



Maya Adam MD, PhD

Director | Health Media Innovation

Clinical Associate Professor | Department of Pediatrics,
Stanford University School of Medicine

OVERVIEW

Dr. Adam is the Director of Health Media Innovation and a Clinical Associate Professor in the Department of Pediatrics at the Stanford School of Medicine. In 2020, she founded Stanford's [Global Health Media Innovation Lab](#), where she leads a team who develop and test global health communication initiatives. Dr. Adam also serves as Associate Director for the Center for Digital Health and Faculty Advisor for the Office of Communications at Stanford Medicine. Dr. Adam creates digital storytelling interventions that are designed to scale globally to convey critical health messages to the public. She is also the creator of eight massive open online courses and she is principal investigator for two randomized controlled trials investigating the impact of video-based global health communication. In addition to her medical degree, she holds a doctoral degree, with summa cum laude distinction, in Global Health Communication from Heidelberg University's Institute of Global Health, in Germany. Before her career in academic medicine, Dr. Adam spent 10 years as a professional ballerina.

EDUCATIONAL BACKGROUND

Heidelberg University Faculty of Medicine, Institute of Global Health, Heidelberg, Germany,
Doctoral Research Degree, summa cum laude (Doctor of Philosophy, PhD, in Medicine)
10/2018-06/2024

University of British Columbia Medical School, Vancouver, BC, Canada, MD Program
(Doctor of Medicine, MD Degree) 09/2004-07/2008

Stanford University, BA in Human Biology,
(Bachelor of Arts with Honors, elected Phi Beta Kappa) 08/2000-06/2004

Simon Fraser University, Distance Education Program, Kinesiology & Nutrition Science 1997-2000
(Distance education courses pursued while employed at the German State Ballet Theater)

German State Academy of Ballet, Stuttgart, Germany - Professional Program, 08/1991-08/1993
(German State Certified Diploma: Professional Classical Ballerina)

PROFESSIONAL APPOINTMENTS

Clinical Associate Professor, Dept. of Pediatrics, Stanford School of Medicine, 04/2023-present

Director, Health Media Innovation, Stanford School of Medicine, 05/2020-present

Associate Director, Center for Digital Health, Stanford School of Medicine, 06/2023-present

Faculty Advisor, Office of Communications, Stanford School of Medicine, 05/2024-present

Clinical Assistant Professor, Dept. of Pediatrics, Stanford School of Medicine, 05/2019-04/2023
Director, Health Education Outreach, Stanford Center for Health Education, 07/2018-04/2020
Lecturer, School of Medicine, Stanford University, Stanford, CA, 05/2014-05/2019
Lecturer, Program in Human Biology, Stanford University, Stanford, CA, 01/2009-06/2017
PBL Instructor, University of British Columbia Medical School, Vancouver BC, 08/2008-01/2009
Lecturer (Ballet Instructor), Stanford University Dance Division, Stanford CA, 09/2000-06/2003
(dance courses taught during undergraduate enrollment at Stanford)
Soloist Ballerina, State Theater of Saxony, Dresden, Germany. 07/1993-07/2000

HONORS and AWARDS

2025 Council for the Advancement and Support of Education (CASE) Bronze Award
Communication (Health Compass Podcast)
2024 Association of American Medical Colleges (AAMC) GIA Award for Excellence
(Silver Award, Audio and Video category)
2024 WHO Health for All Film Festival, Official Selection and Jury's Special Mention in the
Short Film Category
2023 Clinical Science Research Award, mid-senior career, Stanford Pediatrics Department
2023 Association of American Medical Colleges (AAMC) GIA Award for Excellence
(Gold Award, Audio and Video category)
2022 Council for the Advancement and Support of Education (CASE) Silver Award
2022 Council for the Advancement and Support of Education (CASE) Bronze Award
2022 Association of American Medical Colleges (AAMC) GIA Award for Excellence
(Bronze Award, Audio and Video category)
2021-22 Nominated for Henry J. Kaiser Family Foundation Teaching Award
2016 Computer Resources in Medical Education Award (WGEA)

SCHOLARLY PUBLICATIONS

A. Peer-reviewed journal articles (Original Research)

1. Chen, W., Jiao, L., Chen, Q., Zheng, Z., Geldsetzer, P., Greuel, M., Gates, J., Zhao, J., Bärnighausen, T., **Adam, M.*** and Chen, S.*, 2025. 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*, 27, p.e66758. (***Co-Senior Authors**)
2. Chen W, **Adam M**, Geldsetzer P, Jiao L, Gates J, Zhao J, Bärnighausen T, Chen S, Wang C. 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*.

