



Maya Adam

Clinical Associate Professor, Pediatrics - Infectious Diseases

 Curriculum Vitae available Online

Bio

BIO

Dr. Adam is the Director of Health Media Innovation and a Clinical Associate Professor in the Department of Pediatrics at Stanford School of Medicine. Her research focuses on measuring the impact of innovative, video-based entertainment-education approaches to global health communication. She produces short, animated films and online courses on topics related to maternal child health, nutrition, mental health and disease prevention. She has designed and produced online educational content for the Stanford School of Medicine for use in their preclinical programs, continuing medical education programs and global health promotion efforts. She is the Faculty Lead for the Global Child Health Media Initiative and Associate Director of the Center for Digital Health at Stanford. She is also the lead instructor of eight massive open online courses reaching more than a million learners around the world. Adam is principal investigator on two randomized-controlled trials investigating the impact of digital global health education interventions on health-promoting behaviors. Her research is conducted in collaboration with the Heidelberg Institute of Global Health in Heidelberg, Germany. She is a Faculty Fellow at the Center for Innovation in Global Health and the author of Food, Love, Family: A Practical Guide to Child Nutrition.

ACADEMIC APPOINTMENTS

- Clinical Associate Professor, Pediatrics - Infectious Diseases
- Member, Maternal & Child Health Research Institute (MCHRI)

ADMINISTRATIVE APPOINTMENTS

- Director of Health Media Innovation, Stanford Medicine, (2020- present)
- Associate Director, Center for Digital Health, Stanford Dept. of Medicine, (2023- present)
- Director, Health Education Outreach, Stanford Center for Health Education, (2018-2020)
- Faculty Lead, Digital MEdIC South Africa, (2017-2020)
- Founder, Just Cook for Kids, (2013- present)

HONORS AND AWARDS

- Gold Award for Audio/Video Production, AAMC (2023)
- Clinical Science Research Award, mid-senior career, Stanford Pediatrics Dept. (2023)

BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Nominated faculty member, Stanford Digital Education Strategy Group (2021 - present)
- Faculty Fellow, Center for Innovation in Global Health (2020 - present)

COMMUNITY AND INTERNATIONAL WORK

- Digital Medical Education International Collaborative, South Africa
- Stanford Health Outreach App, South Africa

LINKS

- Global Child Health Media Initiative: <https://med.stanford.edu/pedsid/global-child-health-media.html>
- Maya Adam, Great Teaching Showcase, Stanford Year of Learning 2015: https://www.youtube.com/watch?list=PLN8VpiHeQu1mqDmKYMEddI_Xt-DeSUXqn&t=2&v=Nfb5QHVDGmw
- Maya Adam TEDx Stanford 2014: <https://www.youtube.com/watch?v=5-gyIkA-crM>

Research & Scholarship

CLINICAL TRIALS

- A Short, Animated Storytelling Video to Boost Psychological Capital, Not Recruiting
- A Short, Animated Storytelling Video to Increase Knowledge About Sodium Intake as a Cardiovascular Risk Factor, Not Recruiting
- The Philani Mobile Video Intervention for Exclusive Breastfeeding (MOVIE) Study, Not Recruiting
- Microsteps Study-Short, Animated Storytelling Video, Not Specified
- Short, Animated Storytelling (SAS) for Addiction Stigma Reduction, Not Specified
- Short, Animated Storytelling (SAS) Video to Reduce Smartphone Addiction in the US, Not Specified

Teaching

COURSES

2024-25

- Storytelling and Human Health: An Introduction to Global Health Communication and Media Innovation: SINY 117 (Spr)

2023-24

- Design for Extreme Scalability: An Introduction to Global Communication and Media Innovation: SINY 117 (Win)

2022-23

- Design for Extreme Scalability: An Introduction to Global Communication and Media Innovation: SINY 117 (Spr)

