

P. COUGAR HALL

CURRICULUM VITAE

Associate Professor
Department of Health Science
Brigham Young University
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Provo, UT 84602
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Education

- 2009 Ph.D. – University of Utah
 ○ College of Education: Department of Teaching and Learning.
- 2003 M.S. – University of Utah
 ○ College of Health: Department of Health Promotion and Education.
- 1998 B.S. – Brigham Young University
 ○ College of Health and Human Performance: Department of Health Science.

Teaching

2008- Brigham Young University. Associate Professor: Department of Health Science.

Current teaching assignments:

- Health 382: Health Education Methods and Curriculum B
- Health 436: Sexuality Education in the Curriculum
- Health 383: Mind/Body Health
- Health 476R: Supervision of Student Teaching

Previous teaching assignments:

- Health 361: Health Education for Elementary Teachers
- Health 381: Health Education Teaching Methods
- Health 421: Health Education Curriculum and Practicum
- Health 434: Evaluation Methods

2003-2008 East Shore High School. Teacher: health and physical education.

2000-2007 Brigham Young University. Part-time instructor: Department of Health Science.

1997-2003 Timpanogos High School. Teacher: health, physical education, driver education.

Scholarship: Peer-Reviewed Publications

West, J., Belvedere, L., Andreasen, R., Frandsen, C., **Hall, C.**, & Crookston, B. (2017). Controlling your “app” etite: how diet and nutrition-related mobile apps lead to behavior change. *JMIR mHealth and uHealth*, *Jul 10*; 5(7):e95 doi:10.2196/mhealth.7410.

Hoj, T., Covey, E., Jones, A., Haines, A., **Hall, C.**, Crookston, B., & West, J. (2017). How do apps work? An analysis of physical activity app users' perceptions of behavior change mechanisms. *JMIR mHealth and uHealth*, *Aug. 3*; 5(8):e114 doi:10.2196/mhealth.7206.

Crookston, B., West, J., **Hall, C.**, Dahle, K., Heaton, T., Beck, R., & Muralidharan, C. (2017). Mental and emotional self-help technology apps: cross-sectional study of theory, technology, and mental health behaviors. *JMIR Mental Health*, *Oct. 17*; 4(4):e45 doi:10.2196/mental.7262.

Herbert, P., Lorchmann, D. & **Hall, P.C.** (2017). Targeting Obesity through Health Promotion Programs for School Staff. *Strategies*, *30(1)*, 28-34. doi:10.1080/08924562.2016.1251867

Hall, P.C., West, J., & Herbert, P. (2016). Pretty risky behavior: A content analysis of youth risk behaviors in *Pretty Little Liars*. *The Health Educator*, *47(2)*, 2-11.

Hall, P.C., West, J., Crookston, B., & Allsop, Y. (2015). Using teacher goal boards to promote healthy eating and physical activity among elementary students. *Health*, *7*, 1448-1459. doi:10.4236/health.2015.711159

West, J., Sloan, A., Ellsworth, M., Young, D., Jenne, N., Crookston, B., **Hall, C.** (2015). Pilot test of a bites-focused weight loss intervention. *Advances in Obesity, Weight Management & Control*, *3(1)*, 00040. doi:10.15406/aowmc.2015.02.00040

Payne, H., Arredondo, V., West, J.H., Neiger, B., & **Hall, C.** (2015). Use and acceptance of social media among community health workers. *Journal of Community Medicine and Health Education*, *5(3)*, 354-359.

Lister, C., Merrill, R., Vance, D., West, J., **Hall, P.**, & Crookston, B. (2015). Victimization among Peruvian Adolescents: Insights into Mental/Emotional Health from the Young Lives Study. *Journal of School Health*, *85(7)*, 433-440.

