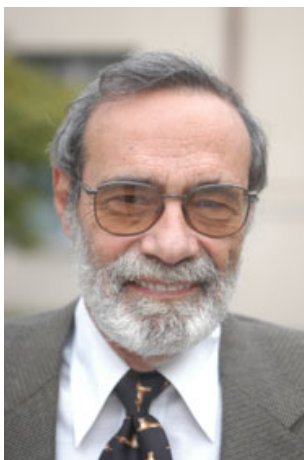


In Memoriam: Martin Fishbein, Ph.D.



It is with deep sadness that we share the news of the passing of **Martin Fishbein, Ph.D.**, on Friday, November 27 at the age of 73 while in London participating on the planning committee of the AIDS Impact Conference.

"Marty was a highly respected and distinguished friend of the HIV Center. He had served as a Senior Advisor to the HIV Center since 1992, and he was a friend to many of us -- and to me personally," said HIV Center Director Anke A. Ehrhardt, Ph.D. "I have extended our condolences to his wife Debbie, who was with him in London."

Dr. Fishbein was the Harry C. Coles, Jr. Distinguished Professor of Communication and Director of the Health Communication Program in the Public Policy Center of the Annenberg School for Communication at the University of Pennsylvania. He authored or edited seven books and contributed over 250 articles and chapters to professional books and journals. Dr. Fishbein is perhaps best known as the author of the Theory of Reasoned Action and the Integrative Model of Behavioral Prediction and Change. His theory is the most cited AIDS behavioral theory in the scientific literature, and is widely used in the fields of communication, public health, advertising, and psychology. In addition to his academic accomplishments, he served on the NIMH Mental Health AIDS Research Review Committee, the NIMH AIDS Policy Subcommittee of the National Advisory Mental Health Council, and was a special consultant on behavior and behavior change for the NIMH AIDS research program. At the Centers for Disease Control and Prevention (CDC), Dr. Fishbein was a guest researcher in the Behavioral Prevention Research Branch in the Division of HIV/STD Prevention and served as Acting Chief of the Behavioral Interventions and Research Branch of the Division of STD Prevention, in the National Center for HIV, STD, and TB Prevention.

Plans for a memorial service will be announced at a later date. Messages of condolence or your personal memory of Dr. Fishbein can be posted on the Annenberg School's website by [clicking here](#) and selecting the "leave a comment" button under the photograph.