Publications

PUBLICATIONS

- **A short, animated storytelling video to reduce addiction stigma: A pilot randomized controlled trial.** *Addictive behaviors reports*
Klapow, M., Seeff, M., Adam, M., Greuel, M., Hoffman, D., Rogge, J. R., Gordon, A., Bärnighausen, T., Amsalem, D.
2025; 22: 100622
- **A short, animated storytelling video to reduce addiction stigma: A pilot randomized controlled trial** *ADDICTIVE BEHAVIORS REPORTS*
Klapow, M., Seeff, M., Adam, M., Greuel, M., Hoffman, D., Rogge, J. R., Gordon, A., Bärnighausen, T., Amsalem, D.
2025; 22
- **Effects of Scalable, Wordless, Short, Animated Storytelling Videos on Flu Vaccine Hesitancy in China: Nationwide, Single-Blind, Parallel-Group, Randomized Controlled Trial.** *Journal of medical Internet research*
Chen, W., Jiao, L., Chen, Q., Zheng, Z., Geldsetzer, P., Greuel, M., Gates, J., Zhao, J., Bärnighausen, T., Adam, M., Chen, S., Wang, C.
2025; 27: e66758
- **Effects of scalable, wordless, short, animated storytelling videos on hope in China: a nationwide, single-blind, parallel-group, randomised controlled trial.** *Journal of global health*

Chen, W., Adam, M., Geldsetzer, P., Jiao, L., Gates, J., Zhao, J., Bärnighausen, T., Chen, S., Wang, C.
2025; 15: 04140

- **Regional mobility and COVID-19 vaccine hesitancy: Evidence from China.** *Vaccine*
Wang-Lu, H., Valerio Mendoza, O. M., Chen, S., Geldsetzer, P., Adam, M.
2025; 58: 127179
- **Short, Animated Storytelling Video to Reduce Addiction Stigma in 13,500 Participants Across Multiple Countries Through an Online Approach: Protocol for a Randomized Controlled Trial.** *JMIR research protocols*
Adam, M., Klapow, M., Greuel, M., Seeff, M., Rohr, J. K., Gordon, A., Amsalem, D., Bärnighausen, T.
2025; 14: e73382
- **Effect of a Short, Animated Storytelling Video on Transphobia Among US Parents: Randomized Controlled Trial.** *JMIR public health and surveillance*
Amsalem, D., Greuel, M., Liu, S., Martin, A., Adam, M.
2025; 11: e66496
- **Effect of a Narrative-Based Online Course Aimed at Reducing Stigma Toward Transgender Children and Adolescents: Longitudinal Observational Study.** *JMIR formative research*
Greuel, M., Nguyen, V. K., Amsalem, D., Adam, M., Bärnighausen, T.
2025; 9: e59605
- **Evidence-based health messages increase intention to cope with loneliness in Germany: a randomized controlled online trial.** *NPJ digital medicine*
Liu, S., Haucke, M., Wegner, L., Gates, J., Bärnighausen, T., Adam, M.
2024; 7 (1): 105
- **Evaluating the impact of short animated videos on COVID-19 vaccine hesitancy: An online randomized controlled trial.** *Internet interventions*
Beleites, F., Adam, M., Favaretti, C., Hachaturyan, V., Kühn, T., Bärnighausen, T., Barteit, S.
2024; 35: 100694
- **"The Videos Gave Weight to Our Work": Animated mHealth Videos and Tablet Technology Boost Community Health Workers' Perceived Credibility in Khayelitsha, South Africa.** *Qualitative health research*
Adam, M., Job, N., Mabaso, B., Barnighausen, T., Kuhnert, K., Johnston, J., Mqungwana, N., Le Roux, I., Mbewu, N., Gates, J., Scott, K., Vandormael, A., Greuel, et al
2022: 10497323221091504
- **Hope as a predictor for COVID-19 vaccine uptake in the US: a cross-sectional survey of 11,955 adults.** *Human vaccines & immunotherapeutics*
Adam, M., Mohan, D., Forster, S., Chen, S., Gates, J., Yu, F., Barnighausen, T.
2022: 2072138
- **Animated, video entertainment-education to improve vaccine confidence globally during the COVID-19 pandemic: an online randomized controlled experiment with 24,000 participants.** *Trials*
Chen, S., Forster, S., Yang, J., Yu, F., Jiao, L., Gates, J., Wang, Z., Liu, H., Chen, Q., Geldsetzer, P., Wu, P., Wang, C., McMahon, et al
2022; 23 (1): 161
- **Participant Engagement and Reactance to a Short, Animated Video About Added Sugars: Web-based Randomized Controlled Trial.** *JMIR public health and surveillance*
Favaretti, C., Vandormael, A., Hachaturyan, V., Greuel, M., Gates, J., Barnighausen, T., Adam, M.
1800; 8 (1): e29669
- **Participant engagement with a short, wordless, animated video on COVID-19 prevention: a multi-site randomized trial.** *Health promotion international*
Favaretti, C., Adam, M., Greuel, M., Hachaturyan, V., Gates, J., Barnighausen, T., Vandormael, A.
2021
- **Evaluation of a community-based mobile video breastfeeding intervention in Khayelitsha, South Africa: The Philani MOVIE cluster-randomized controlled trial** *PLOS MEDICINE*
Adam, M., Johnston, J., Job, N., Dronavalli, M., Le Roux, I., Mbewu, N., Mqungwana, N., Tomlinson, M., McMahon, S. A., LeFevre, A. E., Vandormael, A., Kuhnert, K., Suri, et al

