

MOHSEN SHAMS

M.D., Ph.D. in Health Education, Professor
School of Health, Yasuj University of Medical Sciences (SH-YUMS), Yasuj, IRAN



1. Personal information

- **Birth Date:** 19th July 1970
- **Nationality:** Iranian
- **Marital Status:** Married
- **Home Address:** No. 6, Raja 4, Rajaei Blvd., Yasuj, Iran
- **Work Address:** Dept. of Health Education & Promotion (HEP), School of Health, Golestan 15, Pasdaran Blvd., Yasuj, Iran
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2. Education

- **2005-2010:** Ph.D. in Health Education: School of Public Health, Tehran University of Medical Sciences, Tehran, Iran
- **1989-1996:** M.D. in Medicine: Faculty of Medicine, Isfahan University of Medical Sciences, Isfahan, Iran

3. Academic Degrees

- **2021-Present:** Professor
- **2016- 2021:** Associate Professor
- **2011- 2015:** Assistant Professor

4. Job Experiences

- **2012- Present:** Member of Postgraduate Council (SH-YUMS)
- **2012- Present:** Member of Research Council (SH-YUMS)
- **2016- 2019:** Head of Department of Health Education & Promotion (SH-YUMS)
- **2014- 2016:** Head of Public Health Department (SH-YUMS)
- **2012- 2017:** Member of Research Council, Social Determinants of Health Research Center (SDH- YUMS)
- **2013- 2014:** Head of Student Research Committee (YUMS)
- **2013-2014:** Technical Consultant for Health Education & Promotion Office (Deputy of Health, Ministry of Health, Iran)
- **2011-2013:** Technical Consultant for NCDC (Deputy of Health, Ministry of Health (MOH))

- **2003-2004:** Head of Health Education Office (Deputy of Health, Isfahan University of Medical Sciences, Isfahan, Iran)
- **2000-2003:** Head of Khomeini-Shahr Health Centre, Isfahan Province, Iran
- **1996-2000:** General Practitioner in Malayer, Hamedan Province, Iran

5. National Projects in Iran (Execution and Consultation)

- **2020:** Executer of the project for Iran Ministry of Health (MOH) entitled "Designing an advocacy campaign to persuade community participation in managing the elderly health programs in Gilan province"
- **2020:** Executer of the project for Iran Ministry of Health (MOH) entitled "Designing an educational package for training the health professionals in Theoretical foundations & practical applications of elderly education"
- **2020:** National Consultant of WHO-Iran in the project entitled "Designing social marketing campaign and an advocacy program content in line with technical support to strengthen tobacco cessation services in Iran"
- **2019:** National Consultant of WHO-Iran in the project entitled "Designing a comprehensive behavior change intervention to enhance speed limit compliance in road users of selected sites in Iran"
- **2018:** National Consultant of WHO-Iran in the project entitled "Reviewing the developed campaigns of Men's Health in Iran and developing a public campaign for men's health"
- **2016:** Executer of the project for Iran Ministry of Health (MOH) entitled "Developing a specific tool for measuring the Ear & Hearing Health Literacy for Iranian society"
- **2014:** National consultant of WHO-Iran in the project entitled "Developing a training package for involvement of health volunteers and community in people-centered care"
- **2013:** National consultant of WHO-Iran in the project entitled "Designing campaign to promote vaccination (vaccination week) in Ilam, Hormozgan, and Sistan & Balouchestan provinces, Iran"
- **2013:** National consultant of WHO-Iran in the project entitled "Conduct a before-after survey to evaluate the effect of the implementation of the toolkit to the effective knowledge and vaccination program utilization in two provinces, Iran"
- **2013:** Executer of the project for Iran Ministry of Health (MOH) entitled: "To develop Iranian Children, No Dental Caries campaign to promote oral health in 6-12 years old Iranian children"
- **2012:** National consultant of WHO-Iran in the project entitled "Developing model for effective of private health sector in vaccination program and TB control program by social marketing strategy"

- **2012:** Executer of the project for Iran Ministry of Health (MOH) entitled "To develop the educational guideline for prevention of cardiovascular diseases in Iran"
- **2011:** Executer of the project for Iran Ministry of Health (MOH) entitled "To develop the national document for promoting physical activity in Iran"
- **2009:** Executer of the project for Iran Ministry of Health (MOH) entitled "To develop the evaluation package for health education and promotion programs in Iran"
- **2009:** Technical consultant of the project for UNFPA Iran entitled "To develop an empowerment programs for reproductive health advocacy in Iran"
- **2009:** Technical consultant of the project for UNFPA Iran entitled "To develop an empowerment programs for promoting the reproductive health matters in Iran"

6. Teaching Experiences

- **Courses for M.Sc. Students (Health Education & Promotion):** Principles of Health Education and Promotion, Research Methodology in Health Education and Promotion, Health Communication, Health Promotion and Healthy Lifestyle, Health Education in Health Care Facilities, Health Education in Schools, Educational Strategies and Teaching Methods
- **Courses for B.Sc. Students (Public Health, Nutrition Sciences):** Principles of Education and Counseling in Nutrition, Principles of Health Education and Communication, Principles of Health and Medicine, Physiopathology, Control and Prevention of Non-Communicable Diseases in Iran