2025 Jun 20;15:04140.

3. **Adam M**, Klapow M, Greuel M, Seeff M, Rohr JK, Gordon A, Amsalem D, Bärnighausen T. 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*. 2025 May 5;14(1):e73382.
4. Klapow M, Seeff M, **Adam M**, Greuel M, Hoffman D, Rogge JR, Gordon A, Bärnighausen T, Amsalem D. A short, animated storytelling video to reduce addiction stigma: A pilot randomized controlled trial. *Addictive Behaviors Reports*. 2025 Jun 17:100622.
5. Wang-Lu H, Chen S, **Adam M**, Geldsetzer P. Residential Mobility and COVID-19 Vaccine Hesitancy: Evidence from the USA. *The Lancet Regional Health–Americas*. 2025.
6. **Adam M**, LaBeaud D, Mbewu N, Gates J, Waechter R, Borbor-Cordova MJ, Kibe L, Alvarez S, Dori A, Bilimale AS, Mwoka M. Protecting global health partnerships in the era of destructive nationalism. *PLOS global public health*. 2025 Apr 8;5(4):e0004428.
7. **Adam M**, Greuel M, Liu S, Rogge JR, Martin A, Amsalem D. Effect of short, animated storytelling, conveying the lived experiences of a mother vs a father of a trans child, on transphobia among US parents: A randomized controlled trial. *International Journal of Transgender Health*. 2025 Mar 11:1-3.
8. Amsalem D, Greuel M, Liu S, Martin A, **Adam M**. Effect of a Short, Animated Storytelling Video on Transphobia Among US Parents: Randomized Controlled Trial. *JMIR Public Health and Surveillance*. 2025 Jan 20;11:e66496.
9. Greuel M, Amsalem D, **Adam M***, Bärnighausen T*. Effect of a Narrative-Based Online Course Aimed at Reducing Stigma Toward Transgender Children and Adolescents: Longitudinal Observational Study. *JMIR Formative Research*. 2025 Jan 9;9(1):e59605. (***Co-Senior Authors**)
10. **Adam, M**. Development and testing of mobile, video-based, entertainment-education for community health promotion in South Africa. Doctoral Dissertation at the Heidelberg University Faculty of Medicine, Institute of Global Health, Heidelberg, Germany. Completed 06/2024, distinction: summa cum laude.

11. Liu, S., Haucke, M., Wegner, L., Gates, J., Bärnighausen, T. and **Adam, M.**, 2024. Evidence-based health messages increase intention to cope with loneliness in Germany: a randomized controlled online trial. *npj Digital Medicine*, 7(1), p.105. (**Senior Author**)
12. Beleites, F., **Adam, M***, Favaretti, C., Hachaturyan, V., Kühn, T., Bärnighausen, T. and Barteit, S., 2024. Evaluating the impact of short animated videos on COVID-19 vaccine hesitancy: An online randomized controlled trial. *Internet Interventions*, 35, p.100694.
**Created the intervention videos, participated extensively in the design and implementation of the evaluation, participated in the writing and the editing of the manuscript.*
13. **Adam M**, Kwinda Z, Dronavalli M, Leonard E, Nguyễn VK, Tshivhase V, Bärnighausen T, Pillay Y. Effect of Short, Animated Video Storytelling on Maternal Knowledge and Satisfaction in the Perinatal Period in South Africa: Randomized Controlled Trial. *J Med Internet Res*. 2023 Oct 13;25:e47266. doi: 10.2196/47266. PubMed PMID: 37831505.
14. Supady A, Nguyen K, Aziz MA, Überreiter C, Bärnighausen T, **Adam M**. A short, animated storytelling video about sodium intake as a major cardiovascular risk factor and recommendations for a healthy diet: an online, randomized, controlled trial. *Trials*. 2023 Jun 10;24(1):390. (**Senior Author**)
15. Greuel M, Sy F, Bärnighausen T, **Adam M**, Vandormael A, Gates J, Harling G. Community Health Worker Use of Smart Devices for Health Promotion: Scoping Review. *JMIR mHealth and uHealth*. 2023 Feb 22;11:e42023.
16. **Adam M**, Mohan D, Forster S, Chen S, Gates J, Yu F, Bärnighausen T. Hope as a predictor for COVID-19 vaccine uptake in the US: a cross-sectional survey of 11,955 adults. *Hum Vaccin Immunother*. 2022 Nov 30;18(5):2072138. doi: 10.1080/21645515.2022.2072138. Epub 2022 Jun 3. PubMed PMID: 35659447; PubMed Central PMCID: PMC9359385.
17. **Adam M**, Job N, Mabaso B, Bärnighausen T, Kuhnert KL, Johnston J, Mqungwana N, Le Roux I, Mbewu N, Gates J, Scott K, Vandormael A, Greuel M, Prober C, McMahon SA. "The Videos Gave Weight to Our Work": Animated mHealth Videos and Tablet Technology Boost Community Health Workers' Perceived Credibility in Khayelitsha, South Africa. *Qual Health Res*. 2022 Jul;32(8-9):1273-1284. doi: 10.1177/10497323221091504. Epub 2022 Jun 8. PubMed PMID: 35674176.
18. Starck T, Dambach P, Rouamba T, Tinto H, Osier F, Oldenburg CE, **Adam M**, Bärnighausen T, Jaenisch T, Bulstra CA. The effect of malaria on childhood anemia in a quasi-experimental