2021; 18 (9)

- **Design preferences for global scale: a mixed-methods study of "glocalization" of an animated, video-based health communication intervention.** *BMC public health*
Adam, M., Chase, R. P., McMahon, S. A., Kuhnert, K., Johnston, J., Ward, V., Prober, C., Barnighausen, T.
2021; 21 (1): 1223
- **Effect of a wordless, animated, social media video intervention on COVID-19 prevention: an online randomized controlled trial of 15,163 adults in the USA, Mexico, UK, Germany, and Spain.** *JMIR public health and surveillance*
Vandormael, A., Adam, M., Greuel, M., Gates, J., Favaretti, C., Hachaturyan, V., Barnighausen, T.
2021
- **Evaluation of a community-based mobile video breastfeeding intervention in Khayelitsha, South Africa: The Philani MOVIE cluster-randomized controlled trial.** *PLoS medicine*
Adam, M., Johnston, J., Job, N., Dronavalli, M., Le Roux, I., Mbewu, N., Mkunqwana, N., Tomlinson, M., McMahon, S. A., LeFevre, A. E., Vandormael, A., Kuhnert, K. L., Suri, et al
2021; 18 (9): e1003744
- **Effect of a story-based, animated video to reduce added sugar consumption: A web-based randomized controlled trial.** *Journal of global health*
Vandormael, A., Hachaturyan, V., Adam, M., Favaretti, C., Gates, J., Barnighausen, T.
2021; 11: 04064
- **Design for extreme scalability: A wordless, globally scalable COVID-19 prevention animation for rapid public health communication.** *Journal of global health*
Adam, M. n., Barnighausen, T. n., McMahon, S. A.
2020; 10 (1): 010343
- **The Philani MOVIE study: a cluster-randomized controlled trial of a mobile video entertainment-education intervention to promote exclusive breastfeeding in South Africa.** *BMC health services research*
Adam, M., Tomlinson, M., Le Roux, I., LeFevre, A. E., McMahon, S. A., Johnston, J., Kirton, A., Mbewu, N., Strydom, S., Prober, C., Barnighausen, T.
2019; 19 (1): 211
- **Human-Centered Design of Video-Based Health Education: An Iterative, Collaborative, Community-Based Approach.** *Journal of medical Internet research*
Adam, M., McMahon, S. A., Prober, C., Barnighausen, T.
2019; 21 (1): e12128
- **Community health workers' experiences of using video teaching tools during home visitsA pilot study** *HEALTH & SOCIAL CARE IN THE COMMUNITY*
Coetzee, B., Kohnman, H., Tomlinson, M., Mbewu, N., Le Roux, I., Adam, M.
2018; 26 (2): 167–75
- **The Use of Short, Animated, Patient-Centered Springboard Videos to Underscore the Clinical Relevance of Preclinical Medical Student Education.** *Academic medicine*
Adam, M., Chen, S. F., Amieva, M., Deitz, J., Jang, H., Porwal, A., Prober, C.
2017
- **Massive open online nutrition and cooking course for improved eating behaviors and meal composition.** *The international journal of behavioral nutrition and physical activity*
Adam, M., Young-Wolff, K. C., Konar, E., Winkleby, M.
2015; 12: 143
- **Massive open online nutrition and cooking course for improved eating behaviors and meal composition.** *international journal of behavioral nutrition and physical activity*
Adam, M., Young-Wolff, K. C., Konar, E., Winkleby, M.
2015; 12 (1): 143-?
- **Authors' Reply: Concerns About the Generalizability Associated With a South African Randomized Controlled Trial on Prenatal Mothers.** *Journal of medical Internet research*
Adam, M., Nguyễn, V. K.
2024; 26: e55930

