

MARION CERASO

School of Social and Behavioral Health Sciences
Extension, Family and Community Health
College of Public Health and Human Sciences
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EDUCATION

2009	M.A.	Journalism and Mass Communication	University of Wisconsin-Madison
1991	M.H.S.	Behavioral Sciences and Health Promotion	Johns Hopkins University
1988	Certificate	International Development	University of Minnesota
1984	B.A.	Political Science	Rutgers University

ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

- 2017- **Associate Professor of Practice**, School of Social and Behavioral Health Sciences, Extension Family and Community Health, College of Public Health and Human Sciences, Oregon State University.
- 2004-2016 **Program Director**, Healthy Wisconsin Leadership Institute and Wisconsin Population Health Service Fellowship, University of Wisconsin Population Health Institute, University of Wisconsin-Madison. Provided direction and leadership to the public health education and training initiatives of the Institute. These included public health fellowship and leadership programs geared toward developing early career professionals and supporting local communities as they advocated and organized for policies and programs that improve health.
- 2002-2010 **Senior Health Policy Analyst**, Comprehensive Cancer Center, University of Wisconsin-Madison. Developed new tobacco and cancer-related program and research opportunities. Served as liaison between UWCCC and UW Population Health Institute for the coordination of cancer-related public health education and training activities.
- 1998-2001 **Assistant Director**, Institute for Global Tobacco Control, Johns Hopkins University School of Hygiene and Public Health. Provided overall management and direction for international institute for research, policy and education in tobacco control. Principal responsibilities included: managing Institute research projects and relationships with investigators; writing, editing, and producing Institute publications and educational materials; providing support and training to international tobacco control advocates; developing conferences, courses, and seminar series; and presenting Institute research at national and international conferences.

OTHER PROFESSIONAL EXPERIENCE

- 2012-2016 **Independent Investigative Reporter**, Wisconsin Center for Investigative Journalism.
- 1996-1998 **Maryland Director**, National Spit Tobacco Education Program (NSTEP), Oral Health America Foundation.
- 1994-1995 **Project Coordinator**, SmokeLess States/Smoke Free Maryland Coalition, Medical and Chirurgical Faculty of Maryland.
- 1992-1994 **Health Educator**, Substance Abuse Education for Primary Care Physicians, Medical and Chirurgical Faculty of Maryland.
- 1991-1992 **Environmental Risk Assessment Specialist**, Office of Air and Radiation, United States Environmental Protection Agency.
- 1990-1991 **Health Education Intern**, Child Survival Support Program, Johns Hopkins University School of Hygiene and Public Health.
- 1988-1989 **Outpatient Clinic Counselor**, People's Center Clinic of Minneapolis.
- 1988 **Public Health Educator**, La Fundación Cultivar, Bogota, Colombia.
- 1986-1987 **ESL Instructor**, Language Center, Arlington, Virginia.
- 1985-1986 **Community Organizer**, La Casa de Don Pedro Community Center, Newark, New Jersey.
- 1984-1985 **Archaeological Survey Crew Member**, Cornell University (in Chile, South America).

HONORS AND AWARDS

- 2014 Milwaukee Press Club Award (team award for *best multi-story coverage*)
- 2006 Martha Katz Award, National Public Health Leadership Institute
- 1996 Oral Health America Outstanding Service Award, 1996
- 1992 U.S. Environmental Protection Agency Peer Review Award
- 1986 Newark, New Jersey City Council Community Service Award

PROFESSIONAL ACTIVITIES

- Member, American Public Health Association, Alcohol, Tobacco and other Drugs Section
- Member, Oregon Public Health Association
- Member, Investigative Reporters and Editors (IRE)

PEER-REVIEWED PUBLICATIONS

Wolf L, Vigna A, Tran Inzeo P, **Ceraso M**, Wolff T. From Roots to Results: A Qualitative Case Study of the Evolution of a Public Health Leadership Institute Building Capacity in Collaborating for Equity and Justice. *Health Education & Behavior*. 2019; 46(1 suppl.): 33S-43S.

Walsh M, John D, Peritore N, Morris A, Bird C, **Ceraso M**, Eichberger S, Novotny R, Stephenson L, Stluka S, Riportella R. Health in All Policies: Working Across Sectors in Cooperative Extension to Promote Health for All. *Journal of Human Sciences and Extension*. 2018; 6(2): 37-56.