- study of 7,384 twins from 23 Sub-Saharan African countries. *Front Public Health*. 2022;10:1009865. doi: 10.3389/fpubh.2022.1009865. eCollection 2022. PubMed PMID: 36561861; PubMed Central PMCID: PMC9766366. * *Participated in the implementation of the study, writing and editing of the manuscript.*
19. Barteit S, Hachaturyan V, Beleites F, Kühn T, Favaretti C, **Adam M***, Bärnighausen T*. The effect of a short, animated story-based video on COVID-19 vaccine hesitancy: A study protocol for an online randomized controlled trial. *Front Public Health*. 2022;10:939227. doi: 10.3389/fpubh.2022.939227. eCollection 2022. PubMed PMID: 36081470; PubMed Central PMCID: PMC9448293. *Designed and produced the intervention, participated in the design and implementation of the study and editing of the manuscript. (*Co-Senior Authors)*
 20. Du Plessis LM, Job N, Coetzee A, Fischer S, Chikoko MP, **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 Development and Field-Testing of Proposed Food-Based Dietary Guideline Messages and Images amongst Consumers in Tanzania. *Nutrients*. 2022 Jun 29;14(13). doi: 10.3390/nu14132705. PubMed PMID: 35807884; PubMed Central PMCID: PMC9268523.
**Participated in the human-centered design & production of the intervention and the conceptualization the study. Participated in the the editing of the manuscript.*
 21. Leonard E, Kwindu Z, Baernighausen T, Dronavalli M, **Adam M***, Pillay Y*. 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*. 2022 Jun 20;22(1):1224. doi: 10.1186/s12889-022-13600-3. PubMed PMID: 35725421; PubMed Central PMCID: PMC9208232.
(*Co-Senior Authors)
 22. 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 S, Bärnighausen T, **Adam M**. Animated, video entertainment-education to improve vaccine confidence globally during the COVID-19 pandemic: an online randomized controlled experiment with 24,000 participants. *Trials*. 2022 Feb 19;23(1):161. doi: 10.1186/s13063-022-06067-5. PubMed PMID: 35183238; PubMed Central PMCID: PMC8857749.
(Senior Author)
 23. Favaretti C, Vandormael A, Hachaturyan V, Greuel M, Gates J, Bärnighausen T, **Adam M**. Participant Engagement and Reactance to a Short, Animated Video About Added Sugars: Web-based Randomized Controlled Trial. *JMIR Public Health Surveill*. 2022 Jan

24;8(1):e29669. doi: 10.2196/29669. PubMed PMID: 35072639; PubMed Central PMCID: PMC8822418. (**Senior Author**)

24. Favaretti C, **Adam M**, Greuel M, Hachaturyan V, Gates J, Bärnighausen T, Vandormael A. Participant engagement with a short, wordless, animated video on COVID-19 prevention: a multi-site randomized trial. *Health Promot Int*. 2021 Nov 22;. doi: 10.1093/heapro/daab179. [Epub ahead of print] PubMed PMID: 35137068; PubMed Central PMCID: PMC8690074.

**Created the intervention, participated extensively in the design and implementation of the evaluation, participated extensively in the writing and the editing of the manuscript.*

25. Hachaturyan V, **Adam M**, Favaretti C, Greuel M, Gates J, Bärnighausen T, Vandormael A. Reactance to Social Authority in a Sugar Reduction Informational Video: Web-Based Randomized Controlled Trial of 4013 Participants. *J Med Internet Res*. 2021 Nov 22;23(11):e29664. doi: 10.2196/29664. PubMed PMID: 34813490; PubMed Central PMCID: PMC8663693.

**Created the intervention, participated extensively in the design of the evaluation, assisted with the analysis, participated extensively in the writing and the editing of the manuscript.*

26. Vandormael A, Hachaturyan V, **Adam M**, Favaretti C, Gates J, Bärnighausen T. Effect of a story-based, animated video to reduce added sugar consumption: A web-based randomized controlled trial. *J Glob Health*. 2021;11:04064. doi: 10.7189/jogh.11.04064. eCollection 2021. PubMed PMID: 34737864; PubMed Central PMCID: PMC8564880.

