

American Academy of Health Behavior 2006 Research Laureate, Herbert H. Severson

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This presentation was the introduction of Herbert H. Severson the 2006 American Academy of Health Behavior Research Laureate pre-

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It is an honor to introduce the Research Laureate of the American Academy of Health Behavior for 2006, Dr Herbert H. Severson. Let me begin by mentioning that Herb has been affiliated with the University of Oregon at Eugene since 1975 and recently retired as associate professor from the Counseling Psychology Department there. This may be a sign that Herb is slowing down. Of course, currently, he is the principal investigator of 6 grants and co-investigator on 6 others; chair of the board of Oregon Research Institute; and president of 2 companies, a publishing house (Applied Behavior Science Press) and a health products research company (Deschutes Research, Inc). So as you can see, he really is slowing down now.

He was born in 1944 in Madison, Wisconsin, one of 3 children. Herb was the eldest child and has always deeply loved his sisters, Vicki and Trisha. He grew up helping his dad with the dairy farm, and Herb excelled in running both as part of Monona Grove High School track team as both a sprinter and a long-distance runner and as captain of the cross-county team. He was part of the sprint medley

relay team that placed first in the 1962 Badger Conference Track and Field meet.

In 1963 Dr Severson began his college education at Midland Lutheran College in Fremont, Nebraska, where he had a track scholarship. However, this was the 1960s, and after a stint at Wisconsin State University in Whitewater, where he received his baccalaureate degree in 1966, he transferred to the University of Wisconsin in Madison right in the middle of its radical heyday. Of course, while Herb did participate in antiwar activities and boycotts, he continued his work as a student and received his master's and PhD degrees in educational psychology there in 1969 and 1973, respectively. He received state and national certification as a school psychologist and subsequently also completed training and licensure as a clinical psychologist. He served as a school psychologist in Wisconsin before entering academia at the University of Northern Colorado in 1972 where he became the Director of School Psychology. Herb moved to Eugene in 1975 to be the Director of School Psychology there and became the Director of the Oregon Research Institute in 1979. He has been at the Oregon Research Institute since that time and is currently a senior research scientist there. Of course, he takes numerous trips around the world as a consultant on projects related to nicotine addiction and cessation, so he does get away from home from time to time.

He has been an author on 2 Surgeon General's reports on tobacco use and an Institute of Medicine report entitled "Growing up Tobacco Free," which has

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been widely used as a resource on adolescent tobacco use. He is not only a Fellow in AAHB, but also a Fellow in Divisions 16 (School Psychology) and 38 (Health Psychology) of the American Psychological Association, and he is a Fellow of the Society of Behavioral Medicine. He is on the editorial board of 3 journals, has been on numerous grant review committees, and is an active member of 11 prominent professional organizations.

Herb is internationally respected not only for his work in tobacco prevention and control but also for his work in child behavioral disorders. He has been an investigator on 48 grants or contracts since 1979, the principal investigator on 28 of these. Thus, not surprisingly, Herb is now above the 95th percentile of the distribution of (extramural) NIH grants over the last 25 years. Not only is he a master administrator and grant writer; he is the coauthor on 131 publications, lead author on 39 of them, which appear in many leading journals.

Dr Severson and his wife Bonnie recently celebrated their 30-year anniver-

sary, and since she recently retired from her career as an elementary school teacher for 35 years they have more time to travel together. The Seversons have 2 daughters: Karyn, who works as a manager in business consulting, and Britt, who will graduate from the University of Colorado as a Phi Beta Kappa pre-med student in May. Herb is very proud of his family and the support they provide for each other. His balance of hard work, support of friends and colleagues, and balance of private and professional life can be a role model to others.

Finally, it would be neglectful of me if I did not mention that Herb has mentored me in a big way in my entrée into tobacco research, never hesitating to assist with his incredible expertise. It is fair to say that I am only one of hundreds of professionals Herb has guided. It is with great joy and respect that I introduce Dr Herb Severson as the 2006 Research Laureate as he presents his talk for us: "Tobacco Fields to Tobacco Control: A Journey of Discovery in Tobacco Prevention and Cessation." ■