

Dr. Sarah Bass is an associate professor in the Social and Behavioral Sciences department in the College of Public Health at Temple University and Director of the Risk Communication Laboratory. Her over twenty-five years of experience focuses on health and risk communication and how public health messages are crafted for audiences. With expertise in health literacy, message development, and working with underserved and vulnerable populations, she is using new technologies and adapting commercial marketing techniques to develop, target and test messages for their impact on patient/public self-efficacy, behavior intention, and behavior. She has conducted research on a variety of public health topics, with emphasis on cancer, infectious diseases (HIV/AIDS, HCV, smallpox, SARS-CoV-2), and emergency preparedness. With a background in communication, she is an expert in risk and crisis communication and has been a state spokesperson and worked in developing state-wide media campaigns around HIV/AIDS early in the pandemic. She has also provided training in risk and crisis communication and is widely published in the area of health and risk communication, including barriers to smallpox vaccination uptake, avian flu quarantine intentions, disaster preparedness, sheltering in place during a dirty bomb, messaging for bioterror events, and SARS-CoV-2 vaccine hesitancy. She has been funded by the National Institutes of Health (NCI, NIBIB, NIMH, NIDA), the Centers for Disease Control and Prevention, organizations (American Cancer Society, American Diabetes Association), international NGOs (Global Alliance to Achieve Nutrition), state and local governments (PADOH, Phila DPH), and industry (Gilead, Merck).