**Created the intervention, participated extensively in the design of the evaluation, assisted with the analysis, participated extensively in the writing and the editing of the manuscript.*

27. **Adam M**, Johnston J, Job N, Dronavalli M, Le Roux I, Mbewu N, Mkunqwana N, Tomlinson M, McMahon SA, LeFevre AE, Vandormael A, Kuhnert KL, Suri P, Gates J, Mabaso B, Porwal A, Prober C, Bärnighausen T. Evaluation of a community-based mobile video breastfeeding intervention in Khayelitsha, South Africa: The Philani MOVIE cluster-randomized controlled trial. *PLoS Med*. 2021 Sep;18(9):e1003744. doi: 10.1371/journal.pmed.1003744. eCollection 2021 Sep. PubMed PMID: 34582438; PubMed Central PMCID: PMC8478218.

28. Vandormael A, **Adam M**, Greuel M, Gates J, Favaretti C, Hachaturyan V, Bärnighausen T. The Effect of a Wordless, Animated, Social Media Video Intervention on COVID-19 Prevention: Online Randomized Controlled Trial. *JMIR Public Health Surveill*. 2021 Jul 27;7(7):e29060. doi: 10.2196/29060. PubMed PMID: 34174778; PubMed Central PMCID: PMC8317990.

**Created the intervention, participated extensively in the design and implementation of the evaluation, participated extensively in the writing and the editing of the manuscript.*

29. **Adam M**, Chase RP, McMahon SA, Kuhnert KL, Johnston J, Ward V, Prober C, Bärnighausen T. Design preferences for global scale: a mixed-methods study of "glocalization" of an animated, video-based health communication intervention. BMC Public Health. 2021 Jun 25;21(1):1223. doi: 10.1186/s12889-021-11043-w. PubMed PMID: 34172016; PubMed Central PMCID: PMC8226350.

30. Reñosa MDC, Wachinger J, Bärnighausen K, Aligato MF, Landicho-Guevarra J, Endoma V, Landicho J, Bravo TA, Demonteverde MP, Guevarra JR, de Claro Iii N, Inobaya M, **Adam M**, Chase RP, McMahon SA. How can human-centered design build a story-based video intervention that addresses vaccine hesitancy and bolsters vaccine confidence in the Philippines? A mixed-method protocol for project SALUBONG. BMJ Open. 2021 Jun 9;11(6):e046814. doi: 10.1136/bmjopen-2020-046814. PubMed PMID: 34108166; PubMed Central PMCID: PMC8190986.

**Participated extensively in the design and creation of the intervention, conceptualization of the study and editing of the manuscript.*

31. Vandormael A, **Adam M**, Hachaturyan V, Greuel M, Favaretti C, Gates J, Baernighausen T. Reactance to Social Authority in Entertainment-Education Media: Protocol for a Web-Based Randomized Controlled Trial. JMIR Res Protoc. 2021 May 28;10(5):e25343. doi: 10.2196/25343. PubMed PMID: 34047702; PubMed Central PMCID: PMC8196361.

**Created the intervention, participated extensively in the design and implementation of the evaluation, participated extensively in the writing and the editing of the manuscript.*

32. **Adam M**, Bärnighausen T, McMahon SA. Design for extreme scalability: A wordless, globally scalable COVID-19 prevention animation for rapid public health communication. J Glob Health. 2020 Jun;10(1):010343. doi: 10.7189/jogh.10.010343. PubMed PMID: 32411360; PubMed Central PMCID: PMC7183247.

33. Vandormael A, **Adam M**, Greuel M, Bärnighausen T. An entertainment-education approach to prevent COVID-19 spread: study protocol for a multi-site randomized controlled trial. Trials. 2020 Dec 15;21(1):1025. doi: 10.1186/s13063-020-04942-7. PubMed PMID: 33323130; PubMed Central PMCID: PMC7737415.

**Created the intervention, participated extensively in the design and implementation of the evaluation, participated extensively in the writing and the editing of the manuscript.*

