

CURRICULUM VITAE

Personal Information

Name Darleen Victoria Peterson (Schuster)
Business Address Claremont Graduate University
School of Community and Global Health
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Education

High School Mayfield Senior School, Pasadena, 1988
College or University University of California, Irvine, B.A., Political Science, 1992
Graduate School University of Southern California, M.A., Communications Management, 1994
Cal State University, Northridge, M.P.H., Community Health Education, 1997
University of Southern California, Ph.D., Preventive Medicine (Health Behavior Research), 2005
Honors & Awards Magna Cum Laude, University of California Irvine, 1992
Golden Key Honor Society, University of California Irvine, 1992
Phi Kappa Phi Honor Society, California State University, Northridge, 1997
University Teaching Assistant Award, University of Southern California, 2005
Delta Omega Honor Society in Public Health, 2017
Fellow, Claremont Faculty Leadership Program, 2018-2019
Certifications National Commission for Health Education Credentialing (ID# 6073)
CHES, Certified Health Education Specialist, 1997
MCHES, Master Certified Health Education Specialist, 2011

Professional Experience

Academic Appointments

Instructor of Clinical Preventive Medicine, Department of Preventive Medicine, University of Southern California, 2005-2008

Assistant Professor of Clinical Preventive Medicine, Department of Preventive Medicine, University of Southern California, 2008

Assistant Professor of Practice, School of Community and Global Health, Claremont Graduate University, 2008-2013

Associate Dean for Academic Affairs, School of Community and Global Health, Claremont Graduate University, 2008-present

Director, Master of Public Health Program, Claremont Graduate University, 2008-present

Adjunct Professor, City of Hope, 2009-present

Associate Professor of Practice, School of Community and Global Health, Claremont Graduate

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University, 2013-2019
Director, Certificate Program in the Foundations of Public Health, Claremont Graduate University, 2014-present
Director, Doctorate in Public Health Program, Claremont Graduate University, 2015-2016 and 2018-2020 and 2021-present
Co-Director, Masters in Positive Health Psychology, Claremont Graduate University, 2016-present
Co-Director, Certificate in Research Practice for Health Professionals, Claremont Graduate University, 2019-present
Co-Director, Dual DO/MPH Enrollment Program, Claremont Graduate University, 2020-present
Co-Director, Health Information Systems and Technology Program, Claremont Graduate University, 2021-present
Professor of Practice, School of Community & Global Health, Claremont Graduate University, 2019-present
Adjunct Professor, Population Health, Western University of Health Sciences/College of Osteopathic Medicine of the Pacific, 2021-present
Interim Director, PhD Program in Health Promotion Sciences, School of Community & Global Health, Claremont Graduate University, 2022

Teaching Responsibilities

Introduction to Health Promotion & Health Education, University of Southern California, 1999
Communications in Public Health, University of Southern California, 2000-2001
Foundations in Health Education & Behavior, University of Southern California, 2000-2003
Practicum in Public Health, University of Southern California, 2001-2008
Advanced Topics in Physician Assistant Studies: Seminar in Health Education, University of Southern California, 2006
Public Health Capstone, Claremont Graduate University, 2010-2015 & 2019
Supervised Field Training in Public Health, Claremont Graduate University, 2010-present

Doctoral Dissertations Committees

Member, Mehraneh Shantiaei (Information Science), Claremont Graduate University, August 2015.
Member, Amber Cordola Hsu (Health Promotion Sciences), Claremont Graduate University, July 2018.
Member, Allison Walker (Education Leadership), University of Southern California, March 2019
Member, Bree Hemingway (Psychology, Evaluation and Applied Research), Claremont Graduate University, December 2021
Co-Chair, Shanna Livermore (Public Health), Claremont Graduate University, current

Other Employment

Program Manager, Master of Public Health Program, University of Southern California, 2001-2005
Research Associate, University of Southern California, 2005-2006

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Assistant Director, Master of Public Health Program, University of Southern California, 2005-2008

Vice President, Academics & Admissions, Education Support Services LLC, 2013-present

University Service

Chair, MPH Program Self-Study/Accreditation Committee, University of Southern California, 2001-2008

Chair, Marketing Committee, Institute for Prevention Research, University of Southern California, 2003-2008

Chair, MPH Program Curriculum Committee, University of Southern California, 2005-2008

Reviewer, MPH Program Admissions Committee, University of Southern California, 2005-2008

Member, Development Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Member, Strategic Planning Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Chair, Student Admissions & Recruitment Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Member, Website Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Chair, MPH Program Accreditation/Self Study Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Chair, MPH Program Curriculum Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Member, MPH Community Advisory Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Faculty Advisor, MPH Student Association, School of Community and Global Health, Claremont Graduate University, 2009-present

