

***The EHS Mentoring Initiative
Application for the Mentoring Grant***

*Submit one paper copy and one electronic PDF file to Beth Niehoff, EHS Dean's Office, 207 McGuffey Hall, niehofba@miamioh.edu

Full Name *	Valerie A. Ubbes, PhD, MCHES
Department	Kinesiology and Health
Email Address	ubbesva@miamioh.edu
Position Title/Rank	Associate Professor
Miami Start Date (Month, Year)	August 1991
*If this is a group project, please provide all of this information on each faculty member involved in this joint application.	

- 1) Please give a brief description of the project(s) for which you seek support and how they address one or more of the Priority Mentoring areas. Include your specific goals for the project(s). Also identify the outcomes you hope will result.**

I would like to apply for an Miami University Mentoring Grant in order to enhance the significance and reach of my Electronic Texts for Health Literacy© which are available in partnership with the Center for Digital Scholarship within the Miami University Library system. I am seeking a new mentor, Dr. Susan Middlestadt at Indiana University, who has expertise in more practical applications of the Theory of Reasoned Action including Social Marketing Theory.

My scholarship focuses on the design and dissemination of Electronic Texts for Health Literacy© which are narratives that promote and demonstrate a variety of health behaviors through visual, textual, and lexical patterns. The assumption is that these visual, textual, and lexical patterns can be "read" then serve as a priming strategy for reasoned actions leading to habitual health actions. My goal is to engage in a dialogue with Dr. Middlestadt so that I am able to further articulate the theoretical *and* practical aspects of my innovation. My 2015 mentor grant with Dr. Marco Yzer at the University of Minnesota was highly theoretical - and led me to reading Dr. Middlestadt's work which may be more in line with my scholarship.

and. My visits with Dr. Marco Yzer focused on the elicitation measurement of belief statements (health outcome beliefs, normative beliefs, and efficacy beliefs) specific to health behaviors. Salient beliefs are an explicit design component of my most recent Electronic Texts for Health Literacy© template. Although Dr. Yzer has a joint appointment in Journalism & Mass Communication and the School of Public Health at the University of Minnesota, I discovered that his doctorate in psychology afforded him favorable mentorship by Icek Ajzen. Hence, my engagement with Dr. Yzer was in reference to the historical significance of Icek Ajzen's work including a positivist epistemology. I did not get the mentoring I expected in the application of my narrative work to public health applications which may more in line with qualitative methodology. Therefore, I would like to request a \$500 Mentor Grant to meet with another expert in the Theory of Reasoned Action, Dr. Susan Middlestadt from Indiana University, and to attend a Public Health Social Marketing conference where she frequents each year. The conference will help me disseminate my Digital Literacy Partnership project and gain networking contacts along side with Dr. Middlestadt.

This request fits the following two priority mentoring areas in EHS:

Priority Mentoring Areas (as outlined by the Call for Proposals)

- Developing Professional Networks - Establishing a substantive, career-enhancing relationship with faculty who share similar interests in research and who may be from Miami or from other institutions.
- Excelling at Research and Teaching - Finding support for research such as developing a research and writing plan, identifying sources of internal and external funding, and soliciting feedback on manuscripts and grant proposals. Support could also include connecting teaching and research projects.

I believe that this project is realistic, practical, and fiscally responsible. I am able to meet with Dr. Susan Middlestadt at Indiana University via a 2.5 hour drive this spring and then follow up and network with her at the Public Health Social Marketing conference in June. The impact of my mentoring project in 2016 will be measured by the following tasks:

1. A minimum of one face-to-face visit and a few phone calls with Dr. Susan Middlestadt during spring semester 2016 – dependent upon Dr. Middlestadt's interest and availability;
2. I will seek practical guidance from Dr. Middlestadt on the alignment of the Theory of Reasoned Action to my Electronic Texts for Health Literacy©. As mentioned above, my 2015 Mentor Grant with Dr. Marco Yzer led me to read Dr. Middlestadt's work. She has published a book on *Social Marketing: Theoretical and Practical Perspectives* / edited by Marvin E. Goldberg, Martin Fishbein, Susan E. Middlestadt, and Dr. Middlestadt is an active scholar applying the Theory of Reasoned Action to her own action research. Coincidentally, Dr. Yzer's mentor, Dr. Azjen, was the co-author of

the original Theory of Reasoned Action with Dr. Martin Fishbein (named above as a co-editor with Dr. Middlestadt).