7. Supervisor and Advisor for Theses and Dissertations

Ph.D. Dissertation:

- Designing social marketing-based intervention to promote skin cancer preventive behaviours among Yasuj male adolescence aged 12-18 years (Supervisor- In Progress)
- Tailored health education intervention to mitigate delay in the diagnosis of cancer among Iranian population (Advisor- Finished)
- Using Social Marketing Model and Theory of Planned Behavior to promote physical activity among women in Allah-Abad, Kerman (Advisor- Finished)
- Using PRECEDE-PROCEED framework and Trans-Theoretical Model to promote women weight management and provide to integrating within Yasuj Health System (Supervisor- Finished)

M.Sc. Theses

- The effect of intervention based on PRECEDE-PROCEED model on street crossing in students of primary schools in Semirom, Iran, 2021: SH-YUMS (Supervisor)

- Development and validation of health-related media literacy assessment tool for Iranians and its assessment among university students' in Yasuj, Iran, 2021: SH-YUMS (Supervisor)
- Study of effect of the an intervention based on Social Marketing on the Consumption of Plastic bag in Shopping Centers of Dogonbadan, 2020: SH-YUMS (Supervisor)
- Study of the effect of an intervention based on Social Marketing Model and Theory of Planned Behavior on intention to quit water pipe in adolescents and young adults in Yasuj , Iran, 2019: SH-YUMS (Supervisor)
- Study of the effect of a social marketing campaign on referring to do HIV/AIDS testing in Boyer-Ahmad county, 2019: SH-YUMS (Supervisor)
- The study of the effect of a social marketing campaign on the promotion of continuous blood donation in Yasuj, Iran, 2019: SH-YUMS (Supervisor) (Supervisor)
- Study of the effect of an intervention based on social marketing model on charity monetary donation to health programs in Kohgiluyeh & Boyerahmad province, Iran: SH-YUMS (Supervisor)
- Comparison Study of the effect of SMS and pamphlet on adherence to anti-hypertensive drugs in referred patients to Emam-Reza Heart Clinic in Shiraz: SH-YUMS (Supervisor)
- The study of the effect of educational intervention on nutritional literacy among elementary school teachers of Yasuj: SH-YUMS (Supervisor)
- Study of the effect of an intervention based on social marketing model on salt consumption in Yasuj, Iran: SH-YUMS (Supervisor)
- Study of the effect of an intervention based on HBM on self-medication in women under the coverage of urban health care facilities in Yasuj: SH-YUMS (Supervisor)
- The study of the effect of educational intervention on nutritional literacy among Elementary School teachers of Yasuj: SH-YUMS (Supervisor)
- Study of the effect of an educational intervention based on PRECEDE-PROCEED model on preventive behaviors related to brucellosis in rural areas of Tiran & Karvan district, Esfahan, Iran: SH-YUMS (Supervisor)
- Study of the Effect of social marketing model on primigravida pregnant women's intention to select normal vaginal delivery in Boyer-Ahmad district, Iran: SH-YUMS (Supervisor)
- Study of the effect of an intervention based on HBM on self-medication in women referring to health care facilities in Yasuj (Supervisor)
- Effects of an Educational Intervention based on Precaution Adoption Model to provide Family Disaster Survival Kit among staffs of Ahvaz Carbon Company (Advisor)

- Developing, implementing and evaluating a program for training the mothers with 12-18 years old girls for sexuality education in Mashhad, Iran (Supervisor)
- Study of the effect of an empowerment program to prevent physical violence against women in consult centers in Ahwaz, Iran (Supervisor)
- Study of the effect of an educational intervention based on PRECEDE-PROCEED model on preventive behaviors related to brucellosis in rural areas of Tiran-Karvan, Esfahan, Iran (Supervisor)
- The effect of the behavioral intervention based on PRECEDE model on the sexual function in women after hysterectomy in Yasuj public hospitals, (Advisor)

8. Educational Workshops

- **Theoretical foundations & practical applications of elderly education** for the experts of elderly health offices of medical universities (2021- Online)
- **Designing a Health Campaign** for health professionals in deputy of Health, Mashhad University of Medical Sciences, Mashhad, Iran (2017)
- **Training of Health Educators**, for health Professionals in Health Center of Behbahan, Behbahan Iran (2016)
- **Writing a Policy Brief** for faculty members in Educational Development Center (EDC), YUMS, Yasuj, Iran (2015)
- **Classroom Management & Effective Instruction** for faculty members in Educational Development Center (EDC), YUMS, Yasuj, Iran (2014)
- **Training of Health Educators**, Behvarz Educational Center, Hormozgan University of Medical Sciences, Bandar-Abbas, Iran (2014)
- **Research Methodology**, for medical sciences students, Yasuj University of Medical Sciences, Yasuj, Iran (2014)
- **How to search for research** for medical sciences students, Yasuj University of Medical Sciences, Yasuj, Iran (2013)
- **Instructional Designing** for faculty members in Educational Development Center (EDC), Yasuj University of Medical Sciences, Yasuj, Iran (2013)
- **Evaluating educational media and interventions** for managers of health education offices in universities of medical sciences, Yasuj, Iran (2013)
- **Evaluating educational media and interventions** for managers of health volunteer program in universities of medical sciences, Kish, Iran (2012)
- **Designing and implementing an educational workshop** for faculty members in Educational Development Center (EDC), Yasuj University of Medical Sciences, Yasuj, Iran (2012)

