



Maya Adam

Clinical Assistant Professor, Pediatrics - Infectious Diseases

 Curriculum Vitae available Online

Bio

BIO

Dr. Adam is the Director of Health Media Innovation and a Clinical Assistant Professor in the Department of Pediatrics at Stanford School of Medicine. She creates video-based entertainment-education on topics related to maternal child health, nutrition 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 creator of five massive open online courses and advisor for Stanford's Digital Medical Education International Collaborative (Digital MEDIC) in South Africa. Adam is principal investigator on two randomized-controlled trials investigating the impact of digital global health education interventions on health-promoting behaviors. She is also 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 Assistant Professor, Pediatrics - Infectious Diseases

ADMINISTRATIVE APPOINTMENTS

- Director of Health Media Innovation, Stanford Medicine, (2020- 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)

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=PLN8VpiHeQu1mqDmKYMEddL_Xt-DeSUXqn&t=2&v=NFb5QHVDGmw
- Maya Adam TEDx Stanford 2014: <https://www.youtube.com/watch?v=5-gyIkA-crM>

Research & Scholarship

CLINICAL TRIALS

- The Philani Mobile Video Intervention for Exclusive Breastfeeding (MOVIE) Study, Not Recruiting

Publications

PUBLICATIONS

- **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
- **Design for extreme scalability: A wordless, globally scalable COVID-19 prevention animation for rapid public health communication.** *Journal of global health*
Adam, M. n., Bärnighausen, 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., Kohrman, 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.** *international journal of behavioral nutrition and physical activity*
Adam, M., Young-Wolff, K. C., Konar, E., Winkleby, M.
2015; 12 (1): 143-?
- **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
- **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
- **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. n., Sawadogo, N. H., Harling, G. n., Bärnighausen, T. n., Adam, M. n., Kagoné, M. n., Sié, A. n., Greuel, M. n., McMahon, S. A.
2020; 8 (1): e17666
- **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
- **'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
- **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. n., Gardner, C. D., Rydel, T. n., Bever, A. M., Steinberg, E. n.
2020; 14 (4): 369–73
- **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