Hall, P.C., West, J., & Herbert, P. (2015). Modeling the national health education standards. *Pedagogy in Health Promotion*, *1(2)*, 71-73. doi:10.1177/2373379915578861

- Lister, C, Merrill, R, Vance, D, West, J.H., **Hall, P.C.**, Crookston, B.T. (2015) Predictors of peer victimization among Peruvian adolescents in the Young Lives cohort. *International Journal of Adolescent Health and Medicine*, 27, 85-91. doi:10.1515/ijamh-2014-0012
- West, J.H., Lister, C.E., **Hall, P.C.**, Crookston, B.T., Snow, P.R., Zvietcovich, M. E., & West, R.P. (2014). Sexting among Peruvian adolescents. *BMC Public Health*, 14:811. doi: 10.1186/1471-2458-14-811
- Hall, P.C.**, West, J., Magnusson, B., & Cox, A. (2014). Promotion of sexual health and sexual responsibility in Women's Health and Men's Health magazines. *Sexuality & Culture*, 18, 1025-1037. doi: 10.1007/s12119-014-9239-0
- Steadman, M., Crookston, B., Page, R., & **Hall, C.** (2014). Parental attitudes regarding school-based sexuality education in Utah. *American Journal of Sexuality Education*, 9(3), 347-369. doi: 10.1080/15546128.2014.944737
- Lister, C., West, J.H., Crookston, B., Merrill, R., & **Hall, P.C.** (2014). Predictors of peer victimization among Peruvian adolescents in the young lives cohort. *International Journal of Adolescent Medicine and Health*. doi: 10.1515/ijamh-2014-0012.
- Hall, P.C.**, West, J., & Assay, S. (2014). Using teacher goal boards and student goal groups to promote physical activity and healthy eating. *Journal of Health Education Teaching Techniques*, 1(2), 1-12.
- Crookston, B., Merrill, R., Hedges, S., Lister, C., West, H., & **Hall, P.C.** (2014) Victimization of Peruvian adolescents and health risk behaviors: Young lives cohort. *BMC Public Health*. doi: 10.1186/1471-2458-14-85
- Hall, P.C.** & Fillerup, A. (2014). A simple plan for preventing drinking and driving. *Journal of Health Education Teaching Techniques*, 1(1), 32-44.
- Hall, P.C.**, Herbert, P., & West, J. (2014). Skip-it: Replacing sedentary activities and unhealthy snacking with physical activity. *Journal of Health Education Teaching Techniques*, 1(1):13-22.
- VeHawn, J., Richards, R., West, J, **Hall, P.C.**, Crookston, B., & Neiger, B. (2014). Identifying barriers preventing Latina women from accessing WIC online health information. *Journal of Immigrant and Minority Health*, 16(4), 699-705. doi: 10.1007/s10903-013-9801-0
- Lister, C., West, J., Richards, R., Crookston, B., **Hall, P.C.**, & Redelfs, A. (2013). Technology for health: A qualitative study on barriers to using the iPad for diet change. *Health*, 5(4), 761-768. doi:10.4236/health.2013.54101