- **Developing a questionnaire for health researches:** for faculty members, for medical sciences students, School of Health, Yasuj University of Medical Sciences, Yasuj, Iran (2011)
- **Behavior Change Strategies** for managers of NCD departments in universities of medical sciences, Chabahar, Iran (2011)
- **Planning an advocacy strategy for promoting health:** for the directors of health education offices and other experts in health sectors. Medical universities of Babol, Hormozgan, Tehran, Isfahan, Mazandaran, Kordestan, Ghazvin, Kashan, Sabzevar, Gonabad and Tabriz (2008- 2010)
- **Using social marketing model in Health:** for the directors of health education offices and other experts in health sectors. Medical universities of Tabriz, Iran, Sari, Hormozgan, Gonabad, Kashan, Tehran, Ilam, Sabzevar, Shahrood and Kerman (2006-2010)
- **Theory/Model Based Health Education:** for the directors of health education offices and other experts in health sectors. Medical universities of Yasuj, Tabriz, Ahvaz, Sabzevar, Arak, Bojnourd, Kermanshah, Mashhad, Hamedan, Kerman and Golestan (2007-2010)
- **Campaign Design and Message Development in Health Advocacy:** for the directors of health education offices and other experts in health sectors, health educator and NGO leaders in Tehran (Ministry of Health and Medical Education), Mashhad University of Medical Sciences (2009)
- **Principles of Negotiation and Lobbying for Health Advocacy:** for the directors of health education offices and other experts in health sectors. Medical universities of Hormozgan (Kish) and Medical universities of Sanandaj and Bojnourd (2009)
- **Methods and techniques for education:** for the directors of health education offices and other experts in health sectors. Medical universities of Tabriz and Yasuj (2010)
- **Educational strategies and teaching methods:** for PhD students, SPH, TUMS, Tehran, Iran (2007-2010)

9. Research Projects

- Study of effect of the an intervention based on Social Marketing on the Consumption of Plastic bag in Shopping Centers of Dogonbadan, 2021 (SH-YUMS) (Finished)
- Study of the effect of an intervention based on Social Marketing Model and Theory of Planned Behavior on intention to quit water pipe in adolescents and young adults in Yasuj , Iran, 2020 (SH-YUMS) (Finished)
- Study of the effect of a social marketing campaign on referring to do HIV/AIDS testing in Boyerahmad county, 2019 (SH-YUMS) (Finished)

- The study of the effect of a social marketing campaign on the promotion of continuous blood donation in Yasuj, Iran, 2019 (SH-YUMS) (Finished)
- Study of the effect of an intervention based on social marketing model on charity monetary donation to health programs in Kohgiluyeh & Boyerahmad province, Iran, 2018 (SH-YUMS) (Finished)
- Comparison Study of the effect of Short Message Service (SMS) and pamphlet on adherence to anti- hypertensive drugs in referred patients to Emam-Reza Heart Clinic in Shiraz, 2017 (SH-YUMS) (Finished)
- The study of the effect of educational intervention on nutritional literacy among elementary school teachers of Yasuj, 2017 (SDH-YUMS) (Finished)
- Study of the effect of an intervention based on social marketing model on salt consumption in Yasuj, Iran, 2016 (SDH-YUMS) (Finished)
- Study of the effect of an intervention based on Health Belief Model on self-medication in women under the coverage of urban health care facilities in Yasuj, 2015 (SDH-YUMS) (Finished)
- The study of the effect of educational intervention on nutritional literacy among Elementary School teachers of Yasuj, 2015 (SDH-YUMS) (Finished)
- Development a tool for measuring HIV/AIDS related health literacy and assessing that in Yasuj, 2014 (SDH-YUMS) (Finished)
- Designing and implementing a model for educating and informing to cancer patients in Iran, 2013 (SDH-YUMS) (Finished)
- Study of the impact of a behavioral intervention based on social marketing on risky driving behaviors among taxi drivers in Yasuj, 2012 (SDH-YUMS) (Finished)

10. Papers

In English:

1. Soleymani Nejad M, Harooni J, Charkazi A, **Shams M**, Latifi1 M. Using Social Marketing to Promote Preventive Behaviors Related to COVID-19. *Journal of Lifestyle Medicine*. 2021; 11:2: 52-56. <https://doi.org/10.15280/jlm.2021.11.2.52>
2. Behnampour M, **Shams M**, Hassanzadeh R, Ghaffarian Shirazi H, Naderi H, Kariminejad Z. Using social marketing to persuade Iranians to donate blood, *Health Marketing Quarterly*, 2021. DOI: 10.1080/07359683.2021.1940786
3. Majdpour M, **Shams M**, Parhizkar S, Mousavizadeh A, Rahimi Z, Maleki M, Shariatinia S. Indirect Sexuality Education to Adolescent Girls Through Empowering Their Mothers. *International Journal of High Risk Behaviors and Addiction*. 2021; 10(3):e108767
4. Yarinasaba F, **Shams M**. Social Support in Iranian Divorced Women, *Journal of Divorce & Remarriage*. 2021; 62:3: 216-226

