

In this issue, **Inside the Academy** profiles Dr Herbert H. Severson, Senior Research Scientist – Oregon Research Institute (ORI), and Research Scientist – Institute on Violence and Destructive Behavior (IVDB), Eugene, Oregon. During 30+ years working in intervention and prevention research, his contributions include more than 130 peer-reviewed publications, 11 books, 15 audio, video, DVD and CD-based programs, and at least 9 tests and patient intervention products.

Dr Severson has Midwestern roots, receiving MS (1969) and PhD (1973) degrees from the University of Wisconsin-Madison. He learned about youth health behavior issues while serving as a school psychologist in southern Wisconsin in the early 1970s. Although trained in educational psychology, his most noted work has been in tobacco use prevention and cessation. He was an early contributor to the literature on the health and addictive effects of smokeless tobacco, and served as a panelist at the first National Institutes of Health (NIH) Consensus Development Conference on the Health Implications of Smokeless Tobacco in 1986. He authored a chapter for the 1986 *Report of the Surgeon General on the Health Consequences of Using Smokeless Tobacco*, ultimately contributing to the creation of health warning messages on these products. Dr Severson has contributed to other reports of the Office of the Surgeon General: *Preventing Tobacco Use Among Young People* (1994) and *Women and Smoking* (2001). He also was part of an expert panel that authored a 1994 Institute of Medicine report: *Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths*. Among his video and computer programs on tobacco prevention and cessation are interactive CD-ROM cessation programs for adult smokeless tobacco users (*Chewer's Choice*, 2000) and adoles-

cents (*X-Chew Challenge*, 2000), and a training program for oral health professionals (*Helping Your Patients Quit Tobacco*, 2001).

Since 1979, Dr Severson has been involved with 28 NIH grants related to tobacco use prevention and at least 14 other NIH-funded programs. His current research focuses on evaluating tobacco cessation programs, including the use of proactive telephone counseling.

In addition to tobacco research, Dr Severson has devoted more than 20 years to research about early screening and interventions for aggressive behavior in young children. This work has resulted in the development of the Early Screening Project multiple gating assessment system, the Systematic Screening for Behavior Disorders, and other screening and intervention tools. He is a developer of the Parentnet.net program to help parents of Head Start children with high-risk behaviors.

Until his retirement in 2003 from the University of Oregon, his roles included serving as Director of the University's School Psychology Program. Previously, he was a member of the Department of Psychology at the University of Northern Colorado (1972-1975). Beyond his affiliations with the ORI and the IVDB today, he is President of Deschutes Research, Inc, as well as President of Applied Behavior Science Press, in Eugene, Oregon.

Dr Severson's list of accolades is a lengthy one. He is a Fellow of the American Psychological Association, the Society of Behavioral Medicine, and the American Academy of Health Behavior. In 2006, he became just the sixth person to receive the highest recognition bestowed by the American Academy of Health Behavior when he was presented with the Research Laureate Medallion. Dr Severson is one of an elite group of health behavior researchers who has ascended to great heights, and we are proud to acknowledge his achievements **Inside the Academy**.

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