34. Hauser ME, Nordgren JR, **Adam M**, Gardner CD, Rydel T, Bever AM, Steinberg E. The First, Comprehensive, Open-Source Culinary Medicine Curriculum for Health Professional Training Programs: A Global Reach. *Am J Lifestyle Med.* 2020 Jul-Aug;14(4):369-373. doi: 10.1177/1559827620916699. eCollection 2020 Jul-Aug. PubMed PMID: 33281516; PubMed Central PMCID: PMC7692007.
**Co-created the curriculum with the first and second authors, participated extensively in the design of the evaluation, participated extensively in the writing and the editing of the manuscript.*
35. Isler J, Sawadogo NH, Harling G, Bärnighausen T, **Adam M**, Sié A, McMahon SA. '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 Plan.* 2020 Jun 1;35(5):536-545. doi: 10.1093/heapol/czaa012. PubMed PMID: 32106288; PubMed Central PMCID: PMC7225566.
**Participated extensively in creation of the intervention, participated in the design of the evaluation, writing and editing of the manuscript at both early and late stages.*
36. Isler J, Sawadogo NH, Harling G, Bärnighausen T, **Adam M**, Kagoné M, Sié A, Greuel M, McMahon SA. Iterative Adaptation of a Maternal Nutrition Video mHealth Intervention Across Countries Using Human-Centered Design: Qualitative Study. *JMIR Mhealth Uhealth.* 2019;7(11):e13604
**Participated extensively in creation of the intervention, participated in the design of the evaluation, writing and editing of the manuscript at both early and late stages.*
37. **Adam M**, Tomlinson M, Le Roux I, LeFevre AE, McMahon SA, Johnston J, Kirton A, Mbewu N, Strydom SL, Prober C, Bärnighausen T. 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.* 2019 Dec;19(1):211.
38. Chen SF, Deitz J, Batten JN, DeCoste-Lopez J, **Adam M**, Alspaugh JA, Amieva MR, Becker P, Boslett B, Carline J, Chin-Hong P. 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.* Feb. 2019.
**Participated extensively in creation of the intervention, participated in the design of the evaluation and editing of the manuscript at both early and late stages.*

39. **Adam M**, Chen SF., Amieva M, Deitz J, Jang H, Porwal A and Prober C. "The Use of Short, Animated, Patient-Centered Springboard Videos to Underscore the Clinical Relevance of Preclinical Medical Student Education." *Academic Medicine* 92, no. 7 (2017): 961-965.
40. Coetzee B, Kohrman H, Tomlinson M, Mbewu N, Le Roux I and **Adam M**. "Community health workers' experiences of using video teaching tools during home visits—A pilot study." *Health & Social Care in the Community* (2017). (**Senior Author**)
41. Chen SF, Schwartz B, Amieva M, Chin-Hong P, Boslett B, Alspaugh A, Nevins A, Pottinger P, Lynch JB, **Adam M** and Velkey JM. "The Creation of a Collaborative Microbiology and Infectious Disease Medical Student Course with Blended Learning." In *Open Forum Infectious Diseases*, Vol. 3, Suppl.1, Oxford University Press. (2016)
42. **Adam M**, Young-Wolff KC, Konar E and Winkleby M. "Massive open online nutrition and cooking course for improved eating behaviors and meal composition." *Int J Behav Nutr Phys Act* 12, no. 1 (2015).
43. **Adam M**, Brassington GS, Steiner H, and Matheson GO. "Psychological factors associated with performance-limiting injuries in professional ballet dancers." *Journal of Dance Medicine & Science* 8, no. 2 (2004): 43-46.

B. Peer-reviewed Publications (Other)

1. **Adam M**, McMahon SA, Prober C, Bärnighausen T. Human-Centered Design of Video-Based Health Education: An Iterative, Collaborative, Community-Based Approach. *Journal of Medical Internet research*. 2019;21(1):e12128. (**Peer-reviewed tutorial**)
2. Duys R, **Adam M**, Spijkerman S, Purcell-Jones J. Use of video-based content in medical education. *Southern African Journal of Anaesthesia and Analgesia*. 2019;25(3):3-4.
**Participated extensively in the conceptualization and writing of this commentary. (Peer-reviewed commentary)*

C. Non peer reviewed articles

- Adam M**, Gates J. The Rise of 'Health Entertainment' to Convey Lifesaving Messages in the COVID-19 Pandemic. *Scientific American*, May 2020.
- Mostov A, **Adam M**. Could Video Games and Other Entertainment Help Slow the Spread of COVID-19? *Scientific American*, March 2020.

Adam, M. Health entertainment to support children during and beyond the COVID-19 crisis. *Journal of Health Communication Impact*, August 2020.

D. Book Chapters

Adam M, Gates J, Mbewu N, Bärnighausen T. "Foundations of Global Health Communication." In Ibarra, A.S., *Transforming Global Health Partnerships*, Springer Nature. *Foundations of Global Health*, edited by Desiree LaBeaud and Anna Stewart Ibarra, Springer Nature, 2024.

E. Books

Adam, M. *Food Love Family: A Practical Guide to Child Nutrition*, Cognella Academic Publishers, San Diego, 2015.