5. Maleki M, Mousavizadeh A, Parhizkar S, **Shams M**. Using Social Marketing to Reduce Intention of Cesarean Section in Iranian Women. *Journal of Pregnancy*. 2021. DOI: 10.1155/2021/3920126
6. Mahmoudian S, Farhadi M, Mahdavi Hezaveh A, Maleki M, Shariatinia S, **Shams M**. Development and application of a tool to measure hearing health literacy of young people in the Islamic Republic of Iran. *Eastern Mediterranean Health Journal*. 2021; 27(2):177-182.
7. Taghizadeh Asl R, Liesbeth Van Osch L, De Vries N, Zendejdel K, **Shams M**, Zarei F, De Vries h. The role of knowledge, risk perceptions, and cues to action among Iranian women concerning cervical cancer and screening: a qualitative exploration. *BMC Public Health* 2020; 20: 1688.
8. Layeghiasi M, Malekzadeh J, Shams M and Maleki M (2020) Using Social Marketing to Reduce Salt Intake in Iran. *Front. Public Health* 8:207. DOI: 10.3389/fpubh.2020.00207
9. Hemati M, Akbartabar Toori M, Shams M, Behroozpour A. Effect of an educational intervention on nutrition literacy in teachers: a short communication. *Mal J Nutr* 26(3): 495-500, 2020
10. Maleki M, **Shams M**, Mousavizadeh A, Parhizkar S, Angha P. Development of a tailored intervention to promote normal vaginal delivery among primigravida women: a formative study. *Clinical and Experimental Obstetrics and Gynecology*, 2018, XLV (6):886-892.
11. **Shams M**, Shariatinia S. Social Marketing: Is It an Approach to Promote Screening Tests for Women's Cancers? *J Gynecol Women's Health* 12(2): JGWH.MS.ID.555831 (2018)
12. **Shams M**, Kianfard L, Parhizkar S, Mousavizadeh A M. Women's Views about Domestic Violence: A Qualitative Study in Iran. *Journal of Interpersonal Violence* 2017: 10.1177/0886260517704959journals.sagepub.com/home/jiv.
13. Ahmadi Tabatabaei V, Eftekhari Ardabili h, Haghdoost AA, Nakhaee N, **Shams M**. Promoting physical activity in Iranian women: A qualitative study using social marketing. *Electronic Physician* 2017, 9 (9): 5279-5286.
14. Ahmadi Tabatabaei V, Eftekhari Ardabili h, Haghdoost AA, Dstoorpoor M, Nakhaee N, **Shams M**. Factors Affecting Physical Activity Behavior Among Women in Kerman Based on the Theory of Planned Behavior (TPB). *Iran Red Crescent Med J* 2017, 19(10): e14057.
15. Sadeghian S, **Shams M**, Alipour Z, Saadat S, Hamidian R, Shahrzad M. Application of short message service to control blood cholesterol: a field trial. *BMC Medical Informatics and Decision Making* 2017, 17 (32)
16. **Shams M**, Parhizkar S, Mousavizadeh A, Majdpoor M. Mothers' views about sexual health education for their adolescent daughters: a qualitative study. *Reproductive Health* 2017; 14 (24)

17. Majdfar Z, Khodadost M, Majlesi F, Rahimi A, **Shams M**, Mohammadi G. Relationships between Self-Efficacy and Pap Smear Screening in Iranian Women. *Asian Pacific Journal of Cancer Prevention* 2016, 17:263-268
18. Shamsi M, Pariani A, **Shams M**, Soleymani-nejad M. Persuasion to use personal protective equipment in constructing subway stations: application of social marketing. *Injury Prevention* 2016, 22:149–152
19. Hosseini N, Amini A, Alamdari A, **Shams M**, Vossoughi M, Bazarganipour F. Application of the PRECEDE model to improve sexual function among women with hysterectomy. *International Journal of Gynecology and Obstetrics* 2016, 132: 229–233
20. **Shams M**, Fayazbakhsh A, Saffari M. A review of studies conducted on efficacy of health educational interventions to correct women’s behaviors in performing breast self-examination. *Basic & Clinical Cancer Research* 2014, 6(2):2-9
21. Mousavi AM, **Shams M**, Akbartabar Toori M, Mousavizadeh A, Morowati Sharifabad MA. Behavioral Stages of Change in Calorie Balanced Dietary Intake; Effects of Decisional Balance and Self–Efficacy in Obese and Overweight Women. *Nautilus* 2014, 128(2): 12- 21
22. **Shams M**, Rahimi-Movaghar V. Risky Driving Behaviors in Tehran, Iran. *Traffic Injury Prevention*. 2009, 10: 91-94
23. **Shams M**, Shojaeezadeh D, Majdzadeh R, Rashidian A, Montazeri A. Social marketing and risky driving behaviors: a qualitative study among taxi drivers in Tehran, Iran. *Accident Analysis and Prevention* 2011, 43:646–651
24. Jassempour Kh, Karimzadeh Shirazi K, Fararoei M, **Shams M**, Raygan Shirazi AR. The impact of educational intervention for providing disaster survival kit: Applying precaution adoption process model. *International Journal of Disaster Risk Reduction* 2014, 10: 374-380

