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## 2011 IRIS F. LITT VISITING PROFESSORSHIP IN ADOLESCENT HEALTH RESEARCH

The Society for Adolescent Medicine is pleased to announce that Gregory D. Zimet, PhD, is the 2011 Iris F. Litt Visiting Professor in Adolescent Health Research.

Dr. Zimet is Professor of Pediatrics and Clinical Psychology at Indiana University School of Medicine. He is also a faculty member in the Indiana University Cancer Center and holds an appointment as Adjunct Professor in the Department of Family Health at Indiana University School of Nursing. Dr. Zimet received his PhD in clinical psychology from Duke University. He completed a pre-doctoral internship and a post-doctoral fellowship at University Hospitals of Cleveland, Case Western Reserve University (CWRU) School of Medicine. After serving for seven years as a faculty member in the Departments of Psychiatry and Pediatrics at CWRU, Dr. Zimet was recruited in 1993 by Dr. Donald Orr to serve as psychology faculty for the newly MCHB-funded Indiana University Leadership Education in Adolescent Health program.

Dr. Zimet's expertise is in the study of attitudes about, and acceptance of, new biomedical technologies for the prevention and diagnosis of sexually transmitted infections. Shortly after arriving in Indiana, Dr. Zimet began this line of research by examining attitudes about HIV vaccination, employing innovative methodological and analytic approaches typically used in marketing research (e.g., conjoint analysis). Over time, he broadened his scope of interest to include studies of acceptance of herpes simplex virus type 2 (HSV-2) and human papillomavirus (HPV) vaccines and acceptance of hepatitis B virus (HBV) vaccine. He has authored or co-authored 45 articles and chapters on HPV, HIV and other STI vaccines, including a comprehensive review article on HPV vaccination for the 2008 edition of the *Annual Review of Medicine*.

In addition, Dr. Zimet has conducted research on behavioral and attitudinal predictors of HSV-2 and HIV testing and attitudes about microbicide use for the prevention of STIs. More recently, Dr. Zimet's work has involved the systematic evaluation of health communication messages designed to increase uptake of vaccines and diagnostic tests. In a recently-completed, NIH-funded study, for instance, Dr. Zimet evaluated the effects of message framing and social compliance interventions on hepatitis B vaccine acceptance among 1,750 STD clinic patients. Another ongoing study examines the effect of persuasive message sidedness (2-sided vs. 1-sided messages) on acceptance of HIV testing.

Dr. Zimet also has an interest in behavioral aspects of biomedical clinical trials and has two research projects related to HIV vaccine clinical trial participation.

His research interests have led to productive collaborations across the United States as well as with researchers in the United Kingdom, India and Australia. He particularly values cross-disciplinary collaboration, regularly working with researchers from a variety of fields, including health marketing, nursing, adolescent medicine, infectious disease, biostatistics and women's health.

Dr. Zimet is honored to be selected as the 2011 Iris F. Litt Visiting Professor in Adolescent Health Research. He looks forward to visiting colleagues who are interested in studying behavioral aspects of new approaches for the prevention and diagnosis of STIs among adolescents, including vaccines, microbicides, HSV-2 and HIV testing, and other emerging biomedical technologies (e.g., Pre-Exposure Prophylaxis for prevention of HIV infection or PrEP). Dr. Zimet also is happy to discuss conjoint analysis as a methodological approach for examining attitudes about new technologies and to talk about approaches to research funding and grant proposal development.

Site applications for Dr. Zimet's visit must be received by June 1, 2010. [Download an application form.](#)