F. Digital Publications: Online Medical and Public Health Education Courses and Series

[Global Child Health Media Videos](#), 2020-present

[Health Compass Podcast](#), 2024-present

[Introduction to Food and our Environment](#), (current course enrollment: 7,553) launched, 2021

[Rebuilding our Relationship with Food](#), (current course enrollment: 16,246) launched, 2021

[Cooking for Busy Healthy People](#), (current course enrollment: 16,001) launched, 2021

[Food Mindfulness Series](#), 2021

[Cesarean Hysterectomy: Prevention of Maternal Hemorrhage from Placenta Previa](#), J. Berek, 2020

[Introduction to Complementary Feeding Series](#) - The South African National Dept. of Health, 2019

[Growth Monitoring](#) - Philani Maternal Child Health and Nutrition Trust, 2019

[Trauma-informed Care for Children](#) - Educational series for professional volunteers launched, 2019

[South African National Dept. of Health: "Grow Great" Stunting Reduction Series](#), 2019

[100% Breastfed Video Series](#), South Africa, 2018

[South African National Dept. of Health: Road to Health Series](#), 2018

[Stanford CME: Health Across the Gender Spectrum](#), 2018

[Stanford Short Course on Breastfeeding](#), (current course enrollment: 36,298) launched, 2018

[Stanford Stories of Infection](#), (current course enrollment: 49,543) launched, 2017

[Stanford Health Across the Gender Spectrum](#), (current course enrollment: 36,407) launched, 2017

[Stanford CME: Food and Health](#), 2016

[Stanford Introduction to Food and Health](#), (current course enrollment: 905,136) launched, 2016

[Foundations of Maternal Child Health - Hindi](#), (India) 2017

[Foundations of Maternal Child Health - Xhosa](#), (South Africa) 2015

[Stanford Child Nutrition and Cooking](#), (current course enrollment: 497,654) launched, 2014

[Stanford RWJF Reimagining Medical Education Project. Springboard Series](#), 2014

ABSTRACTS

1. SciEd Annual Conference (poster presentation), *Boosting Adolescent Mental Health Literacy through Animated Video Storytelling*, **Washington, DC**, May 2023

2. SciEd Annual Conference (poster presentation), *Boosting Health Literacy through Animated Storytelling*, **Washington, DC**, May 2022

3. Western Group on Educational Affairs Annual Meeting (Abstract accepted for oral presentation, cancelled due to COVID-19), "Tell me your story." Increasing knowledge and reducing stigma towards transgender and gender diverse children through narrative online education, **Pacific Grove, CA** 2020

GRANTS and GIFTS

A. Current Funding

Pivotal Ventures, Next Generation Fund, 2024-present

Hard Funding from the Stanford Medicine Communications Team, 50% FTE annually

Hard Funding from the Center for Digital Health, 30% FTE annually

Ongoing Revenue Share from Coursera, used to fund video content creation and APCs

B. Pending/Submitted Funding

NIH R01, (PI) (pending)

C. Past Funding

Volkswagen Foundation Grant, 2025

African Academy of Sciences/BMGF Grant (co-PI with Dr. Yogan Pillay, CHAI) 01/20-06/23

Doerr Family Foundation Gift, 2022 and 2023 (Faculty Recipient) salary funding until 05/25

Doerr Family Foundation Gift, 2021-2023 (Faculty Recipient)

Bill and Melinda Gates Foundation Grant (Family Interest Grants) 2020 (PI)

Doerr Family Foundation Gift, 2020 (Faculty Recipient)

Patrick J. McGovern Foundation, Major Grant, full funding for RCT, 2018-2020 (PI)

ELMA Foundation South Africa, Major Grant, funding for Digital MEdIC SA 2018 - 2021 (PI)

Stanford Teaching Innovation Grants, (provided funding for Teaching Kitchen Elective and

Health Across the Gender Spectrum course development grant - 2016 (PI)

Stanford Continuing Medical Education Grant, Nutrition in Medicine - 2015 (PI)

Faculty Seed Grant, Vice Provost for Online Learning, Stanford, 2014 (PI)

Faculty Seed Grant, Vice Provost for Online Learning, Stanford, 2012 (PI)

CLINICAL TRIALS

Current Trials:

GLP-1RA Microsteps Study (The study and its outcomes are registered on Clinicaltrials.gov:

NCT06967337) - Role: PI

Short, Animated Storytelling (SAS) for Addiction Stigma Reduction (The study and its outcomes are registered on Clinicaltrials.gov: NCT06705205) - Role: PI

Short, Animated Storytelling (SAS) Video to Reduce Smartphone Addiction in the US (The study and its outcomes are registered on Clinicaltrials.gov: NCT06979856) - Role: PI

Past Trials:

Short, animated storytelling to boost “psychological capital”, a predictor of improved mental health outcomes. * The study and its outcomes are registered at clinicaltrials.gov (02/07/2023) Trial number NCT05718973 - Role: PI

Animated, video entertainment-education to improve dietary sodium literacy. * The study and its outcomes are registered with the German Clinical Trials Register (05/2023) - ClinicalTrials.gov NCT05735457. Registered on February 21, 2023. - Role: PI