Reviewer, MPH Program Admissions Committee, School of Community and Global Health, Claremont Graduate University, 2009-present

Member, PhD Program in Health Promotion Sciences, School of Community & Global Health, Claremont Graduate University, 2011-present

Member, Faculty Affairs Committee, School of Community and Global Health, Claremont Graduate University, 2011-present

Reviewer, PhD Program in Health Promotion Sciences, School of Community & Global Health, Claremont Graduate University, 2014-2015 & 2022

Reviewer, Selection Committee, Student Travel & Professional Development Fund, School of Community & Global Health, Claremont Graduate University, 2014-present

Reviewer, DrPH Program Admissions Committee, School of Community and Global Health, Claremont Graduate University, 2015-2020

Member, DrPH Program Curriculum Committee, School of Community & Global Health, Claremont Graduate University, 2015-present

Chair, DrPH Program Curriculum Committee, School of Community & Global Health, Claremont Graduate University, 2018-2020 & 2021-present

Member, Nominations Committee, Claremont Graduate University, 2010-2013

Co-Chair, Academic Standards Committee, Claremont Graduate University, 2016-2017

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Member, Undergraduate Education Working Group, Claremont Graduate University, 2017
Chair, Academic Standards Committee, Claremont Graduate University, 2018-2019
Member, Academic Honesty Policy Working Group, Claremont Graduate University, 2018
Member, Diversity, Equity & Inclusion Committee, School of Community and Global Health,
Claremont Graduate University, 2009-present
Member, Applied Gender Studies Advisory Board, Claremont Graduate University, 2020
Member, WASC Senior College and University Commission (WSCUC), Graduate University, 2020-
Present
Member, CGU Provost Search Committee, Graduate University, 2022

Public Service

Board of Directors, Community Scholarship Foundation of La Canada Flintridge, 2010-2015
Board of Directors, YMCA of the Foothills, 2011-2014
Member, Randall Lewis Fellowship Advisory Board, Partners for Better Health, 2016-Present
Ambassador, National Commission on Health Education Credentialing, 2016-present
Member, Community Advisory Board, California State University, Los Angeles, Master of Urban
Public Health Program, 2021-present
Member, Community Advisory Committee, Nutrition and Public Health, Pasadena City College,
2021-present
Member, Community Advisory Committee, Career Education Pathways in Public Health,
Glendale Community College, 2002

Professional Associations

Member, *American Public Health Association*, 1995-present
Member, *Society for Public Health Education*, 2001-present
Member, NACADA, The Global Committee for Academic Advising, 2016-present
Member, Conference Planning Committee, Continuing Education Subcommittee, *Society for
Public Health Education*, 2005
Member, Subcommittee on Competencies, *California Public Health Alliance for Workforce
Excellence*, 2011
Member, Conference Planning Committee, Continuing Education Subcommittee, *Society for
Public Health Education*, 2012
Member, Accreditation Committee, *Association of Schools and Programs in Public Health*, 2013-
present
Member, Academic Affairs Section, *Association of Schools and Programs in Public Health*, 2013-
Present
Member, Framing the Future Task Force, Workforce Development Expert Panel, *Association of
Schools and Programs in Public Health*, 2014
Member, MPH Council, *Association of Schools and Programs in Public Health*, 2015-Present
Member, DrPH Council, *Association of Schools and Programs in Public Health*, 2015-Present
Member, DrPH Degree Framing the Future Group, *Association of Schools and Programs in Public
Health*, 2015.

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Member, Public Health Practice Section, *Association of Schools and Programs in Public Health*, 2017
Reviewer, *Association of Schools and Programs in Public Health/CDC Allan Rosenfield Global Health Fellowship Program*, 2016 & 2018
Member, Scholarship, Learning and Teaching Taskforce, *Association of Schools and Programs in Public Health*, 2018-2019
Member, Core Competency Working Group, *Council on Linkages Between Academia and Public Health Practice*, 2020

Editorial Board

Journal of Community Medicine & Public Health, 2017-2019

Consultantships

Research Associate, The Rand Corporation, 1998-1999
Project Evaluator, California Department of Health Services, Tobacco Control Section, 2000-2002
Consultant, BLAIS Challenge Grant, School of Educational Studies, Claremont Graduate University, 2009
Public Health Accreditation Consultant and External Reviewer, Touro University—California, Master of Public Health Program, 2007-2009, 2013, and 2020-2022
Public Health Accreditation Consultant & External Reviewer, Charles R. Drew University of Medicine and Science, Urban Public Health Program, 2010-2011 and 2017
Public Health Accreditation Consultant, Virginia Commonwealth University, Master of Public Health Program, 2013
Public Health Accreditation Consultant, University of Southern California, Master of Public Health Program, 2014-2015 and 2016
Public Health Accreditation Consultant, California State University, Los Angeles, Master of Urban Public Health Program, 2019.
Site Visitor, Council on Education for Public Health, 2020-present

Research Activities

Major Areas of Research Interest:
Evaluation of health communication campaigns. Effects of pro- and anti-tobacco and alcohol marketing. Public health education and accreditation.