In Persian

1. Shams, M., Farhadi, M., Maleki, M., Shariatinia, S., Mahmoudian, S. Ear and hearing-related health literacy status of Iranian adolescent and young people: A national study. *Scientific Journal of Kurdistan University of Medical Sciences*, 2020; 25(1), pp. 43-53
2. Ghaderi E, Nasehi M, Hasanzadeh J, Barati H, Taheri Sh, Gholami M, Bazrafshan MR, Taghizadeh-Asl R, **Shams M**. Designing A Public-Private Mixed Program for Control of Tuberculosis in Islamic Republic of Iran Using Social Marketing Method. *Iranian Journal of Epidemiology* 2019; 15 (2) :116-125.
3. Zare S, **Shams M**, Fararoei M, Shariatinia S. Antihypertensive Drugs Adherence in Heart Diseases Patients Referred to the Imam Reza Clinic in Shiraz. *Sadra Med Sci J* 2018; 6(2): 151-160.

4. Hemati M, Akbartabar Toori M, **Shams M**, Behroozpour A. Increasing nutritional literacy in teachers: the effect of an educational intervention. *Payesh* 2018; 17(5): 577-585
5. Hemati M, Akbartabar Toori M, **Shams M**, Behroozpour A, Rezaei A. Measuring Nutritional Literacy in Elementary School Teachers in Yasuj: A Cross-Sectional Study. *Armaghane-danesh* 2018; 23 (1): 124-133.
6. Layeghiasi M, Malekzadeh M, **Shams M**, Maleki M. Opinions of Yasuj People about Salt Consumption: A Qualitative Study with Content Analysis Approach. *Armaghane-danesh* 2018; 23(4): 459-475
7. Majdpoor M, **Shams M**, Parhizkar S, Mousavizadeh A, Rahimi Z. Informal Sexuality Education to Adolescent Girls Through Empowering Their Mothers: A Field Trial. *Scientific Journal of School of Public Health and Institute of Public Health Research* 15(3): 267-279
8. **Shams M**, Kianfard L, Parhizkar S, Mousavizadeh A. Needs Assessment in Married Women for Designed Empowerment Program to Prevent Domestic Violence Against Women in Ahvaz. *Journal of Tolooebehdasht*: 2017, 16(3): 93-105
9. **Shams M**, Karimzadehshirzadi K, Fraroe M, Shariatinia S. Developing a Tool for Measuring HIV/AIDS Literacy for Iranian Society 2016:24(5): 138-149
10. Maleki M, Mousavizadeh A, Parhizkar S, **Shams M**. Promotion of Normal Vaginal Delivery Among Primigravidae: An Application of Social Marketing in the Field of Health. *Scientific Journal of School of Public Health and Institute of Public Health Research* 2017: 14(2): 110-120
11. Majdpoor M, Parhizkar S, Mousavizadeh A, **Shams M**. Mothers' Views about Sexuality Education to their Adolescent Girls; a Qualitative Study. *Journal of Tolooebehdasht*: 2017, 16(1): 88-100
12. Behroozpour A, **Shams M**, Mousavi M, Ostovar R, Maleki M. Self-Medication Among Women in Yasouj City and Factors Associated with it: A Preliminary Study for Designing an Intervention Based on Health Belief Model. *Journal of School of Public Health and Institute of Public Health Research* 2016: 14(3): 97-108
13. **Shams M**, Mousavizadeh A, Parhizkar S, Maleki M, Angha P. Developing a tailored intervention to promote normal vaginal delivery in primigravid women: A formative research. *IJOGI*, 2016, 19(30): 9-25
14. Hajari A, **Shams M**, Afrooghi S , Fadaei Nobari R, Abaspoor Najafabadi R. Using the Precede-Proceed Model in Needs Assessment for the Prevention of Brucellosis in Rural Areas of Isfahan, Iran. *Armaghane-danesh* 2016; 21 (4): 396-409.
15. Hajari A, **Shams M**, Afrooghi S, Fadaei Nobari R, Abaspoor Najafabadi.R. Brucellosis in Tiran & Karvan: Study of the Disease in the Recent 10-Year Period (2004-2013). *Military Caring Sciences*.2016; 3(2):100-106.

