

Introduction of Brian R. Flay, the Second Research Laureate by Lawrence W. Green, the First Research Laureate

With this award we declare without qualification, hesitation or fear of contradiction that UIC Distinguished Professor Brian R. Flay stands in the highest ranks among the investigators in our field, not only in the United States, but with international recognition as well. Brian's roots in New Zealand and his experience in Canada give him a broader than usual perspective on the application of behavioral and social sciences in public health and education. His work spans such applications in institutional settings as well as in the mass media and in community-wide efforts, with particular attention to the health and related problems of adolescents and increasing emphasis on the necessity of combining the institutional and community components in comprehensive, integrated, and coherent programs. His scholarly courage and imagination in tackling such complexity systematically and with rigor has been an inspiration to a field struggling both with the eclectic theoretical requirements and the methodological challenges of such systems.

Professor Flay's doctoral studies in New Zealand and his postdoctoral studies with Thomas Cook and Donald Campbell at Northwestern University, under a Fulbright Fellowship, prepared him for his collaborative role with Allen Best in developing the program in health behavior studies at the University of Waterloo. Generations of students from that pioneering program for Canada now populate the fields of public health, health education, and health promotion across that country. The international recognition of Canada's contribution to global health promotion owes much to the Waterloo program for grounding it in behavioral and social sciences. His subsequent collaborative role in developing the Institute for Behavioral Research at the University of Southern California further prepared him for the enormous undertaking he led at the University of Illinois at Chicago. The school health projects developed at USC were followed closely by government agencies and foundations as a model to be replicated elsewhere.

At the University of Illinois at Chicago, Brian took responsibility for starting a prevention research center, and organizing the grant application from their relatively small school of public health to the Centers for Disease Control (CDC) for one of the Congressionally mandated centers for health promotion and disease prevention research (PRC). The application put their school of public health ahead of some of the more established schools of public health and departments of preventive medicine in medical schools, as one of the handful of funded PRCs at that time. After 10 years as director of the UIC Prevention Research Center, from 1987 to 1997, he became director of UIC's Health Research and Policy Centers, a group of research centers within and beyond the School of Public Health. In 2001 he stepped down from this position and was appointed UIC Distinguished Professor. He remains today director of the NIDA-funded Prevention Research Training Program, co-principal on the \$2.9 million PRC continuation grant from CDC, principal investigator on grants from NIDA for the Aban Aya African-American Youth Health Behavior Project and the Positive Action project, and co-investigator on many others.

Brian's study of the progression of antismoking initiatives and interventions over the several decades reported in *Advances in Health Education and Promotion* was a brilliant analysis of the history and scientific development of this field. His review of mass media applications reported in the *American Journal of Public Health* was a major contribution to identifying both the limitations and the untapped potential of the media. He has reported further on the practical applications of the media and of

school health initiatives at conferences sponsored by national and international organizations, including foundations and government agencies for which he has become a trusted consultant and perennial grantee.

Professor Flay's publications span intervention and etiology research, reviews, theory development, and methodology, in more than 25 chapters and 150 empirical articles in peer-reviewed journals in psychology, public health and health education. He has been recognized and honored for these significant works with awards of distinction from the American School Health Association Research Council and the University of Texas Health Science Center at Houston (John P. McGovern Award in Health Promotion). He has been elected a Fellow of two professional and scientific societies in addition to this one.

On behalf of the American Academy of Health Behavior, it gives me great pleasure to present the 2002 Research Laureate Medallion to Professor Brian R. Flay and to thank the Board of the Academy for this privilege and for putting me in such distinguished company.

Dr. Flay stands in the highest ranks among the investigators in our field, not only in the United States, but with international recognition as well. He has a broader than usual perspective on the application of behavioral and social sciences in public health and education. His work spans such applications in institutional settings as well as in the mass media and in community-wide efforts, with particular attention to the health and related problems of adolescents and increasing emphasis on the necessity of combining the institutional and community components in comprehensive, integrated, and coherent programs.