Short, animated storytelling for reducing transphobia among US parents: a randomized controlled trial. The study and its outcomes are registered with AsPredicted.org, (#159248) a clinical trial registry created in 2015 by the Wharton School at the University of Pennsylvania. - Role: co-PI

Animated, video entertainment-education to improve vaccine confidence globally during the COVID-19 pandemic (09/2021-present) * The study and its outcomes are registered at German Clinical Trials Register, www.drks.de/ (#DRKS00023650) - Role: co-PI

Evidence-based health messages increase intention to cope with loneliness in Germany (06/2022-present) * The study and its outcomes are registered at German Clinical Trials Register, www.drks.de/ (#DRKS00028748) - Role: co-PI

Animated Storytelling for Global COVID-19 Prevention: an online, randomized controlled trial (10/2020-11/2021) * The study and its outcomes are registered at German Clinical Trials Register, www.drks.de/ (#DRKS00021582) - Role: co-PI

The Philani MOVIE Study: a cluster-randomized controlled trial of a mobile video entertainment-education intervention to promote exclusive breastfeeding in South Africa (11/2018-03/2020) * The study and its outcomes are registered at clinicaltrials.gov (#NCT03688217) - Role: PI

EDITORIAL SERVICE

Editorial Board Member, BMC Public Health (2023)

Peer-reviewer for *PLOS One*, *Journal of Global Health*, *International Journal of Transgender Health*, *F1000Research* and *BMJ Global Health*. 2021-2025

Reviewer for the Stanford CME course on Vaccine Hesitancy 2022

PRESS INTERVIEWS

Burnett D. The Bottom Line: BMJ umbrella review on sugar and health - July 2023
Rogers K. CNN Report: Link between 'free sugar' intake and cardiovascular disease - May 2021
Moyer C. PLOS Blogs: Speaking of Health, Feature - October 2021
Rogers K. CNN Report: Children's Fast Food Consumption During COVID-19 - September 2021
Rogers K. CNN Report: Supporting Children's Immune Systems - August 2021

SERVICE AS GRANT REVIEWER

Grant reviewer for the Swiss National Science Foundation, 2024-present
MCHRI Reviewer for Mock Reviews (under Bonnie Halpern-Felsher), 2024-present
Grant reviewer for the Stanford Center for Digital Health, 2023-present
MCHRI Grant Reviewer for the FY22 Clinical Trainee (MD) Support Program, 2022-23

UNIVERSITY ADMINISTRATIVE SERVICE

Invited Presenter, Stanford School of Medicine Admissions Team, June 2025
Faculty Advisor, Stanford Medicine Communications Team, 2024-present
Stanford Medicine Dean's Advisory Group on Non-Degree Professional Education 2023-present
Faculty Mentor, BIOE 273, MED 273 Biodesign for Digital Health, Stanford University 2021-present
Faculty Lead, Global Child Health Media Initiative, Stanford University 2020-present
SoM Representative, Stanford Digital Education Strategy Group, Stanford University
(elected by the SoM Dean) 2021-present
SoM Traditional Admissions Interviewer, Stanford University 2021-present
Faculty Lead, Digital MEDiC South Africa, Stanford University 2017-2020

SERVICE TO PROFESSIONAL AND COMMUNITY ORGANIZATIONS

Health Media Advisor, PBS Kids, 2023-present
Co-founder of the Stanford-Avenues Media Innovation Club, Avenues School NY, 2023-present
Food/Nutrition Advisor, APA, Avenues: The World School, New York, NY, 2022-present
Founding Director, Just Cook for Kids, a registered 501(3)(c) non-profit organization 2014-present
Consulting Health Outreach Advisor, Philani Nutrition, Cape Town, South Africa, 2003-present

PRESENTATIONS

Invited Presentations (Regional, National and International)

1. Volkswagen Foundation, Loneliness Symposium Co-Lead, **Hannover, Germany**, 06/2025
2. Harvard University - Invited Guest Lecture, *ID226 Interventions for Global Health: Concepts and Methods*, **Boston, MA** 04/2025