16. Maleki M, Mousavizadeh A, Parhizkar S, **Shams M**, Angha P. Development of a tailored intervention to promote normal vaginal delivery among primigravida women: a formative study. *IJOGI*, 2016; 19(30): 9-25.
17. **Shams M**, Karimzadehshirzadi K, Fraroie M, Shariatinia S. Developing a Tool for Measuring HIV/AIDS Literacy for Iranian Society. *Journal of Ilam University of Medical Sciences* 2016, 24 (5):138-149.
18. Behroozpour A, **Shams M**, Mousavi M, Ostovar R, and Maleki M. Self-Medication Among Women in Yasouj City and Factors Associated with it: A Preliminary Study for Designing an Intervention Based on Health Belief Model. *Scientific Journal of School of Public Health and Institute of Public Health Research*. 2016, 14(3): 97-108.
19. **Shams M**, Kianfard L, Parhizkar S, Mousavizadeh A. Needs Assessment in Married Women for Designed Empowerment Program to Prevent Domestic Violence against Women in Ahvaz. 2017, 16(1):88-100.
20. Ostovar R, **Shams M**, Mousavizadeh A. Tailored Print Media: a Recommended Technique on Promoting Patient Rights Charter in Educational Hospitals in Yasuj, Iran. *Hakim Health Sys Res* 2014; 17(3): 200- 208.
21. Shariatinia S, Fararouei M, Karimzadeh Shirazi K, **Shams M**. Assessment of HIV/AIDS literacy in 15- 49 years old people in Yasuj and its related factors. *Armaghane-danesh* 2015; 19(12): 1082-1095.
22. Mousavi AM, **Shams M**, Akbartabar Toori M, Ghafari SR, Fallah zadeh H , Mousavizadeh A, et al. Stage of Change in Calorie Balance Intake: Decisional Balance and Self-Efficacy Effective in Obese and Overweight Women. *Armaghane-danesh* 2015; 19(10): 902-920.
23. Maleki M, Mohammadi S, Shariatinia S, **Shams M**, et al. Formative Research to Study the Viewpoints, Attitudes and Driving Behaviors in Taxi Drivers of Yasuj: The First Step in Planning of an Intervention Based on Social Marketing Model. *Armaghane-danesh, Yasuj University of Medical Sciences Journal*, 2014, 19(2):161-177
24. **Shams M**, Neyestani H, Ebrahimipour H, et al. Using social marketing model to persuade the rural women to do mammography. *Journal of School of Public Health and Institute of Public Health Research* 2014, 12 (1): 85-96
25. Shamsi M, Shams M, Nilipour Tabatabaei A. Study of attitude and behaviors related to using personal protective equipment in employees of constructing subway stations in Esfahan, Iran. *Iran Occupational Health* 2013, 10 (3): 20-28
26. **Shams M**, Shamsi M, Increasing the Usage of Personal Protective Equipments in Constructing Subway Stations. *Armaghane-danesh, Yasuj University of Medical Sciences Journal*, 2013, 18(6):495-508

27. Shamsi M, Neyestani H, Ebrahimipour H, Esmaeili H, Vafaei najjar A, Nosrati M. Using social marketing model to persuade the women to do mammography. *sjsph*. 2014; 12 (1) :85-96
28. Vafae-Najar A, **Shams M**, Esmaeily H, et al. Mammography in Rural Areas of Iran: A Qualitative Study for Designing a Social Marketing Intervention. *Journal of Qualitative Research Health Sciences*, 2013; 2(2): 173-83.
29. Modiri Fazeleh K, Alavinia M, Labbaf Ghasemi R, **Shams M**. Needs assessment of general practitioners working in deputy of health, MOHME, from aspect of their own views. *Teb va Tazkieh* 2012, 2:41-44
30. Soleymani nejad M, **Shams M**, Charkazi AR, et al. Effects of Internet Use on Lifestyle of University Students in Gorgan, Iran. *Journal of Research in Health System* 2012, 8(5): 734-743
31. Fayazbakhsh A, Khaje Kazemi R, Soleymani nejad M, Rahimi F, Jahangiri L, Heydari S, **Shams M**. The Internet Using and Health: Students' Knowledge, Attitude and Lifestyle Related to the Internet. *Hakim Research Journal* 2011; 14(2): 96- 105
32. Soleiman-Ekhtiari Y, Majlesi F, **Shams Mohsen**, Rahimi Foroushani A, Women health personnel's views about the screening and management program for domestic violence: a qualitative research. *Hospital*. 2010, 9(4):83-91
33. **Shams M** and Rahimi-Movaghar V. Study of the effect of Safe Community Program in Kashmar and comparing it to other counties in Iran. *Journal of School of Public Health & Institute of Public Health Researches*. 2010, 8(2):67-76
34. Majdzadeh R, Rashidian A, **Shams M**, Shojaeezadeh D, Montazeri A. Using the social marketing model to reduce risky driving behaviors among taxi drivers in Tehran. *Scientific Journal of School of Public Health and Institute of Public Health Research*, 2011:9(2):21-40.
35. **Shams M**, Shojaeezadeh D, Majdzadeh R, Rashidian A, Montazeri A. Social marketing and risky driving behaviors: a qualitative study among taxi drivers in Tehran, Iran. *Payesh Journal*,2010, 9 (4):391- 401
36. **Shams M**, Rashidian A, Shojaeezadeh D, Majdzadeh R, Montazeri A. Risky Driving behaviors among taxi drivers in Tehran: Attitudes, self-reported and observational behaviors. *Payesh Journal*,2010, 9 (4):403- 416
37. Soleiman-Ekhtiari Y and Shams M. Media campaigns and preventing traffic Accidents. *Police Management Studies*. 2009; 4(2):251-166
38. **Shams M**, Fayazbakhsh A, Saffari M. A review of studies on the effectiveness of health education interventions to improve women behaviors related to breast self- examination. *Iranian Journal of Breast Diseases*. 2009; 1(3): 17-23