Research Grants in Past Five Years, None.

BIBLIOGRAPHY

PEER REVIEW

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1. Unger JB, Cruz TB, **Schuster D**, Flora JA, Johnson CA.
Measuring exposure to pro- and anti-tobacco marketing among adolescents: Intercorrelations among measures and associations with smoking status.
J Health Commun 6:11-29, 2001.
2. Chen X, Cruz TB, **Schuster DV**, Unger JB, Anderson CA.
Receptivity to protobacco media and its impact on cigarette smoking among ethnic minority youths in California.
J Health Commun 7:95-111, 2002.
3. Li C, Unger JB, **Schuster DV**, Rohrbach LA, Howard-Pitney B, Norman G.
Youth's exposure to environmental tobacco smoke (ETS): Associations with health benefits and social pressure.
Addict Behav 28:39-52, 2003.
4. Unger JB, **Schuster DV**, Dent CW, Zogg J, Stacy AW.
Alcohol advertising exposure and adolescent alcohol use: A comparison of exposure measures.
Addict Res Theory 11:177-193, 2003.
5. **Schuster DV**, Valente TW, Skara SN, Wenten MR, Unger JB, Cruz TB, Rohrbach LA.
Intermedia process in the adoption of tobacco control policies among California opinion leaders.
Commun Theory 16: 91-117, 2006.
6. Weiss JW, Cen S, **Schuster DV**, Unger JB, Johnson A, Moutappa M, Schreiner W, Cruz, TB.
Longitudinal effects of pro-tobacco and anti-tobacco messages on adolescent smoking susceptibility.
Nicotine Tob Res 8:455-465, 2006.
7. Xie, B, Ishibashi, K, Lin, C, **Peterson, DV**, Susman, EJ
Overweight trajectories and psychosocial adjustment among adolescents.
Prev Med, 57: 837-843, 2013.
8. Cordola, Hsu, A, Ames, S, Xie, B, **Peterson, DV**, LaMonte, M, Garcia, L, Eaton, C, Going, SB, Phillips, LS, Manson, JE, Wong, ND, Anton-Culver, H.
Sociodemographic and Metabolic Risk Characteristics Associated with Metabolic Weight Categories in the Women's Health Initiative.
Cardiovasc Endocrinol & Metab 9: 42-48, 2020.
doi: 10.1097/XCE.000000000000194
9. Cordola, Hsu, A, Ames, S, Xie, B, **Peterson, DV**, Garcia, L, Eaton, Going, SB, Phillips, LS, Manson, JE, Anton-Culver, H, Wong, ND.
Incidence of Diabetes According to Metabolically Healthy and Unhealthy Overweight and Obesity in Postmenopausal Women: the Women's Health Initiative (WHI)
Menopause, 27(6): 640-647, 2020
doi: 10.1097/GME.0000000000001512
10. Hemingway BL, Felicitas-Perkins JQ, Johnson CA, Osur M, **Peterson DV**, Orr J, Gatto NM.

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Design and Implementation of an Advanced Integrative Practicum Series for DrPH Students:
Enriching Learning through Professional Practice Experiences
Pedagogy in Health Promot, 8, 142-150, 2020
doi: 10.1177/2373379920931896

11. Cordola, Hsu, Xie, B, **Peterson, DV**, LaMonte, M, Garcia, L, Eaton, C, Going, SB, Phillips, LS, Manson, JE, Anton-Culver, H, Wong, ND.
Association of Metabolically Healthy and Unhealthy Overweight and Obesity with Incident Heart Failure in Postmenopausal Women: the Women's Health Initiative (WHI)
Cir Heart Fail, 14(4), e007871, 2021
doi.org/10.1161/CIRCHEARTFAILURE.120.007297
12. Hemingway, BL, Donaldson, SI, **Peterson, DV**
Understanding Evaluation Training in Master of Public Health Curriculum
Eval Health Prof, 2021 (under review)