Ceraso M, Swain GR, Vergeront JM, Oliver TR, Remington PL. Academic Health Departments as Training Sites for Future Public Health Leaders: A Partnership Model in Wisconsin. *Journal of Public Health Management and Practice*. 2014; 20(3): 324-9.

Ceraso M, Gruebling K, Layde P, Remington P, Hill B, Oliver T. Evaluating Community-Based Public Health Leadership Training. *Journal of Public Health Management and Practice*. 2011; 17(4): 344-349.

Remington PL, Moberg DP, Booske BC, **Ceraso M**, Friedsam D, Kindig DA. Dissemination research: the university of Wisconsin population Health institute. *Wisconsin Medical Journal*. 2009; 108(5): 236-239.

Ceraso M, McElroy JA, Kuang X, Vila PM, Du X, Lu L, Ren H, Qian N, Jorenby D, Fiore MC. Smoking, Barriers to Quitting, and Smoking-Related Knowledge, Attitudes and Patient Practices in Male Physicians in China: A Hospital-Based Survey. *Preventing Chronic Disease*. 2009; 6(1).

Ceraso M, Frisch K, Hargarten S, Corden T. Primary enforcement of seatbelt laws: A means for decreasing injuries, deaths and crash-related costs in Wisconsin? *University of Wisconsin Population Health Institute Issue Brief*. 2006;7(1).

Ceraso M, Ahrens D, Remington P. Increasing Tobacco Taxes: An Evidence Based Measure to Reduce Tobacco Use. *Wisconsin Medical Journal*. 2005; 104(4): 13-16.

Campuzano JC, Hernandez-Avila M, Jaakkola M, Lazcano Ponce E, Kuri P, Bautista P, Benowitz NL, **Ceraso M**, Blackford A, Samet JM. Determinants Of Salivary Cotinine Levels Among Current Smokers In Mexico. *Nicotine and Tobacco Research*. 2004; 6(6): 997-1008.

Jaakkola MS, Ma J, Yang G, Chin M, Benowitz NL, **Ceraso M**, Samet JM. Determinants of Salivary Cotinine Concentrations in Chinese Male Smokers. *Preventive Medicine*. 2003; 36: 282-290.

Jane M, Nebot M, Rojano X, Artazcoz L, Sunyer J, Fernandez E, **Ceraso M**, Samet J, Hammond SK. Exposure to Environmental Tobacco Smoke in Public Places in Barcelona, Spain. *Tobacco Control*. 2002; 11(1): 83-84.

Wasserman MP, **Ceraso M**. Working for a Smoke Free Maryland. *Straightforward*. 1995; (6)1.

Nieto FJ, Alonso J, Chambless LE, Zhong M, **Ceraso M**, Romm FJ, Cooper L, Folsom AR, Szklo M. Population Awareness and Control Of Hypertension And Hypercholesterolemia. The Atherosclerosis Risk in Communities study. *Archives of Internal Medicine*. 1995;155(7): 677-84.

TEACHING

Lead Instructor for *Communicating for Public Health Policy Impact*, Oregon State University College of Public Health and Human Sciences, Course #H599; Fall 2017, H550; Winter 2019

Discussion Group Leader: Introduction to Public Health, Local to Global Perspectives; Public Health

Principles and Practices; University of Wisconsin School of Medicine and Public Health, Courses #PHS 370.; PHS 780; PHS 810-780; 2012-2016.

Lecture: *Effective Public Health Communication: Creating your Message*, University of Wisconsin School of Medicine and Public Health, Course #PHS 660, July 2013.

Co-Instructor for *Perspectives in Tobacco Control* in the Annual Summer Program of Public Health and Epidemiology, Institute for Public Health (INSP), Cuernavaca, Mexico. 2004.

Co-Instructor for *Tobacco, Society and Public Health*, University of Wisconsin-Madison Medical School, Course #PHS 650. 2003, 2004.

Co-Instructor for *Tobacco Control: National and International Approaches*, Johns Hopkins School of Hygiene and Public Health, Course # 340.615. 2000.

Co-Instructor for *Tobacco Control: National and International Approaches*, Graduate Summer Institute of Epidemiology and Biostatistics, Johns Hopkins School of Hygiene and Public Health, Course # 340.615.11. 2000.