39. Ahmadi B, Naseri S, Alimohammadian M, **Shams M**, et al. Views of experts & people about domestic violence against women in Iran: a qualitative approach. Journal of School of Public Health & Institute of Public Health Researches. 2008; 2(6), 67-81
40. **Shams M** and Soleiman Ekhtiari Y. Social Marketing: a new approach in health education. Darou va Darman Journal. 2008; (57): 36-43
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11. Presentations

- Using Social Marketing to reduce salt intake: a field trial in Iran. Oral presentation in the International Social Marketing Conference (ISMC). July 14-15, 2018, **Singapore**
- Using Social Marketing to Promote Normal Vaginal Delivery in Primigravida Women in Iran. Oral presentation in the 3rd World Congress on Public Health, Epidemiology & Nutrition. November 13-14, 2017, **Osaka, Japan**
- A formative research to design an intervention for reducing salt intake in Yasuj. Poster presentation in the 3rd International & 8th National Iranian Congress on Health Education and Promotion, 23-25th August 2017, **Esfahan, Iran**
- Study of the effect of educational intervention based on Health Belief Model on self-medication in women under the coverage of urban health care facilities in Yasuj. Poster presentation in the 3rd International & 8th National Iranian Congress on Health Education and Promotion, 23-25th August 2017, **Esfahan, Iran**
- Development and evaluation of HIV/AIDS Literacy Scale for Iranians (HALSI). Oral presentation in the 2nd Annual International Conference on Public Health. 28–29th July 2016, **Colombo, Sri Lanka**
- Mother’s views about sexuality health education to adolescent girls: a qualitative study in Iran. Oral presentation in the 2nd Annual International Conference on Public Health. 28–29th July 2016, **Colombo, Sri Lanka**
- Enhancing Scientific Innovation in Graduates: A Necessity to Improve the Position of Health Education & Promotion in Iran. Key speaker in the 7th National Congress in Health Education & Promotion. 4-5 May 2016, **Tehran, Iran**
- Health Education Specialists in Health Sector Evolution: A missed Role. Key speaker in the 2nd International and 6th National Congress in Health Education & Promotion. 19-21 May 2015, **Kermanshah, Iran**

- Women's Views on Physical Activity in Kerman: A Qualitative Study Applying Social Marketing Model. Poster presentation in the 2nd International & 6th National Iranian Congress on Health Education and Promotion. 19-21 May 2015, **Kermanshah, Iran**
- Effects of Internet Use on Lifestyle of University Students in Gorgan, Iran. Poster presentation in the 2nd International & 6th National Iranian Congress on Health Education and Promotion. 19-21 May 2015, **Kermanshah, Iran**
- Job Satisfaction among Personnel of Dena City Health Care System and Suggested Approaches. Poster presentation in the 2nd International & 6th National Iranian Congress on Health Education and Promotion. 19-21 May 2015, **Kermanshah, Iran**
- Self-care in Elderly. Key speaker in Iranian National Congress on Aging and Health. 4-6 May 2015, **Shiraz, Iran**
- Necessity of promoting the comprehensive thinking for preventing road traffic crashes in Iran. Key speaker in Iranian National Conference on Social Determinants and health inequalities. 3-5 May 2015, **Yasuj, Iran**
- Health Literacy and health inequalities. Key speaker in Iranian National Conference on Social Determinants and health inequalities. 3-5 May 2015, **Yasuj, Iran**
- Effective communication: a necessity for advising by religious leaders. Oral presentation in the national congress on Scientific Religion, Religious Science. 1-5 May 2014, **Yasuj, Iran**
- Using social marketing model to persuade the women to do mammography. Oral presentation in the Public Health Conference, 12- 14th July 2014, **Bangkok, Thailand**
- Developing a tool for needs assessment: the first step to designing and establishing an educational model for communicating, educating and informing to patient with cancer in Iran. Poster presentation in the 2nd national congress on Patient Education, 8-10 January 2013, **Tehran, Iran**
- Application of social marketing to persuade the employees in constructing underground stations for using personal protective equipment. Oral presentation in the 21st IUHPE World Conference on Health Promotion 25 - 29 August 2013, **Pattaya, Thailand**
- Viewpoints, Attitudes and Driving Behaviors in Taxi Drivers of Yasuj: a formative Research to design an Intervention for modifying risky driving behaviors. Based on Social Marketing Model. Poster presentation in the 3rd National Conference on Research in Health Promotion with a focus on healthy lifestyle, 18-20 February 2013, **Birjand, Iran**
- Empowerment the studying and graduated MSc and PhD students of health education and promotion: challenges and strategies. Oral presentation in the 5th national congress on health education and promotion, 19-20 November 2013, **Tehran, Iran**

