

Contact: Diana Gonzalez

FACULTY PRESENTATION AT THE UNIVERSITY OF IOWA:
“HIGHLIGHTS OF THE IOWA INITIATIVE RESEARCH PROGRAM
AT THE UNIVERSITY OF NORTHERN IOWA”

Action Requested: Receive the presentation.

Executive Summary: Dr. Mary Losch will provide an overview of a five-year multi-site multidisciplinary program of distinct projects aimed at reducing unintended pregnancies in the state of Iowa. The program is funded by a \$11.5 million grant from a private foundation. Focusing on adult women aged 18-30 who do not wish to be pregnant, the collaborative effort includes faculty and research staff at the University of Northern Iowa, the University of Iowa, and the University of Alabama, Birmingham. The Research Program is one component of the larger Iowa Initiative to Reduce Unintended Pregnancies. The projects in the Research Program include a salon-focused intervention, a community pharmacy intervention, radio serials aimed at Hispanic and African American audiences, and two social marketing campaigns.

Dr. Losch is Professor of Psychology and Assistant Director of the Center for Social and Behavioral Research at the University of Northern Iowa. She worked in the private sector as a research analyst for a major survey research firm before joining the University of Iowa as the Program Director of the newly established Iowa Social Science Institute in 1988. In 1998, she joined the University of Northern Iowa where she teaches Psychology of Gender Differences and Research Design.

In addition to her administrative and teaching duties, she has collaborated with more than 80 investigators in planning and overseeing a number of survey and evaluation projects, including some in the areas of public health behavior and public policy issues. She has published research articles in survey methods, social science, and health disciplines and, more recently, in the area of unintended pregnancy. Her funded research efforts have focused on the relationship between attitudes and infant feeding decisions, unintended pregnancy, and women's access to prenatal care.