PEER-REVIEWED PRESENTATIONS

Ceraso M, Braverman M. *Translating Research and Evaluation Evidence: Tobacco Control Policies at Land-Grant Universities*, National Health Outreach Conference, Fort Worth, TX, May 2019.

John D, **Ceraso M**, Riportella R, Rudolph J. *Health Impact Assessment: An Innovative Systems Level Approach for Extension Health Outreach*, National Health Outreach Conference, Minneapolis, MN, May 2018.

Wolf L, **Ceraso M**, Konkle K, Contardi K, Layde P, Timberlake K. *Moving Beyond Data Collection: Community Coaching to Move Health Improvement Plans into Action*. American Public Health Association Annual Meeting, Washington D.C. November 2013.

Ceraso M, Ore P, Gruebling K, Layde P, Remington P. *Building Transformational Partnerships for Community Health Improvement in Wisconsin*, American Public Health Association Annual Meeting, San Diego, CA. October 2008.

Gruebling K, Layde P, Morzinski J, Ore P, **Ceraso M**, Remington P. *Implementing Distance Education in Wisconsin: A Tale of Two Programs*. American Public Health Association Annual Meeting, Washington, DC. November 2007.

Ceraso M, Giese E, Gruebling K, Krawczyk E, Layde P, Ore P, Remington P. *Evaluating Public Health Leadership Training in Wisconsin: Beyond Participant Report*. American Public Health Association Annual Meeting, Boston, MA. November 2006.

Ceraso M, Fox BJ. *Collaborative Learning: An Inclusive Environment for Teaching Tobacco Control*. Association of Schools of Public Health Annual Meeting, St. Louis, MO. April 2004.

Ceraso M, Yang G, Ma J, Samet JM, Taylor CE, Cheng A. *Smoking Among Women and Children in China and the Changing Global Marketplace*. 128th American Public Health Association Annual Meeting, Boston, MA. November 2000.

Samet JM, Yang G, Ma J, Taylor CE, Cheng A, **Ceraso M**. *Smoking in Chinese Middle School Students: Findings of a National Survey*. 11th World Conference on Tobacco or Health. Chicago, Illinois. August 6-11, 2000.

Yang G, Ma J, Samet JM, Taylor CE, Cheng A, **Ceraso M**. *Knowledge and Attitudes on Smoking in Chinese Adults: A National Follow-up Survey*. 11th World Conference on Tobacco or Health. Chicago, Illinois. August 6-11, 2000.

Ceraso M. *Advances in the Creation of Smoke Free Public Places: An International Perspective*. Annual Meeting of the Spanish Society of Epidemiology. Santiago de Compostela, Spain. October 1999.

Ceraso M. *Workplace Smoking Regulation in Maryland: A Case Study*. 2nd European Conference on Tobacco or Health. Las Palmas, Spain. February 1999.

Ceraso M. *Health Effects of Spit Tobacco Use*. Maryland State Council on Cancer Control Annual Cancer Control Symposium. Baltimore, Maryland. 1997.

Ceraso M. *The Environmental Protection Agency's Radon Risk Assessment*. U.S. Environmental Protection Agency All States Radon Conference. Minneapolis, Minnesota. August 1991.

INVITED PRESENTATIONS AND WORKSHOPS

Ceraso M. *The Role of Advocacy in Nutrition*. Oregon Nutrition Update Conference, OSU Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health and OHSU Moore Institute for Nutrition and Wellness. April 2019.

Ceraso M, Dembrow M, Gastellum J, Lapiz T. *Legislative Literacy: How to Make an Impact on Policy that Affects Public Health*. Oregon Public Health Association Pre-Conference Workshop. October 2018.

Ceraso M, Winett L. *Communicating for Public Health Impact*. Oregon Pop-Up Institute, Oregon Health Authority and Northwest Center for Public Health Practice. June 2018.

Ceraso M. *Stakeholder Analysis and Community Engagement*. Wisconsin Population Health Service Fellowship monthly seminar. May 2015.

Ceraso M. *How Can Population Health Approaches Improve End-of-Life and Serious Illness*

Experiences? Agrace Executive Leadership Team. November 2014.

Ceraso M. Webinar: *Effective Public Health Communication, Part 1, Creating your Message*, Healthy Wisconsin Leadership Institute, April 2012, 2013, 2014.