- **Effect of Short, Animated Video Storytelling on Maternal Knowledge and Satisfaction in the Perinatal Period in South Africa: Randomized Controlled Trial.** *Journal of medical Internet research*
Adam, M., Kwindia, Z., Dronavalli, M., Leonard, E., Nguyễn, V. K., Tshivhase, V., Bärnighausen, T., Pillay, Y.
2023; 25: e47266
- **An Entertainment-Education Video and Written Messages to Alleviate Loneliness in Germany: Pilot Randomized Controlled Study.** *JMIR formative research*
Liu, S., Wegner, L., Haucke, M., Gates, J., Adam, M., Barnighausen, T.
2023; 7: e43036
- **Community Health Worker Use of Smart Devices for Health Promotion: Scoping Review.** *JMIR mHealth and uHealth*
Greuel, M., Sy, F., Barnighausen, T., Adam, M., Vandormael, A., Gates, J., Harling, G.
2023; 11: e42023
- **Development and Field-Testing of Proposed Food-Based Dietary Guideline Messages and Images amongst Consumers in Tanzania.** *Nutrients*
Du Plessis, L. M., Job, N., Coetzee, A., Fischer, S., Chikoko, M. P., Adam, M., Love, P., On Behalf Of The Food-Based Dietary Guideline Fbdg Technical Working Group Twg Led By Tanzania Food And Nutrition Centre Tfnc
2022; 14 (13)
- **Optimizing knowledge and behavioral intention of women and their partners in the perinatal period in South Africa: a randomized control trial study protocol in the Tshwane district, Gauteng province, South Africa.** *BMC public health*
Leonard, E., Kwindia, Z., Baernighausen, T., Dronavalli, M., Adam, M., Pillay, Y.
2022; 22 (1): 1224
- **The effect of a short, animated story-based video on COVID-19 vaccine hesitancy: A study protocol for an online randomized controlled trial.** *Frontiers in public health*
Barteit, S., Hachaturyan, V., Beleites, F., Kuhn, T., Favaretti, C., Adam, M., Barnighausen, T.
2022; 10: 939227
- **The effect of malaria on childhood anemia in a quasi-experimental study of 7,384 twins from 23 Sub-Saharan African countries.** *Frontiers in public health*
Starck, T., Dambach, P., Rouamba, T., Tinto, H., Osier, F., Oldenburg, C. E., Adam, M., Barnighausen, T., Jaenisch, T., Bulstra, C. A.
2022; 10: 1009865
- **How can human-centered design build a story-based video intervention that addresses vaccine hesitancy and bolsters vaccine confidence in the Philippines? A mixedmethod protocol for project SALUBONG.** *BMJ open*
Renosa, M. D., Wachinger, J., Barnighausen, K., Aligato, M. F., Landicho-Guevarra, J., Endoma, V., Landicho, J., Bravo, T. A., Demonteverde, M. P., Guevarra, J. R., de Claro Iii, N., Inobaya, M., Adam, et al
2021; 11 (6): e046814
- **Reactance to Social Authority in Entertainment-Education Media: Protocol for a Web-Based Randomized Controlled Trial.** *JMIR research protocols*
Vandormael, A., Adam, M., Hachaturyan, V., Greuel, M., Favaretti, C., Gates, J., Baernighausen, T.
2021; 10 (5): e25343
- **Reactance to Social Authority in a Sugar Reduction Informational Video: Web-Based Randomized Controlled Trial of 4013 Participants.** *Journal of medical Internet research*
Hachaturyan, V., Adam, M., Favaretti, C., Greuel, M., Gates, J., Bärnighausen, T., Vandormael, A.
2021; 23 (11): e29664
- **The First, Comprehensive, Open-Source Culinary Medicine Curriculum for Health Professional Training Programs: A Global Reach.** *American journal of lifestyle medicine*
Hauser, M. E., Nordgren, J. R., Adam, M., Gardner, C. D., Rydel, T., Bever, A. M., Steinberg, E.
2020; 14 (4): 369-373
- **The First, Comprehensive, Open-Source Culinary Medicine Curriculum for Health Professional Training Programs: A Global Reach** *AMERICAN JOURNAL OF LIFESTYLE MEDICINE*
Hauser, M. E., Nordgren, J. R., Adam, M., Gardner, C. D., Rydel, T., Bever, A. M., Steinberg, E.
2020; 14 (4): 369–73

