

PROMOTION RECOMMENDATION
THE UNIVERSITY OF MICHIGAN
MEDICAL SCHOOL
DEPARTMENT OF PEDIATRICS

Susan J. Woolford, M.D., assistant professor of pediatrics, Department of Pediatrics, Medical School, is recommended for promotion to associate professor of pediatrics, with tenure, Department of Pediatrics, Medical School.

Academic Degrees:

M.P.H.	2006	University of Michigan
M.D.	1994	Michigan State University
B.S.	1990	Andrews University

Professional Record:

2010 – present	Assistant Professor of Pediatrics, University of Michigan
2006-2010	Clinical Assistant Professor of Pediatrics, University of Michigan
2004-2006	Clinical Lecturer of Pediatrics, University of Michigan
1995-1998	Clinical Instructor of Pediatrics, Michigan State University

Summary of Evaluation:

Teaching: Dr. Woolford provides teaching and mentoring to a broad range of learners including medical students, residents, research fellows, undergraduate, and graduate students. At the Medical School, she has created a new elective for fourth year medical students focusing on pediatric obesity, which has been completed by two students per year since its introduction in 2010. Dr. Woolford also served as a preceptor for residents participating in the community pediatrics rotation during which they may shadow in clinics held by her in the Pediatric Comprehensive Weight Management Center. She currently serves as a preceptor in the primary care pediatrics clinics. Dr. Woolford has provided mentorship to research fellows, and has provided advice on individual research studies as well as seminars in a number of fellowship programs. At the College of Pharmacy, she has served as a doctoral dissertation committee member for a student who has successfully completed her Ph.D. At the School of Public Health, she has mentored graduate students who completed a 12-week internship in the Pediatric Comprehensive Weight Management Center. Dr. Woolford has also mentored a number of trainees through the Office of Health Equity and Inclusion.

Research: Dr. Woolford's research explores the use of new technologies to enhance provider patient communication around lifestyle change. Earlier in her career, she was awarded a K23 career development award from the National Institute of Child Health and Development (NICHD) during which she developed interventions utilizing text messaging and social media as part of an overall weight management program for adolescents. She received an NIH R41 STTR phase 1 award to develop a geo-location linked text messaging intervention tailored to African American adolescents with the goal of prompting healthy food choices at the point of sale. In April, 2018, she received an NIH-NIMHD R42 award for a phase 2 study to expand this research in collaboration with MEI Research. In addition, in December, 2017, she received an NIH-NICHD R21 award to support her research on improving nutritional choices in adolescents. Dr.

Woolford has published 40 peer-reviewed articles. She has been an invited speaker at the Society for Adolescent Medicine, the National Medical Association annual meeting, and the American Academy of Behavioral Health annual meeting.

Recent and Significant Publications:

Woolford S, Woolford-Hunt C, Sami A, Blake N, Williams D: No Sweat: African American Adolescent Girls' Opinions of Hairstyle Choices and Physical Activity. *BMC Obesity* 3:31, 2016.

Woolford S, Esperanza Menchaca A, Sami A, Blake N: Let's Face it: Patient and Parent Perspectives on Incorporating a Facebook Group into a Multidisciplinary Weight Management Program. *Child Obes* 9(4):305-310, 2013.

Woolford S, Clark S, Butchart A, Geiger J, Davis M, Fagerlin A: To Pay or not to Pay: Public Perception Regarding Insurance Coverage of Obesity Treatment. *Obesity* 21(12):E709-714, 2013.

Woolford S, Barr K, Derry H, Jepson C, Clark S, Strecher V, Resnicow K: OMG Don't Say LOL: Obese Adolescents' Perspectives on the Content of Text Messages Enhance Weight Loss Efforts. *Obesity* 19(12):2382-2387, 2011.

Woolford S, Clark S, Strecher V, and Resnicow K: Tailored Mobile Phone Text Messages as an Adjunct to Obesity Treatment for Adolescents. *J Telemed Telecare* 16(8):458-461, 2010.