- Lister, C., Brutsch, E., Johnson, A., Boyer, C., **Hall, P.C.**, & West, J. (2013). It gets better: A content analysis of health behavior theory in anti-bullying YouTube videos. *International Journal of Health, 1*(2), 17-24. doi: 10/14419/ijh.v1i2.1002
- Long, K.N., Gren, L.H., Rees, C.A., West, J.H., **Hall, P.C.**, Gray, B., & Crookston, B.T. (2013). Determinants of better health: A cross-sectional assessment of positive deviants among women in West Bengal. *BMC Public Health, 13*:372. doi:10.1186/1471-2458-13-372
- Page, R., Crookston, B., **Hall, P.C.**, West, J., & Saumweber, J. (2013). Multicountry, cross-national comparison of youth suicide ideation and mental health. *School Psychology International, 34*(5), 540-555. doi: 10.1177/0143034312469152
- West, J., **Hall, P.C.**, Arredondo, V., Guerra, B., Farrell, J., & Barrett, B. (2013). Health behavior theory in diet apps. *Journal of Consumer Health on the Internet, 17*(1), 1-15. doi: 10.1080.15398285.2013.756343
- Foulger, L., Crookston, B., **Hall, P.C.**, West, J., & Page, R. (2013). Health risk behaviors in urban and rural Guatemalan adolescents. *International Journal of Adolescent Health and Medicine, 25*(1), 97-105. doi: 10.1515/ijamh-2013-0014
- Hall, P.C.**, West, J., & Neely, S. (2013). Alcohol, tobacco, and other drug references in lyrics of popular music from 1959 to 2009. *Addiction Research & Theory, 21*(3), 207-215. doi:10.3109/16066359.2012.704651
- Cowan, L., Van Wagenen, S., Brown, B., Hedin, R., Seino-Stephan, Y., **Hall, P.C.**, & West, J. (2012). Apps of steel: Are exercise apps providing consumers with realistic expectations? A content analysis of exercise apps for presence of behavior change theory. *Health Education and Behavior, 40*(2), 133-139. doi: 10.1177/1090198112452126
- West, J., **Hall, P.C.**, Hanson, C., Barnes, M., Giraud-Carrier, C., & Barrett, J. (2012). There's an app for that: Content analysis of paid health and fitness apps. *Journal of Medical Internet Research, 14*(3):e72. doi: 10.2196/jmir.1977
- West, J., **Hall, P.C.**, Prier, K., Hanson, C., Giraud-Carrier, C., Neeley, S., & Barnes, M. (2012). Temporal variability of problem drinking on Twitter. *Open Journal of Preventive Medicine, 2*(1), 43-48. doi:10.4236/ojpm.2012.21007
- Hall, P.C.** & West, J. (2012). Boundin': Responding to life's challenges with resilience. *Journal of School Health, 82*(4), 196-200. doi: 10.1111/j.1746-1561.2011.00686.x
- Hall, P.C.** & West, J. (2012). Alcohol prevention letters: Creating circles of support. *Health Education Teaching Techniques Journal, 2*(1), 2-8.

- West, J., **Hall, P.C.**, Page, R.M., Trinidad, D.R., & Lindsay, G. (2012). Tobacco brand preference among Mexican adolescents. *International Journal of Adolescent Medicine and Health*, 24(2), 143-148. doi: 10.1515/ijamh.2012.021
- Hall, P.C.**, West, J., & McIntyre, E. (2012). Female self-sexualization in MySpace.com personal profile photographs. *Sexuality and Culture*, 16(1), 1-16. doi: 10.1007/s12119-011-9095-0
- Hall, P.C.**, & McIntyre, E. (2011). Improving relationships: Serving up a slice of *Enemy Pie*. *Journal of School Health*, 81(12), 787-790. doi: 10.1111/j.1746-1561.2011.00659.x
- Hall, P.C.**, West, J., & Hill, S. (2011). Sexualization in lyrics of popular music from 1959 to 2009: Implications for sexuality educators. *Sexuality & Culture*, 16(2), 103-117. doi: 10.1007/s12119-011-9103-4
- Hall, P.C.** & West, J. (2011). Potential predictors of student teaching performance: Considering emotional intelligence. *Issues in Education Research*. 21(2), 145-161.
- Heathcote, J., **Hall, P.C.**, West, J., & Trinidad, D. (2011). Religiosity and utilization of complementary and alternative medicine among Hispanic patients. *Hispanic Journal of Behavioral Sciences*, 33(3), 398-408. doi: 10.1177/0739986311410019
- West, J., **Hall, P.C.**, Hanson, C., Thackeray, R., Barnes, M., Neiger, B., & McIntyre E. (2011). Breastfeeding and blogging: Exploring the utility of blogs to promote breastfeeding. *American Journal of Health Education*, 42(2), 118-127. doi: 10.1080/19325037.2011.10599178
- West, J., **Hall, P.C.**, Thygerson, S., Edwards, E., Ralieg, S., & Bennet, C. (2011). Hispanic adolescents' behavioral intentions to avoid texting while driving. *American Journal of Health Studies*, 26(1), 37-44.
- Hall, P.C.** & West, J. (2011). Using student response systems technology to correct teens' misperceptions about the prevalence of risky sexual activities. *Health Education Teaching Techniques Journal*. 1(1), 40-53.
- Page, R., West, J., & **Hall, P.C.** (2011). Psychosocial distress and suicide ideation in Chinese and Philippine adolescents. *Asia-Pacific Journal of Public Health*, 23(5), 774-791. doi: 10.1177/1010539509353113
- Hall, P.C.**, Lindsay, G., & West, J. (2011). Alcohol and tobacco counter-ads: Stealing a page from Billboard Utilizing Graffitists against Unhealthy Promotions. *Journal of School Health*, 81(6), 359-363. doi: 10.1111/j.1746-1561.2011.00603.x

West, J., Hanson, C., Thackeray, R., & Hall, P.C. (2010). Using social network sites to support online individual health behavior change projects. *Journal of Online Learning and Teaching*, 6(3), 686-691.