NON PEER REVIEW

1. Unger JB, **Schuster DV**.
Monitoring tobacco industry marketing: An evaluation report.
Department of Health Services, Tobacco Control Section, Contract #99-85316, 2000.
2. Unger JB, **Schuster DV**.
Monitoring tobacco industry marketing. An evaluation report,
Department of Health Services, Tobacco Control Section, Contract #99-85316, 2001.
3. Cruz, TB, Flora, JA, Unger, JB, **Schuster DV**, Rohrbach LA, Anderson CA.
The statewide media campaign.
In: Independent Evaluation Consortium. Interim Report. Independent Evaluation of the California Tobacco Control Prevention and Education Program: Wave 2 Data, 1998; Wave 1 and Wave 2 Comparisons, 1996-1998.
Gallup Organization, Rockville, MD, 2001.
4. Cruz TB, **Schuster DV**, Wenten M, Unger JB, Rohrbach LA.
The statewide media campaign.
In: Independent Evaluation Consortium. Final Report. Independent Evaluation of the California Tobacco Control Prevention and Education Program: Waves 1, 2, 3 (1996-2000).
Gallup Organization, Rockville, MD, 2002.
5. Cruz TB, Feighery E, **Schuster DV**, Wenten M, Jouharzadeh P, Unger JB, Rohrbach LA.
Tobacco marketing efforts in California.
In: Independent Evaluation Consortium. Final Report. Independent Evaluation of the California Tobacco Control Prevention and Education Program: Waves 1, 2, 3 (1996-2000).
Gallup Organization, Rockville, MD, 2002.

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6. **Schuster DV.**

Accreditation Self Study Report, 2002
University of Southern California, Master of Public Health Program

7. Cruz TB, **Schuster DV**, Wenten, MR.

Final Technical Report, 2001-2004.
Department of Health Services, Tobacco Control Section, Contract #00-91890, 2005.

8. **Schuster, DV.**

Accreditation Self Study Report, 2008
University of Southern California, Master of Public Health Program

9. **Peterson, DV.**

Accreditation Self Study Report, 2011
Claremont Graduate University, Master of Public Health Program

10. **Peterson, DV.**

Accreditation Self Study Report, 2017
Claremont Graduate University, Master of Public Health & Doctor of Public Programs

CHAPTERS

1. Valente, TW, **Schuster DV.**

Public Health Communication.
In: New Tools for Environmental Protection: Education, Information & Voluntary Measures (P Stern & T Dietz, Eds.)
National Academy Press, Washington DC, 2002.

2. Valente, TW, **Schuster DV.**

Health Communication.
In: Encyclopedia of Science, Technology & Society (S Restivo Ed.)
Oxford University Press, New York, NY, 2004.

3. Huff, RM, Kline MV, **Peterson, DV.**

Culture, Health Promotion & Cultural Competence
In: Promoting Health in Multicultural Populations (R. Huff, M. Kline, DV. Peterson, Eds.)
Sage Publications, Inc., Thousand Oaks, CA, 2014.

4. **Peterson, DV.** Huff, RM, Kline, MV.

Health Promotion Tips for the Practitioner and Student
In: Promoting Health in Multicultural Populations (R. Huff, M. Kline, DV. Peterson, Eds.)
Sage Publications, Inc., Thousand Oaks, CA, 2014.

5. Kline, MV, Huff, RM, **Peterson, DV.**

Closing Thoughts and Emerging Issues in Multicultural Health Promotion and Disease Prevention

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In: Promoting Health in Multicultural Populations (R. Huff, M. Kline, DV. Peterson, Eds.)
Sage Publications, Inc., Thousand Oaks, CA, in 2014.

6. Green, LW, Gielen, AC, Ottoson, JM, **Peterson, DV**, Kreuter, MW.
Overarching Perspectives on Population Health Promotion Planning
In: Health Program Planning: Creating Behavioral, Environmental and Policy Change (LW. Green, AC. Gielen, DV. Peterson and MW. Kreuter Eds.)
Johns Hopkins University Press. Baltimore, MD., (2022)

BOOKS

1. Kline, MV, Huff, RM, **Peterson, DV**.
Promoting Health in Multicultural Populations (3rd edition)
Sage Publications, Inc., Thousand Oaks, CA, in 2014.
2. Green, L., Gielen, A., Ottoson, J.M. **Peterson, DV**, Kreuter, M.
Health Program Planning: Creating Behavioral, Environmental and Policy Change (5th Edition)
Johns Hopkins University Press. Baltimore, MD., (2022)

