



REDUCING DRUNK DRIVING IN WI: WHAT WORKS, WHAT DOESN'T?

SPEAKERS' BIOGRAPHIES

Barron H. Lerner, MD, PhD teaches at the Columbia University College of Physicians and Surgeons and the Mailman School of Public Health. His book "The Breast Cancer Wars: Hope, Fear and the Pursuit of a Cure in Twentieth-Century America," was cited as an American Library Association Notable Book for 2001. It also received the 2006 William H. Welch H. Welch Medal of the American Association for the History of Medicine for the best book in the history of medicine over the previous five years. His book "One for the Road: Drunk Driving Since 1900," is the first history of drunk driving in America. It was published by Johns Hopkins University Press in October 2011. Lerner's other books are Contagion and Confinement: Controlling Tuberculosis on the Skid Road (1998) and When Illness Goes Public: Celebrity Patients and How We Look at Medicine (2006). Lerner also writes regularly on topics in clinical medicine, bioethics and medical history for the New York Times, the Washington Post, Slate and other publications. He is a frequent guest on National Public Radio.

D. Paul Moberg, PhD, is a Research Professor in the Department of Population Health Sciences in the University of Wisconsin School of Medicine and Public Health and the Faculty Director for the Evaluation Research Group within the UW Population Health Institute. He also is Director of Evaluation for the UW's Institute for Clinical Translational Research (CTSA). Paul has been involved in applied and evaluation research for over 30 years. Much of his work has focused on substance abuse intervention and prevention programs for children and adolescents. Paul's work has been funded by numerous federal, state and local organizations and foundations. Dr. Moberg is currently leading program evaluation efforts for Wisconsin's Screening, Brief Intervention and Referral to Treatment (SBIRT) program and for the Wisconsin Strategic Prevention Framework (SPF-SIG) substance abuse prevention initiative. Both are funded by the Substance Abuse and Mental Health Services Administration (SAMHSA). He is also currently one of the PIs on a NIDA-funded R01 research study of recovery schools for high school students with substance use disorders.

Michael Rothschild is Emeritus Professor, School of Business, University of Wisconsin - Madison, where he has been on the faculty since 1975. Prior to that, he received his MBA from the University of California, Berkeley, worked in the research department of Ogilvy & Mather (advertising agency), and then received his PhD from Stanford University. While at the University of Wisconsin, he also was Director of Research at Stephan & Brady (advertising agency), and a founding partner and Director of Research of The Hiebing Group (advertising agency). In 2000, he reinvented so that he could devote himself more fully to working on social marketing issues. From 2000 to 2007, Mike was the Principal Investigator on Road Crew, a project for the Wisconsin Department of Transportation and NHTSA (National Highway Traffic Safety Administration) to reduce alcohol impaired driving. He also has been



ROBERT M. LA FOLLETTE
SCHOOL OF PUBLIC AFFAIRS
University of Wisconsin-Madison



UNIVERSITY OF WISCONSIN
Population Health Institute
Translating Research for Policy and Practice



WISCONSIN
LEGISLATIVE COUNCIL

Eminent Scholar at the Center for Strategic Dissemination, National Cancer Institute in 2003-2005. His workshop, *Discovering the Joys of Social Marketing*, has been offered at several venues including the Centers for Disease Control and Prevention (CDC). In addition, he has worked on social marketing projects related to reducing obesity, reducing binge drinking on college campuses, increasing produce consumption and exercise, and inhibiting the onset of smoking among teenagers. His work has been published in the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Research*, *Social Marketing Quarterly*, *Preventing Chronic Disease* and other peer reviewed journals. Mike also has written two textbooks in the areas of advertising and marketing communications, and has published over 80 articles.

Julia Sherman coordinates the Wisconsin Alcohol Policy Project in the Resource Center on Impaired Driving at the UW Law School. She began her work in alcohol policy at the American Medical Association working on the Robert Wood Johnson Foundation's Reducing Underage Drinking through Coalitions project. She later served as the national field director for the Center on Alcohol Marketing and Youth at Georgetown University before returning to Wisconsin.

In 2009 Sherman chaired the Alcohol, Culture and Environment Work Group of the Wisconsin State Council on Alcohol and Other Drug Abuse and authored its final report, "Changing Wisconsin's Alcohol Environment to Promote Safe and Healthy Lives." Before beginning her alcohol policy work, Sherman served as Director of the Assembly Democratic Caucus Staff, Deputy Director of the Senate Democratic Caucus Staff, and in other Legislative offices. She is a graduate of Marquette University.