

School of Public Health Brings New Research Opportunities

THE SCHOOL OF PUBLIC HEALTH—the first new school at the University of Maryland since 1981—was officially launched in September, opening the door for a multitude of new research initiatives and new funding opportunities, building on the base of a strong foundation of basic and applied research.

Faculty in the school will examine human behavior as well as social and environmental factors that are at the root of many of today's major health concerns, including obesity, cancer, diabetes and cardiovascular disease. The Maryland researchers will focus heavily on promoting optimum health through applied and policy research, working directly with the community—particularly minority and underserved populations.

"We are grounded in the philosophy that we must close the gap between science and application in an effort to eliminate health disparities," says **Robert S. Gold**, dean of the school. "We must transfer research findings to practitioners, policy makers, and a broad public audience, and help them use it to improve their health. No other school in the mid-Atlantic region focuses on that goal."

According to **Dushanka V. Kleinman**, the school's associate dean for research and academic affairs, new academic and research paradigms in the School of Public Health should expand collaborative research efforts with other faculty from across campus and beyond. "The definition of 'health' is very broad and complex—it's more than just physical well-being," Kleinman says. "In terms of our research agenda, we need to work across disciplines and across sectors in order to make a difference in the lives of individuals, families and communities—not only to prevent traditional diseases, but to promote health and good health behaviors."

Kleinman adds that a school of public health at the University of Maryland allows for specific research funding and other types of programmatic initiatives previously unavailable. One example is funding targeted only to schools of public health, from federal agencies and the private sector, managed by the Association of Schools of Public Health.

For more information on the ongoing research and educational programs under way in the School of Public Health, go to www.sph.umd.edu.



The School of Public Health's Herschel S. Horowitz Center for Health Literacy, the only university-based center in the nation devoted to health literacy, will advocate for improved health literacy, the elimination of health disparities and useful health literacy research and education. The center and an accompanying endowed chair to direct the center and oversee research and service initiatives, was established with a \$2 million private gift from alumna Alice M. Horowitz Ph.D. '92, pictured above with Dean Robert S. Gold (left) and President Dan Mote (right) at the School of Public Health launch. An active search is under way for the endowed chair.

Research Ties Across Campus

Current and proposed cross-disciplinary research with the School of Public Health (SPH) includes:

- SPH researchers are active members of the university's Neuroscience and Cognitive Science program (NACS), which includes 14 research units across campus.
- SPH faculty have ongoing research collaborations with faculty throughout the university such as UMIACS, BSOS, agriculture, bioengineering, and the chemical and life sciences.
- SPH invites university faculty interested in health literacy to join in the planning of the school's new Herschel S. Horowitz Center for Health Literacy.
- SPH faculty are interested in collaborating with university faculty in research directed toward promoting community health, eliminating health disparities and enhancing health through the environmental sciences (including the possible effects of climate change on human health).
- SPH faculty are dedicated to training the next generation of team scientists and welcome participating in additional interdisciplinary research training programs on campus.

Any Maryland faculty member or researcher interested in collaborating with the SPH is urged to contact Dushanka V. Kleinman, dushanka@umd.edu.



THE FEDERAL CORNER

NOVEMBER UPDATE FROM THE OFFICE OF FEDERAL RELATIONS

Energy Legislation

In recent months, Congress has worked hard to introduce legislation that will push the United States toward energy self-reliance and security. Both the Senate and the House, through the passage of various energy bills, have emphasized the need for clean renewable fuel, energy efficiency and environmental protection.

At this juncture, however, critical differences exist between the House and Senate energy bills, the reconciliation of which is necessary for enactment into law. A resolution is also pending in the Congress that sets "25x'25" as a national energy goal, which mandates meeting 25 percent of the country's energy needs with renewable resources by the year 2025. Language is also included to promote and encourage universities across the country to engage in research that reduces the nation's reliance on foreign fuel.

Continuing Resolution Update

The federal government continues to operate under a continuing resolution. The prognosis for breaking the logjam is not good. Most Congressional insiders now believe that the FY 08 appropriations bills will be held up until February or March of '08, with some exceptions. The challenge for researchers, of course, is how to plan for future activities with limited knowledge of how the appropriations process will play out. The goal for advocates is to continue to tell their elected officials the vital importance of research for this country to maintain its competitive edge.

Look to the Federal Corner for more information regarding higher education and the federal government. We will inform you about trends in federal research funding, legislation that affects higher education, and other relevant topics. If you have a specific matter you would like to see discussed, please contact Rae Grad, director of federal relations, at rgrad@umd.edu.

NEWS You Can Use

Information From the Office of Research Administration and Advancement (ORAA)

Electronic Research Administration (eRA) News from NSF

NIH has issued a notice regarding changes to its eRA Commons system with some system upgrades to enhance the look and feel of the system, with the goal of making the system easier to track and search applications. You can view the NIH announcement at <http://grants.nih.gov/grants/guide/notice-files/NOT-OD-08-007.html>

ORAA's First Quarter Proposal and Award Activity

For FY '08, the university is off to a great start in proposal and award activity. In the first quarter, sponsored project award activity is approximately \$110.7 million. This represents an 11 percent increase over this time last year.

