



Gary L. Kreps, PhD

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Education

PhD, Communication, University of Southern California

Key Interests

Health and Risk Communication | Community-based Research | Crisis Communication |
Health Information Systems | Cancer Communication | Health Equity

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SELECT PUBLICATIONS

- › Kreps, G. L. (2021). The role of strategic communication to respond effectively to pandemics. *J. Multicult. Discourses*, 16(1), 12-19.
- › Real, F. J. et. al. (2021). Usability evaluation of the novel smartphone application, HPV Vaccine: Same Way, Same Day, among pediatric residents. *Acad. Pediatr.*, 21(4), 742-749.
- › Kim, D. K., & Kreps, G. L. (2020). An analysis of government communication in the United States during the COVID-19 pandemic: Recommendations for effective government health risk communication. *World Med. Health Policy*, 12(4), 398-412.
- › Kreps, G. L. (2017). Online information and communication systems to enhance health outcomes through communication convergence. *Hum. Commun. Res.*, 43(4), 518-530.

Research Focus

My research examines the role of communication in enhancing health, both in health care delivery and health promotion. I conduct multi-methodological, programmatic, field-based research employing a community-based participatory framework to examine health risks, develop evidence-based health promotion interventions, and implement/sustain refined health promotion programs, policies, technologies, and practices.

My work is designed to improve health outcomes for vulnerable and marginalized populations, including those who face serious socioeconomic, educational, cultural, and health challenges. I examine access to and use of relevant health and risk information for making informed health decisions and to participate actively in health promotion activities. I develop evidence-based programs to reduce structural, economic, cultural, and bureaucratic barriers to well-being, as well as to prevent, prepare for, and respond to serious health risks and crises. My projects examine regional, national, and international health promotion efforts, including global health.

Current Projects

- The INSIGHTS (International Studies to Investigate Global Health Information Trends) Research Consortium that expands the National Cancer Institute's HINTS (Health Information National Trends Survey) Research Program internationally to China, Germany, Japan, Switzerland, the Netherlands, Chile, South Africa, Singapore, Hong Kong, and many other countries across five continents to track public access to and use of relevant health information and use of the data gathered to inform public health education and promotion efforts
- HPV Vaccination Promotion Research Program that tests the use of different evidence-based online training programs for health care providers to help them promote HPV vaccination for children with their parents