3. I plan to publish a paper on health communication message design that outlines how Electronic Texts for Health Literacy© are used as an educational intervention in school, community, and clinical settings. This publication will be conceptualized on the Theory of Reasoned Action, but a future publication will incorporate the advantages of disseminating my innovation (a public health educational intervention) through Social Marketing Theory. I have not attended the Public Health Social Marketing conference before and look forward to advancing my scholarship in this area (which I have taught through a textbook in a graduate course entitled KNH 613 Health Communication and Education).

2) How will you use the grant funds? Please provide a budget outlining all of your estimated expenditures (up to \$500). If this is a request for a group project then the amount can be \$500 times the number of faculty involved.

Car Travel to Indiana University	\$100
Registration for Conference	\$400
Total Request	\$500

Mentoring Grant Summary

College of Education, Health, & Society (EHS)
Miami University, Oxford, OH

Valerie A. Ubbes, PhD, CHES
Department of Kinesiology and Health
ubbesva@miamioh.edu

I applied and was awarded a \$500 Mentoring Grant from EHS to enhance the significance and reach of my Electronic Texts for Health Literacy© which are the focus on my digital scholarship.

The Mentoring Grant was expected to meet two Priority areas of EHS:

- Developing Professional Networks - Establishing a substantive, career-enhancing relationship with faculty who share similar interests in research and who may be from Miami or from other institutions.

Result: I met and visit Dr. Marco Yzer, PhD, at the University of Minnesota where he has a joint appointment in Journalism & Mass Communication and the School of Public Health. Dr. Yzer was gracious to host me in June for two days so I could learn more about the Integrated Model of Behavioral Prediction (Yzer, 2013) – a theory that I teach in KNH 362 Health Promotion Foundation via a chapter he wrote in the course textbook. My objective was to show him how I have aligned my Electronic Texts for Health Literacy© to his model. In addition, he advised me in instrumentation by showing me an elicitation process that measures salient belief statements (health outcome beliefs, normative beliefs, and efficacy beliefs) specific to health behaviors.

- Excelling at Research and Teaching - Finding support for research such as developing a research and writing plan, identifying sources of internal and external funding, and soliciting feedback on manuscripts and grant proposals. Support could also include connecting teaching and research projects.

My goal was to collaborate on a research study or grant with Dr. Yzer. However, he was not interested in this arrangement. Instead, he increased my background knowledge of the Theory of Reasoned Action, which is the original framework for the Integrated Theory of Behavioral Prediction. During the two days, I learned how theoretical Dr. Yzer is because he did not make any practical connections to my Electronic Texts for Health Literacy©.

Per my original action plan in October 2014, I said the impact of my mentoring project in 2015 would be measured by the following tasks:

1. A minimum of one face-to-face visit and a few phone calls with Dr. Marco Yzer during late Spring & Summer 2015 – dependent upon Dr. Yzer’s interest and availability; ACCOMPLISHED.
2. Feedback on my Pilot Survey template [available on *Qualtrics*®] which measures 3 salient beliefs when predicting intentions to do a health behavior as scripted in different Electronic Texts for Health Literacy®; PARTIALLY ACCOMPLISHED.
3. Suggestions on my research methodology for using Electronic Texts for Health Literacy® as an intervention for health communication message design; ACCOMPLISHED.
4. Possible leads or connections to conducting an additional pilot study (beyond the internal grant I received for a field test in a dental health practice); NOT ACCOMPLISHED.
5. Possible collaborative writing of an external grant (with Dr. Yzer as a potential co-PI or evaluator) for developing the psychometric properties of a research instrument that tests the alignment of my collection of Electronic Texts for Health Literacy® to the Integrative Theory of Behavioral Prediction (Yzer, 2015) and my Habits of Health and Habits of Mind Model (Ubbes, 2008); NOT ACCOMPLISHED.

Thank you for the \$500 Mentoring Grant so I could meet Dr. Marco Yzer at the University of Minnesota. I gained a new colleague for a temporary purpose and accomplished 2 of my 5 planned tasks. I do hope to continue my communications with Dr. Yzer – and have done so with mixed results due to his guarded schedule and lukewarm interest in my Electronic Texts for Health Literacy®.