- Yasuj Healthy Heart campaign to persuade people for physical activity and fish meat consumption: designing a behavioral modification intervention. Poster presentation in the 7th Iranian congress on epidemiology, 14-16 May 2013, **Yasuj, Iran**
- The principles of designing the field interventions to modify health behaviors. Oral presentation in the 7th Iranian congress on epidemiology, 14-16 May 2013, **Yasuj, Iran**
- A comprehensive program for educating and informing the patients with cancer: proposed model for planning and implementing. Poster presentation in the 1st national congress on cancer control program, 4-6 February 2013, **Tehran, Iran**
- Transferring the information or improving the health literacy: which of them is the patient right? Oral presentation in the national conference on opportunities and challenges to establish the patient rights charter, 18-20 July 2011, **Yasuj, Iran**
- Using social marketing to increase the effectiveness of nutrition counseling as a patient right. Poster presentation in the national conference on opportunities and challenges to establish the patient rights charter, 18-20 July 2011, **Yasuj, Iran**
- Using social marketing model to reduce risky driving behaviors among taxi drivers in Tehran. Oral presentation in the 10th National Conference on Injury Prevention and Safety Promotion 2011, 2-4th November 2011, **Brisbane, Australia**
- Using social marketing model to reduce risky driving behaviors among taxi drivers in Tehran. Oral Presentation in the 1st International & 4th National Congress on Health Education & Promotion, 16- 18 May 2011, **Tabriz, Iran**
- Application of Short Message Service to encourage people to control their blood cholesterol: a field trial". Oral Presentation in the 1st International & 4th National Congress on Health Education & Promotion, 16- 18 May 2011, **Tabriz, Iran**
- Using SMS to encourage people to control their blood cholesterol: a field trial. Poster Presentation in Heart, Vessels & Diabetes –The European Conference, 9-11 December 2010, **Lisbon, Portugal**
- Risky driving behaviors among taxi driver in Tehran. Oral presentation in the Congress of Urban Health, 2009, **Tehran, Iran**
- Media Campaigns and Injury Prevention. Oral presentation in the 2nd International Traffic Congress, 2009, **Tehran, Iran**
- Taxi drivers' views about risky driving behaviors in Tehran: a qualitative research for designing an intervention based on Social Marketing Model. Poster presentation in the 3rd National Congress on Health Education & promotion, 2008, **Hamedan, Iran**
- Using social marketing model for reducing the oil consumption among the women in Markazi province in Iran. Poster presentation in the 3rd National Congress on Health Education & promotion, 2008, **Hamedan, Iran**
- Risky Driving Behaviors and road traffic crashes in Tehran in 2006. Poster presentation in the 3rd National Congress on Health Education & promotion, 2008, **Hamedan, Iran**

- Code of Ethics in Health Education: a normative and felt need. Oral presentation in the 3rd National Congress on Health Education & promotion, 2008, **Hamedan, Iran**
- The Code of Ethics for Health Educators. Poster presentation in the 2nd International Congress of Medical Ethics in Iran, 2008, **Tehran, Iran**
- Skate Injuries in Children. Oral presentation in the National Workshop for Prevention and Safety Promotion in Children, 2007, **Tehran, Iran**
- Risk Driving Behavior in Tehran in 1385. Oral presentation in the Congress of High Risk Behaviors, 2007, **Zahedan, Iran**
- Applications and advantages of using social marketing in continuing medical education (CME). Oral presentation in the 4th GIAN Symposium on Higher Education & Development in Knowledge Based Society Towards Enhancing Quality and Relevance in Medical & Professional Education, 2007, **Tehran, Iran**
- A review of studies on the effectiveness of public health education interventions to prevent traffic accidents in children. Oral presentation in the 1st congress on injury prevention and safety promotion, 2007, **Khorramabad, Iran**
- A review of studies on the effectiveness of health education interventions to improve knowledge, attitudes and practices of women regarding early detection and treatment of breast cancer. Poster presentation in the 2nd congress of Breast Cancer, 2006, **Tehran, Iran**
- Effect of Health Belief Model on usage of withdrawal as a contraception method in Mobarake, Isfahan, Iran. Oral presentation in the 2nd congress on health education and promotion, 2005, **Zahedan, Iran**
- The study of health education effect on decreasing of Sodium Bicarbonate consumption by bakers in Khomeini-Shahr, Isfahan. Poster presentation in the 2nd national congress of health education, 2003, **Yazd, Iran**

12. Books

- Book chapter: "Social Marketing for Health" in "Health Communication", ISBN 978-953-51-6229-2. ISBN 978-953-51-6229-2. (In English)
- Basic Skills for Health Educators (In Persian)
- Prevention of Cardiovascular Diseases, for governmental staff (In Persian)
- Trastuzumab guideline in breast cancer: policy and clinical recommendation and patient decision aids (In Persian)
- Tools for teaching health: interactive strategies to promote health literacy and life skills in adolescent and young adults **(Translation to Persian)**
- Dictionary of Public Health Education and Promotion: Terms and Concepts. Authors: Naomi N. Modeste, Teri S. Tamayose. 2nd Edition Jossey-Bass Publication, 2004. **(Translation to Persian)**

- Health Education Principles in Patient Education. A literature review of selected health education principles used in patient education. Authors: Dan Grabowski D, Bruun Jensen B, Willaing I, Zoffmann V, Schiøtz ML. **(Translation to Persian)**

13. Language Skills

- **Persian:** Mother tongue
- **English:** Speaking (good), Reading (good), Writing (good)