Page, R.M. & Hall, P.C. (2009). Psychosocial distress and alcohol use as factors in adolescent sexual behavior among sub-Saharan African adolescents. *Journal of School Health*, 79(8), 369-379. doi: 10.1111/j.1746-1561.2009.00423.x

Scholarship: Professional Presentations

Hall, C. (2017, August). *A bite-focused weight loss intervention to tackle overnutrition*. Presentation at the Konferensi Kesehatan Masyarakat dan Gizi. Jakarta, Indonesia.

Allsop, Y. & Hall, C. (2017, July). *Teacher goal setting as means of promoting physical activity and healthy eating among elementary students*. Presentation at the ISATT 2017 Conference. Salamanca, Spain.

Tappe, M. & Hall, P.C. (2014, October). *Using formative assessment to support teaching and learning in health*. Presentation at the annual meeting of the American School Health Association. Portland, OR.

Hall, P.C., West, J., & Herbert, P. (2014, October). *Pretty risky behavior: A content analysis of youth risk behaviors in Pretty Little Liars*. Presentation at the annual meeting of the American School Health Association. Portland, OR.

Hall, P.C., West, J., & Crookston, B. (2014, August). *Gender portrayals in popular music from 2008-2012: A content analysis*. Presentation at the International Conference on Education, Psychology, and Social Sciences. Taipei, Taiwan.

Hall, P.C., West, J., & Herbert, P. (2014, August). *Pretty risky behavior: A content analysis of youth risk behaviors in Pretty Little Liars*. Presentation at the International Conference on Education, Psychology, and Social Sciences. Taipei, Taiwan.

West, J.H., Hall, P.C., & Crookston, B. (2014, August). *Sexting among Peruvian adolescents*. Presentation at the International Conference on Education, Psychology, and Social Sciences. Taipei, Taiwan.

West, J., Crookston, B. & Hall, P.C. (2014, March). *Simplifying the path to a healthy weight*. Presentation at the annual meeting of the Utah Association of Health, Physical Education, Recreation and Dance. Salt Lake City, UT.

Crookston, B. & Hall, P.C. (2014, March). *Better days ahead? Tracking obesity trends in the U.S.* Presentation at the annual meeting of the Utah Association of Health, Physical Education, Recreation and Dance. Salt Lake City, UT.

- Hall, P.C.,** Cox, A., West, J., & Mangusson, B. (2014, January). *Sexual health promotion messages in Men's Health and Women's Health magazines*. Presentation at the fifth annual International Conference on the Health Risks of Youth. Nassau, Bahamas.
- Hall, P.C.,** West, J., & Herbert, P. (2013, October). *Skip-it: Replacing unhealthy behaviors with physical activity*. Presentation at the annual meeting of the American School Health Association. Myrtle Beach, S.C.
- Hall, P.C.,** Herbert, P., & West, J. (2013, October). *Using teacher goal boards and student goal groups to promote physical activity and healthy eating*. Presentation at the annual meeting of the American School Health Association. Myrtle Beach, S.C.
- Hall, P.C.,** West, J., & Neeley, S. (2013, October). *Alcohol, tobacco, and other drug references in lyrics of popular music from 1959 to 2009*. Presentation at the annual meeting of the American School Health Association. Myrtle Beach, S.C.
- West, J.H., **Hall, P.C.,** & Arredondo, V. (2013, September). *Health behavior theory in diet apps*. Presentation at the annual meeting for the Medicine 2.0 Congress. London, England.
- West, J.H., Crookston, B.T., **Hall, P.C.,** Richards, R., & Pratt, J. (2013, September). *Barriers to accessing online health information among Latina WIC clients in the U.S.* Presentation at the annual meeting for the International Congress on Nutrition. Granada, Spain.
- West, J.H., Crookston, B.T., **Hall, P.C.,** & Lister, C.E. (2013, September). *Technology for health: A qualitative study on barriers to using the iPad for diet change*. Presentation at the annual meeting for the International Congress on Nutrition. Granada, Spain.
- Hall, P.C.** & West, J. (2013, April). *Using teacher goal boards and student goal groups to promote physical activity and healthy eating*. Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation and Dance. Provo, UT.
- Hall, P.C.** (2013, April). *Improving sexuality education in Utah schools*. Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation and Dance. Provo, UT.
- Hall, P.C.** (2013, April). *Using the HECAT for lesson planning*. Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation and Dance. Provo, UT.
- Tappe, M. & **Hall, P.C.** (2013, February). *Characteristics of effective health education*. Presentation at the American Cancer Society / Centers for Disease Control and Prevention School Health Education Advanced Academy, Atlanta, GA.
- Van Wagenen, S., Brown, B., Cowan, L., Hedin, R., Stephan, Y., West, J., & **Hall P.C.** (2012, April). *Apps of steel: Are exercise apps providing consumers with realistic expectations? Content*