PRESENTATIONS

1. Cruz TB, Flora JA, Unger JB, Rohrbach LA, **Schuster DV**.
The California Tobacco Control Program: Findings from the 1997-1998 Media Campaign.
American Public Health Association, November 1999, Chicago. IL.
2. Li C Unger JB, **Schuster DV**, Rohrbach LA, Howard-Pitney B, Norman G.
Using the health belief model and perceived social norms to predict youth exposure to environmental tobacco smoke (ETS).
Society for Behavioral Medicine, April 2000, Knoxville, TN.
3. Cruz TB, **Schuster DV**, Weiner MA, Unger JB.
Growth of tobacco-sponsored bars and clubs from 1996-2000.
American Public Health Association, November 2000, Boston, MA.
4. Cruz TB, Ma H, Unger JB, **Schuster DV**, Baezconde-Garbanati, L, Rohrbach LA.
Finding the very underserved: anti- and pro-tobacco media exposure in diverse groups.
American Public Health Association, November 2001, Atlanta, GA.
5. Cruz TB, **Schuster DV**, Unger JB.
Direct mail marketing of tobacco after the Master Settlement Agreement.
American Public Health Association, November 2002, Philadelphia, PA
6. Cruz TB, Cornelis E, **Schuster DV**
Direct marketing to smokers through the mail: Trends after the Master Settlement Agreement.
Making Waves: Emerging Issues and Challenges in Tobacco Control. April 2003, Newport Beach, CA.

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7. **Schuster DV**, Wenten MR, Valente TW, Unger JB, Cruz TB, Rohrbach LA.
Mass media and interpersonal communication in a statewide anti-smoking campaign.
American Public Health Association, November 2003, San Francisco, CA.
8. Cruz TB, Andreeva-Cook V, **Schuster DV**, Abuzaineh N, Cornelis E.
As seen on TV: Tobacco sponsorship of cars, bikes and bull.
American Public Health Association, November 2004, Washington DC.
9. Cruz TB, **Schuster DV**, Jouharzadeh P, Andreeva-Cook V.
From hay bales to big rigs: Evolution of tobacco-sponsored adult only facilities.
American Public Health Association, November 2004, Washington DC.
10. Weiss JW, Cen S, **Schuster DV**, Unger JB, Johnson A, Moutappa M, Schreiner W, Cruz, TB.
Longitudinal effects of pro-tobacco and anti-tobacco messages on adolescent smoking susceptibility.
American Public Health Association, December 2005, Philadelphia, PA.
11. **Schuster DV**, Wenten MR, Valente TW, Cruz TB, Unger JB, Cody MJ, Rohrbach LA.
Youth's experience with tobacco control messages: The role of emotional engagement and interpersonal communication in counteradvertising.
American Public Health Association, December 2005, Philadelphia, PA.
12. **Schuster DV**, Valente TW, Skara SN, Wenten MR, Unger JB, Cruz TB, Rohrbach L.A.
Intermedia process in the adoption of tobacco control policies among California opinion leaders.
Society for Public Health Education. May 2006. Las Vegas, NV.
13. Cordola Hsu AR, Ames SL, Xie B, **Peterson DV**, Eaton CB, LaMonte MJ, Phillips LS, Garcia L, Manson J, Going SB, Anton-Culver H, Wong ND.
Incidence of diabetes according to metabolically healthy/unhealthy weight categories in postmenopausal women: The Women's Health Initiative.
American Society of Preventive Cardiology. July 2019. San Antonio, Texas
14. Cordola Hsu AR, Ames SL, Xie B, **Peterson DV**, Eaton CB, LaMonte MJ, Phillips LS, Garcia L, Manson J, Going SB, Anton-Culver H, Wong ND.
Heart failure incidence according to presence of metabolically healthy/unhealthy normal weight and overweight/obesity in postmenopausal women: the Women's Health Initiative
American Society of Preventive Cardiology. July 2019. San Antonio, Texas
15. Hemingway, BL, Felicitas-Perkins, JQ, Gatto, NM, Johnson, CA, Orr, J, Osur, M, **Peterson, DV**.
The Advanced Integrative Practicum Series: Enriching Student Learning through Professional Practice Opportunities
American Public Health Association. November 2019, Philadelphia, PA.
16. Cordola Hsu AR, Ames SL, Xie B, **Peterson DV**, Eaton CB, LaMonte MJ, Phillips LS, Garcia L, Manson J, Going SB, Anton-Culver H, Wong ND.
Sociodemographic and Metabolic Risk Characteristics Associated with Metabolic Weight Categories in the Women's Health Initiative

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EPI | Lifestyle 2020 March 2020, Phoenix, Arizona.

8/12/2022