work led the US Surgeon General to commission the National Council for Skin Cancer Prevention to develop the Indoor Tan-Free Skin Smart Campus Initiative. She co-chairs this initiative, which engages universities to adopt policy prohibiting relationships with the tanning industry. In an effort to bring science to both profit and non-profit industries, she is on expert advisory boards for American Council for Exercise, Melanoma Foundation of New England, and Fitbit.

Dr. Pagoto has been an actively engaged member of SBM for 17 years. She has had numerous professional roles in SBM including Program Chair (2007-09), Chair of Civic and Public Engagement Committee (2013-2016), Member Delegate (2012-15), Health Policy Council (2013-present), and Evidence-Based Behavioral Medicine Committee (2004-07). She became Fellow of SBM in 2009 and has earned several awards from SBM including Early Career/Young Investigator Award in 2006, Paper Citations (2005, 2006, 2012), and Distinguished Service Awards (2009, 2015, 2016). She represented SBM for 3 years on visits to Capitol Hill to champion prevention research and NIH funding. She has led writing groups on behalf of SBM for 7 published papers in high profile outlets including New England Journal of Medicine and American Journal of Preventive Medicine. As part of her commitment to the translation of evidence into policy, she authored 3 SBM policy position statements. She has received several awards for her work including the UMass Medical School Women in Science and Health Achievement Award in 2015, The Obesity Society Pioneer in mHealth/eHealth Award in 2014, and the Western Michigan University Distinguished Alumni Award in 2011. Devoted to science communication she is a frequent contributor to US News and World Report, Psychology Today, and KevinMD.com.

### **Personal Statement**

I have had the honor of participating in SBM as a student, faculty, SIG member, committee member, Program Chair, Member Delegate, Board Member, and Executive Councilor. Having served the past 10 presidents, I have had a front row seat to the evolution of SBM into a major player in the fields of medicine and public health. I witnessed the birth of evidence-based behavioral medicine; our emergence as leaders in translational research; a head-spinning technology revolution; and our arrival into the policy arena. Every position, meeting, conference call, and Capitol Hill visit has slowly shaped my vision for the Society. The field of behavioral medicine is in a time of exciting growth, innovation, and opportunity. We are positioned to impact patient care, health technologies, health policy, and the national science agenda. Forward movement means building upon SBM's past successes to continue our momentum towards improving health for all. I believe the next step in the march toward unprecedented impact on public health involves building partnerships with stakeholders who are positioned to help us accomplish this mission. We cannot do this alone. Behavioral medicine needs a team and SBM can build it.

I see three partnerships that have enormous potential to help us change the world. The first partnership is the technology industry. They are a dissemination juggernaut, having put health tools in the hands of millions in short order. However, their products are at best loosely informed by our evidence and the data are bearing this out. We are natural partners; each having something invaluable to offer the other. Bringing key technology partners to our table and having a place at theirs will produce huge dividends. The second partnership is with policymakers. They make the decisions that directly impact public health. We must build upon the tremendous strides SBM has made on this front for our potential to be truly realized. The third partnership is with the patient. They are our research participants and treatment recipients; but we have yet to bring them into a meaningful dialogue about our science. Building upon our efforts at science communication will not only help us better understand the needs of patients but also activate the public to partner with us in urging policymakers to support health and science policy. I would be thrilled to have the opportunity to work with SBM members, SIGs, Committees, and Councils to proactively engage these partners in our mission to make an unprecedented impact on public health.