Service: Dr. Woolford dedicates her clinical time to primary care and weight management programs for pediatric patients. She has previously served as the medical director for the Pediatric Comprehensive Weight Management Center, which was the first of its kind in the State of Michigan. Nationally, Dr. Woolford is a member of the Obesity Society Education Committee, the co-director of the American Academy of Pediatrics and Children's Hospital Association Expert Exchange on Childhood Obesity and she serves on the Advisory Board for the American Academy of Pediatrics Institute for Healthy Childhood Weight. She also serves as a member of several national committees on pediatric obesity, including the Advisory Board for the AAP Institute for Health Childhood Weight, and is a frequently invited speaker nationally and internationally on childhood obesity. Dr. Woolford also serves on the Healthy Kids Healthy Michigan Steering Committee and on several departmental committees.

External Reviewers:

Reviewer A: "There is very strong evidence of Dr. Woolford's positive impact on the field of pediatric weight management. She has delivered two dozen invited international and national lectures in her field including a visiting professorship...Dr. Woolford is a highly competent scholar who has established a focused program of research related to pediatric weight management. She has been successful over the past decade in consistently securing extramural funding as Principal Investigator (PI) from various sources including the National Institutes of Health, W.K. Kellogg Foundation, and Blue Care Network. Dr. Woolford's research involves the development and evaluation of novel intervention methods to address pediatric obesity."

Reviewer B: "Dr. Woolford is widely recognized as the leading national expert in digital health approaches to pediatric and adolescent obesity. Her innovative approaches including text

messaging, photo reporting of daily nutrition habits, and social media engagement have led to a cascade of investigator-led trials in each of these areas she pioneered.”

Reviewer C: “Dr. Woolford's record of service in national organizations is quite appropriate for promotion. She is an ad hoc reviewer for 8 pediatric journals, and has been an invited reviewer for NIH and NSF. She is a member of the American Academy of Pediatrics Institute for Healthy Weight, one of the groups within the AAP responsible for developing AAP policies related to childhood obesity...Her expertise has been repeatedly sought by groups such as The Obesity Society Preconference Board Review. This review prepares enrollees for the certification exam for the American Board of Obesity Medicine.”

Reviewer D: “Dr. Woolford's work stands out in recognition of her leadership in research and education. As noted in her bibliography, she was the first to explore the use of text messaging in the treatment of obesity. She was among the first to recognize that if too many hours of screen time adversely affected obesity, there may be ways to reverse the impact with positive messaging on those same screens. Her early paper used evidence-based messages to engage adolescents in healthy lifestyle practices. Her work has blossomed into family, community and other social media communication for effective interventions, an important public health strategy.”

Reviewer E: “Dr. Woolford has been able to obtain several NIH grants, including a K23, followed by a R41, R21 and R42 for which she is PI. Obtaining multiple federal grants during this funding climate is impressive, especially for someone who is not a full time researcher. It is also apparent from her CV that Dr. Woolford has held leadership and administrative roles within her institution while continuing to contribute scholarly work in the form of peer reviewed publications as discussed above. Based on her CV, I would rate Dr. Woolford as having a greater scholarly impact than most academic general pediatricians, and likely in the top 10-20%.”

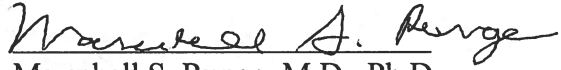
Reviewer F: “I can tell that, as an Assistant Professor, she has made a number of accomplishments in the areas of behavioral interventions for obesity treatment in the clinical setting, including innovative uses of technology in health interventions, adolescent empowerment, and other multidisciplinary approaches...I have followed her work closely and always read her articles knowing I will learn something new that I can apply to my own research or clinical work. My colleagues speak of her as a superb clinician and leader in this setting.”

Reviewer G: “From the start, I have been impressed with the quality of Dr. Woolford’s research. Her focus on mobile technology, use of mixed-methods approaches, and the clinical relevance of her work is unique and of significant interest to obesity sub-specialists and generalists alike. Based on her publications and grant submissions, she also works well across state lines, with national organizations and leaders, as well as in interdisciplinary teams. She has kept a consistent, steady pace of publications, and maintains a good focus on understudied and innovative areas. Overall, she produces high quality work, publishes in respected journals, and has kept a consistent line of inquiry.”

Summary of Recommendations:

Dr. Woolford is a dedicated mentor and clinician and has a unique approach to her research and is making contributions to her field of childhood obesity. I am pleased, therefore, to recommend

Susan J. Woolford, M.D. for promotion to associate professor of pediatrics, with tenure,
Department of Pediatrics, Medical School.



Marschall S. Runge, M.D., Ph.D.
Executive Vice President for Medical Affairs
Dean, Medical School

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