Ceraso M. *Effective Public Health Communication, Part 2*, Healthy Wisconsin Leadership Institute, June, 2013, June 2014.

Ceraso M. Webinar: *Rethinking Health - the Social Ecological Model*, Healthy Wisconsin Leadership Institute, September 2013, October 2014, October 2015.

Ceraso M. *Community Engagement and Data Resources: University of Wisconsin Population Health Institute*. Communities of Excellence Meeting, St. Joseph, MO. October 2012.

Ceraso M. *Collaborative Leadership for New Local Health Officers*. Wisconsin Local Health Officer Orientation, Wausau, WI. February 2012.

Ceraso, M. Workshop: *Communicating Public Health through the Media*, XXII Menorca School of Public Health, Menorca, Spain, September, 2011.

Ceraso M. Workshop: *The Voice of the Epidemiologist: Communicating Science through the Media*, Spanish Society of Epidemiology Annual Meeting, Valencia, Spain, October, 2010.

Ceraso M, Gruebling K, Sullivan C, Layde P, Remington P. *Evaluating Public Health Leadership Training in Wisconsin*. University of Wisconsin Population Health Sciences 50th Anniversary Symposium, Madison, WI. August 2009.

Ceraso M. *Exploring Policy Approaches for Improving Health*. Tri-County Leadership Initiative, Green Lake County, WI. January 2008.

Ceraso M. *Building Collaborative Leadership Capacity and Public Health Skills in Wisconsin*. 57th Meeting of the National Advisory Committee on Rural Health and Human Services. Sauk City, WI. September 2007.

Ceraso M. Workshop: *Tobacco Industry Strategies to Promote Consumption*. UW-Madison Summer Institute Tobacco Education Course: Working Across the Curriculum. Madison WI. July 2004, July 2005.

Ceraso M. *Promoting Clean Indoor Air in Municipal Buildings*. Smoke Free Wisconsin Online Training. Madison, WI. November 2002.

Ceraso M. *The Politics and Science of the Tobacco Epidemic*. UW-Madison Department of Population Health Science Seminar. Madison, WI. September 2002.

Ceraso M. Workshop: *Tobacco and Health*. UW-Madison Summer Institute Tobacco Education Course:

Working Across the Curriculum. Madison, WI. July 2002.

Ceraso M. Workshop: *Clean Indoor Air in the Workplace*. Environmental Tobacco Smoke Measurement Meeting. Barcelona, Spain. January 2001.

REPORTING

Ceraso, M. (2016, March). State's plan to save bees provides little protection from pesticides. *WisconsinWatch – Wisconsin Center for Investigative Journalism*. Accessed June 2016:
<http://wisconsinwatch.org/2016/02/critics-states-plan-to-save-bees-provides-little-protection-from-pesticides/>

Ceraso, M. (2013, May). Twenty years after fatal outbreak, Milwaukee leads on water testing. *WisconsinWatch - Wisconsin Center for Investigative Journalism*. Accessed June 2013:
<http://www.wisconsinwatch.org/2013/05/22/20-years-after-fatal-outbreak-milwaukee-leads-on-water-testing/>

GRANT AWARDS

From Coast to Forest: Building on Community Strengths to Promote Mental Health and Reduce Opioid Abuse in Rural Oregon, National Institute of Food and Agriculture: \$288,991 total award: 2019-2021, Role: Co-Principal Investigator

Building a 100% Tobacco Free Generation at Oregon State University, American Cancer Society: \$18,000 total award: 2017-2019, Role: Co-Principal Investigator

Healthy Wisconsin Leadership Institute, University of Wisconsin Partnership Program: \$3,000,000 total award: 2004-2019, Role: Program Director

Wisconsin Population Health Service Fellowship, University of Wisconsin Partnership Program: \$7,000,000 total award: 2004-2019, Role: Program Director

Prevention and Cessation of Tobacco Use among Chinese Health Professionals, University of Wisconsin Center for Tobacco Research and Intervention: \$50,000 total award: 2005-2007, Role: Project Director

ADDITIONAL INFORMATION

Languages: Fluent in Spanish, conversant in French.

Social media: Conversant in Facebook, Instagram, Twitter.

Volunteer work: Corvallis Sustainability Coalition; Oregon Public Health Association Healthy Environments Policy Committee member; Simpson Street Free Press; GOTV volunteer.