In addition, proposal activity is approximately \$292.4 million, which represents a 33 percent increase over this time last year.

The National Science Foundation is our top sponsor for awards and proposals submissions thus far this fiscal year!

ORAA's Training Opportunities

ORAA's Research Certificate Program continues to provide up-to-date information on the diverse and sometime complex issues surrounding sponsored projects administration. Need a refresher or want to learn something new? Then visit the training section on ORAA's Web site at www.umresearch.umd.edu/ORAA/workshops/ for workshop descriptions and registration details.

Reminder: All electronic packages are due in ORAA six working days prior to the deadline to ensure a successful submission to Grants.gov.

FACULTY AWARDS & HONORS

Six Maryland researchers were among the 471 new fellows elected to the American Association for the Advancement of Science (AAAS) in October. AAAS fellows are recognized by their peers for meritorious efforts to advance science or its applications. Elected from the university research community are:



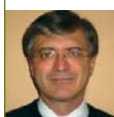
Ruth DeFries, professor of geography, was elected to the geology and geography sector. DeFries' research involves global land use and deforestation, and their potential environmental consequences.



Russell Dickerson, professor and chair, atmospheric and oceanic science, was elected to the atmospheric and hydro-spheric sector. Dickerson studies both local air quality in the Baltimore/Washington area and global-scale air pollution.



Alexander Dragt, professor emeritus of physics and senior research scientist, was elected to the physics sector. Dragt was honored for his pioneering work in nonlinear dynamics related to accelerator physics and light optics.



Anthony Janetos, director of the Joint Global Change Research Institute, was elected to the biological sciences sector. Janetos actively promotes a better understanding of the scientific, environmental, economic and policy linkages between major global environmental issues.



David Poeppel, professor of linguistics and biology, was elected to the linguistics and language science sector. Poeppel uses non-invasive functional recording techniques to study how the human brain processes language.



Patrick O'Shea, professor and chair, electrical and computer engineering, was elected to the engineering sector. O'Shea's technical expertise lies in the field of applied electromagnetics, nonlinear dynamics and charged particle beam technology.

MARYLAND RESEARCHERS VS. CALIFORNIA WILDFIRES



Professor **Chris Justice** and **Diane Davies**, in the Department of Geography, have pioneered the use of satellites in the worldwide detection and mapping of wildfires. In October, federal and state officials combating the extensive wildfires in California used the Maryland researchers' Fire Information for Resource Management System, or FIRMS, to good effect. In a letter to the Maryland researchers, federal officials wrote, in part: "... throughout the Southern California fires disaster, the capability and use of the Web Fire Mapper WMS and the Active Fire Data shapefiles have been *instrumental* to [our] successful fire planning and disaster situational awareness ..."

To view the research of Justice and Davies, go to www.maps.geog.umd.edu/firms

SPOTLIGHT

Studying the Economics of Information and Cyber Security



In today's digital economy, information security (including cyber security) is imperative for almost any organization. But how much protection is needed, and what are the potential losses—financially and otherwise—if there is a breach?

Lawrence A. Gordon (above, left) and **Martin P. Loeb** (right), professors of accounting and information assurance in the Robert H. Smith School of Business, have developed an internationally recognized model that applies economic analysis to cyber security issues. The Gordon-Loeb Model for information

security suggests that an organization invest no more than 37 percent of the expected loss that would occur from a security breach.

"Any organization, whether it's a profit-oriented corporation or a government agency, has to make resource allocation decisions in regards to cyber security or information security," says Gordon. "So from an economics point of view, it really makes a lot of sense to be looking at these kinds of expenditures on a cost/benefit basis."

Gordon and Loeb were the first to publish papers on the economics of cyber security in many of the nation's top academic journals, and Gordon recently gave Congressional testimony on his research.

The two economists recently published a book, "Managing Cyber Security Resources," which brings the bulk of their research to a wider audience. To learn more about the research of Gordon and Loeb, go to www.rhsmith.umd.edu/faculty/mloeb

UPCOMING EVENTS & CONFERENCES

RESEARCH SEMINAR SERIES

Responsible Conduct of Research

Featured speaker is **Robert Dooling**, associate vice president for research enhancement.

Thursday, Nov. 29, 8:30 a.m. to 11 a.m.

2101 Lee Building

For more information: geronimo@umd.edu

NIH Grant Funding Workshop

Thursday, Dec. 13, 8:30 a.m. to 4 p.m.

1142 Biology-Psychology Building

Limited availability

For more information: geronimo@umd.edu

Whiting-Turner Lecture Series

Featured speaker is **Robert Briskman**, M.S. '61, co-founder of SIRIUS Satellite Radio, who will describe the development of satellite radio and discuss the balance between business drivers, technology and financing.

Thursday, Nov. 29, 5 p.m.

1110 Kim Engineering Building

For more information: mcorley@umd.edu



RESEARCH@MARYLAND

CONNECTING *the* UNIVERSITY *of* MARYLAND RESEARCH COMMUNITY

Office of the Vice President for Research

2133 Lee Building

University of Maryland

College Park MD 20742-5121

www.umresearch.umd.edu

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Produced by the Office of University Publications for the Division of Research, Mel Bernstein, Vice President for Research