- **Iterative Adaptation of a Mobile Nutrition Video-Based Intervention Across Countries Using Human-Centered Design: Qualitative Study (vol 7, e13604, 2019) JMIR MHEALTH AND UHEALTH**
Isler, J., Sawadogo, N., Harling, G., Baernighausen, T., Adam, M., Kagone, M., Sie, A., Greuel, M., McMahon, S. A.
2020; 8 (1)
- **Correction: Iterative Adaptation of a Mobile Nutrition Video-Based Intervention Across Countries Using Human-Centered Design: Qualitative Study. JMIR mHealth and uHealth**
Isler, J., Sawadogo, N. H., Harling, G., Bärnighausen, T., Adam, M., Kagoné, M., Sié, A., Greuel, M., McMahon, S. A.
2020; 8 (1): e17666
- **'If he sees it with his own eyes, he will understand': how gender informed the content and delivery of a maternal nutrition intervention in Burkina Faso. Health policy and planning**
Isler, J. n., Sawadogo, N. H., Harling, G. n., Bärnighausen, T. n., Adam, M. n., Sié, A. n., McMahon, S. A.
2020
- **A short, animated video to improve good COVID-19 hygiene practices: a structured summary of a study protocol for a randomized controlled trial. Trials**
Vandormael, A. n., Adam, M. n., Greuel, M. n., Bärnighausen, T. n.
2020; 21 (1): 469
- **An entertainment-education approach to prevent COVID-19 spread: study protocol for a multi-site randomized controlled trial. Trials**
Vandormael, A. n., Adam, M. n., Greuel, M. n., Bärnighausen, T. n.
2020; 21 (1): 1025
- **Iterative Adaptation of a Maternal Nutrition Videos mHealth Intervention Across Countries Using Human-Centered Design: Qualitative Study. JMIR mHealth and uHealth**
Isler, J., Sawadogo, N. H., Harling, G., Barnighausen, T., Adam, M., Kagone, M., Sie, A., Greuel, M., McMahon, S. A.
2019; 7 (11): e13604
- **A Multi-Institution Collaboration to Define Core Content and Design Flexible Curricular Components for a Foundational Medical School Course: Implications for National Curriculum Reform ACADEMIC MEDICINE**
Chen, S. F., Deitz, J., Batten, J. N., DeCoste-Lopez, J., Adam, M., Alspaugh, J., Amieva, M. R., Becker, P., Boslett, B., Carline, J., Chin-Hong, P., Engle, D. L., Hayward, et al
2019; 94 (6): 819–25
- **A Multi-Institution Collaboration to Define Core Content and Design Flexible Curricular Components for a Foundational Medical School Course: Implications for National Curriculum Reform. Academic medicine : journal of the Association of American Medical Colleges**
Chen, S. F., Deitz, J., Batten, J. N., DeCoste-Lopez, J., Adam, M., Alspaugh, J. A., Amieva, M. R., Becker, P., Boslett, B., Carline, J., Chin-Hong, P., Engle, D. L., Hayward, et al
2019