analysis of exercise apps for presence of behavior change theory. Presentation at the annual meeting for the Utah Public Health Association. Salt Lake City, UT.

West, J., **Hall, P.C.**, Hanson, C., Barnes, M., Giraud-Carrier, C., Burton, S. (2012, February). *There's an app for that, too! A content analysis of the iTunes app store's health & fitness category.* Presentation at the first annual Digital Health Communication Extravaganza. Orlando, FL.

Van Wagenen, S., Brown, B., Cowan, L., Hedin, R., Stephan, Y., West, J., & **Hall, P.C.** (2012, February). *Apps of steel: Are exercise apps providing consumers with realistic expectations? Content analysis of exercise apps for presence of behavior change theory.* Presentation at the first annual Digital Health Communication Extravaganza. Orlando, FL.

West, J., **Hall, P.C.**, Hanson, C., Barnes, M., Giraud-Carrier, C., & Burton, S. (2012, February). *Breastfeeding and Blogging: Exploring the Utility of Blogs to Promote Breastfeeding.* Presentation at the first annual Digital Health Communication Extravaganza. Orlando, FL.

West, J., **Hall, P.C.**, Hanson, C., Barnes, M., Giraud-Carrier, C., & Burton, S. (2012, February). *Temporal variability of problem drinking on Twitter.* Presentation at the first annual Digital Health Communication Extravaganza. Orlando, FL.

Hall, P.C. (2012, November). *Improving sexuality education in Utah schools.* Presentation at the Health Education Association of Utah's Fall Forum. Orem, UT.

Hall, P.C. (2012, October). *Skills-based health education.* Presentation at the 13th Biennial National Health Science Curriculum Conference. Salt Lake City, UT.

Hall, P.C. (2012, July). *Skills-based health education.* Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation & Dance. Park City, UT.

Hall, P.C. (2012, June). *Skills-based health education.* Presentation at the Utah Health Science Summer Conference, Park City, UT.

Tappe, M. & **Hall, P.C.** (2012, February). *Weaving assessment into health education.* Presentation at the American Cancer Society / Centers for Disease Control and Prevention School Health Education Academy III, Atlanta, GA.

West, J. & **Hall, P.C.** (2011, November). *Using social norms and behavior change theory to influence adolescent risk behavior.* Presentation at the annual meeting of the Health Education Association of Utah. Salt Lake City, UT.

Hall, P.C. & West, J. (2011, October). *Alcohol prevention letters: Creating circles of support.* Presentation at the annual meeting of the American School Health Association. Louisville, KY.