3. Charité – Universitätsmedizin Berlin Klinik für Psychiatrie und Psychotherapie, **Berlin, Germany** 03/2025
4. Health Futurists Advanced Leadership Program, **Stanford CA**, 02/2025
5. Weill Cornell Medicine-Qatar 2025 Navigating Health Information Symposium (Keynote Speaker), **Doha, Qatar** 02/2025
6. German Alliance for Global Health Research (GLOHRA) **Heidelberg, Germany**, 10/2024
7. University of Utah Health, **Salt Lake City Utah**, Invited Speaker, 07/2024
8. Stanford Storytelling and Medicine Summer Scholars Program, **Stanford CA**, 06/2024
9. International Hospital Federation (IHF) Online 90min Masterclass, **New York**, 06/2024
10. THRIVE Global Webinar “Ask THRIVE Live”, **New York, NY**, 05/2024
11. Yale University Child Study Center, Grand Rounds, **New Haven, CT**, 02/2024
12. Stanford CARE Program, **Stanford CA**, 06/2023
13. University of Chicago, Child Nutrition Presentation, **Chicago IL**, 03/2022
Title: How to Protect your Family’s Relationship with Food
14. German Alliance for Global Health Research (GLOHRA) **Heidelberg, Germany**, 11/2021
Title: Evaluation of a community-based mobile video breastfeeding intervention in South Africa
15. ECHO Diabetes CME Presenter: Healthy Cooking for Patients, **Stanford CA**, 11/2020
Title: How to Teach Healthy Cooking in Your Practice
16. Global Health Journal Club, Center for Innovation in Global Health, **Stanford CA**, 11/2020
Title: Stanford Center for Innovation in Global Health's Journal Club, 11/12/2020
17. Family Nutrition Webinar, Sequoia Union High School District, Sequoia Healthcare, **Redwood City CA**, 11/2020
Title: Parent Education Series: Family Nutrition: Optimizing Our Children's Relationship with Food
18. Stanford Food Institute Conference Speaker, **Stanford CA**, 11/4/2019
Title: Inspiring the Stanford Community through Food Education
19. Stanford Homecoming Alumni Events (Classrooms without Quizzes), **Stanford CA**, 10/2019
Title: Rebuilding our Relationship with Food
20. Lucile Packard Foundation for Children’s Health, Invited Speaker, **Stanford CA**, 09/2019
Title: The Power of Stories in Health Promotion

21. Heidelberg University Institute for Global Health, Presenter, **Heidelberg, Germany**, 08/2019
Title: Video-based, short storytelling for community health promotion in the Global South
22. University of Cape Town Faculty of Medicine, Award Ceremony Keynote, **South Africa** 11/2017
23. Stanford Medicine Women's Health Lunch, Speaker, **Palo Alto CA**, 2017
Title: A Food Story
24. Palo Alto Women's Club, Speaker, **Palo Alto CA**, 2016
Title: Optimizing your Relationship with Food
25. Nueva Schools Health and Wellness Conference, **Hillsborough CA**, 2016
Title: Protecting the Health of Kids, One Meal at a Time
26. Graduate School of Business, 10x Wellness Nutrition Event, **Stanford CA**, 2016
Title: 10X: Nutrition
27. Stanford Medicine's Community Day – Health Matters, **Stanford CA**, 2016
Title: Our Relationship with Food: how to make it a healthy one
28. Stanford Great Teaching Showcase, **Stanford CA**, 2015
Title: [Faces of Teaching](#)
29. Bay Area Childhood Obesity Conference, SF Slow Food Group, **San Francisco, CA** 2015
Title: Rebuilding our Relationship with Food
30. TEDx Stanford, **Stanford CA**, 2014
Title: [Rebuilding our Relationship with Food.](#)

B. Teaching Invitations (Regional, National and International)

1. Stanford Medical Humanities Faculty Fellowship Program, **Stanford CA**, 04/2025
2. Think Health Kickstarter Talk, **Bentonville, AK**, 01/2025
3. Faculty in Residence, Stanford in New York, **New York, NY**, 2023-2025 (Spring & Winter)
Title: [Design for Extreme Scalability](#): An Introduction to Global Communication and Media Innovation
4. [Science Communication CME Workshop](#), Weill Cornell Medicine-**Qatar (Doha)**, October 2022
Title: Leveraging Science Communication Tools to Craft Effective Health Messages
5. Swedish Medical Center, CME Presentation, **Seattle WA**, June 2022
Title: Catalyzing Science to Action for Transformation and Resilience Across the Lifespan

C. National and Regional Conference Presentations

1. AAMC Conference on Institutional Advancement, **Boston MA** 04/2024
2. Stanford University AI+Health Conference, *Revolutionizing Clinical Care: Digital Health Innovations Panel*, **Stanford, CA**, 2023
2. Western Group on Educational Affairs Annual Meeting,
Strategic Curricular Design - Creation of online food-based nutrition curricula for multi-purposing across medical education, patient education and public health outreach,
Tucson AZ, 2016
2. Association of American Medical Colleges Annual Meeting,
Applying digital content creation advances in US medical education to supporting the efforts of international community health workers, **Seattle WA**, 2016
3. Association of American Medical Colleges Annual Meeting,
Using "springboard videos" to engage pre-clinical medical students, **Baltimore MD**, 2015

Last updated: Sept 1st, 2025.



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