

**ViewPoint** features candid conversations with prominent health behavior scholars. The column focuses on the human or interpersonal side of research and addresses such topics as how renowned researchers were initiated into the world of research, why they continue to do it, personal challenges encountered over the years, ingredients necessary to be a success as an investigator, key characteristics and qualities of inspirational mentors, sources of consternation, challenges that lie ahead, hot topics worthy of pursuit, and books and materials that are must reading. The intention is to share the viewpoints and thinking processes of our leading health behavior scholars. We hope that the column will be an inspiration to young and seasoned scholars alike.

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Dr **Mark Dignan** received his PhD in Public Health Education from the University of Tennessee and an MPH in Biostatistics from the School of Public Health at the University of North Carolina at Chapel Hill. For the past 6 years, he has held the positions of Professor in the Department of Internal Medicine and Director of the Prevention Research Center (PRC) at the University of Kentucky. Dr Dignan has been the PI or CoPI on federally funded projects that focused on community-based cancer prevention and control since the early 1980s. In this capacity, he developed and evaluated mass media programs, lay health advisor and navigator interventions for patients and the public, and health care provider programs designed to increase screening and adherence to follow-up recommendations among medically underserved rural and minority populations. His current projects with the PRC focus on cancer health disparities among Appalachian populations with particular emphasis on colorectal and cervical cancer. Dr Dignan has authored 6 textbooks and published more than 100 manuscripts in peer reviewed journals in health education and public health.

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