- Hall, P.C.** & West, J. (2011, October). *Alcohol and tobacco counter ads: Stealing a page from Billboard Utilizing Graffitiists against Unhealthy Promotion*. Presentation at the annual meeting of the American School Health Association. Louisville, KY.
- Hall, P.C.** & West, J. (2011, October). *Using student response systems technology to correct teens' misperceptions about the prevalence of risky sexual activities among their peers*. Presentation at the annual meeting of the American School Health Association. Louisville, KY.
- Hall, P.C.**, West, J., & Hill, S. (2011, October). Sexualization in lyrics of popular music from 1959 to 2009: Implications for sexuality educators. Presentation at the annual meeting of the American School Health Association. Louisville, KY.
- West, J., **Hall, P.C.**, Barrett, J., Hanson, C., Giraud-Carrier, C., & Barnes, M. (2011, September). *You follow?: An analysis of problem tweets on Twitter*. Presentation at the annual meeting of the Medicine 2.0 Congress. Palo Alto, CA.
- Barrett, J., West, J., **Hall, P.C.**, Hanson, C., Giraud-Carrier, C., & Barnes, M. (2011, September). *Health promoting apps: A content analysis of health and fitness apps in apple's iTunes store*. Presentation at the annual meeting of the Medicine 2.0 Congress. Palo Alto, CA.
- Hall, P.C.** (2011, July). *Characteristics of effective health education: Part B*. Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation and Dance. Park City, UT.
- Hall, P.C.** (2011, July). *Characteristics of effective health education: Part A*. Presentation at the annual meeting for the Utah Association for Health, Physical Education, Recreation and Dance. Park City, UT.
- Hall, P.C.**, West, J. & Hill, S. (2011, April). *Sexualization in lyrics of popular music from 1959 to 2009: Implications for sexuality educators*. Presentation at the annual conference of the Utah Public Health Association. Sandy, UT.
- Hall, P.C.** & West, J. (2011, January). *Self-Objectification on MySpace*. Presentation at the second annual International Conference on the Health Risks of Youth. Cancun, Mexico.
- Heathcote, J., **Hall, P.C.**, West, J., & Trinidad, D. (2010, November). *Religiosity and utilization of complementary and alternative medicine among Hispanic patients*. Presentation at the annual conference for the American Public Health Association, Denver, CO.
- Bennion, S., Bennett, C., Edwards, E., Pidwerbecki, E., West, J., & **Hall, P.C.** (2010, April). *Utilizing YouTube and branding to reduce risky driving behaviors in Hispanic teens*. Presentation at the annual National Lifesavers' Conference, Philadelphia, PA.

Page, R., **Hall, P.C.**, & West, J. (2009, December). *Psychosocial distress and suicidal risk behavior among Chinese and Philippine adolescents*. Presentation at the 41st annual conference for the Asia-Pacific Academic Consortium for Public Health, Taipei, Taiwan.

Other

Wright, C., Carpentier, F., Ey, L., **Hall, C.**, Hooper, M., & Warburton, W. (2017). "Where my boys at?" The need to examine how portrayals of men in popular music impact male body image and self-esteem. *The Amplifier Magazine*, Fall/Winter 2017:e3.

Service

Current university/department assignments:

- School Health Education Advisor
- School Health Education Committee Chair
- Dean's Advisory Council member
- Faculty Search Committee Chair
- Department Awards Committee Member

Former university/department assignments:

- Faculty Search Committee Chair
- Faculty Search Committee Co-Chair
- Merit Pay Committee
- MPH Admissions Committee
- Scholarship Committee
- Department Awards Committee Chair
- Secondary Education Committee
- ORCA Reviewer
- MEG Reviewer

Current professional assignments:

- Task Force Member: Sexualization of Popular Music; Society for Media Psychology and Technology; Division 46 of the American Psychological Association (2017-present)

Former professional assignments:

- Committee Member: American Cancer Society/Centers for Disease Control and Prevention Academy for the Institutes of Higher Education (2011-2014)
- President-Elect: Utah Association of Health, Physical Education, Recreation and Dance (2014)
- VP Health: Utah Association of Health, Physical Education, Recreation and Dance (2013-2014)

- VP-Elect Health: Utah Association of Health, Physical Education, Recreation and Dance (2012-2013)
- Future Leader's Academy: American School Health Association (2011-2013)
- VP-Health: Utah Association of Health, Physical Education, Recreation and Dance (2011-2012)
- VP-Elect Health: Utah Association of Health, Physical Education, Recreation and Dance (2010-2011)