



Brian R. Flay

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Brian Flay is Professor of Health Promotion and Health Behavior in the College of Public Health and Human Sciences at Oregon State University. He was previously a Postdoctoral Fellow in Social Psychology and Evaluation Research at Northwestern University in Illinois, Assistant Professor of Health Studies at Waterloo University in Canada, Associate Professor of Preventive Medicine at the University of Southern California, and Distinguished Professor of Community Health Sciences (Public Health) and Psychology at the University of Illinois at Chicago.

He graduated in Social Psychology from the Waikato University in New Zealand in 1976. Since then he has constantly been working in the field of adolescent health behaviors – their etiology and the prevention of problem behaviors and the promotion of positive behaviors.

Most of Dr. Flay's work has concerned the development and evaluation of programs for the prevention of substance abuse, violence, and AIDS. Recent studies focus on positive youth development, including social-emotional and character development.

Dr. Flay has been conducting randomized trials in schools (in Canada, California, Chicago and Hawaii) for over 30 years. He has also written extensively on methodological and theoretical issues.

He is currently conducting several studies of the Positive Action program, a program that addresses most of the distal and proximal influences on youth development, and so influences a broad array of positive and negative behaviors, as well as more distal outcomes such as academic performance.

Disclosure: Dr. Flay is married to Dr. Carol G. Allred, the developer of the Positive Action program.