

Martha A. Bass, Ph.D., R.D.  
Assistant Professor  
Department of Health and Kinesiology  
College of Education

### **Degrees Earned**

Ph.D., Health Science, The University of Arkansas, 2002

M.S., Foods and Nutrition, The University of Utah, 1984

B.S., Foods and Nutrition, The University of Utah, 1982

### **Professional Licensure and Certifications**

Registered Dietitian, American Dietetic Association, #697703

### **Peer-Review Publications and Artistic Performances/Exhibitions**

#### **Articles**

Noland, R.M., Bass, M.A., Keathley, R.S., & Miller R.S., Is a little knowledge a good thing? College students get smarter, but do not become more tolerant of same-sex sexuality and gender reassignment surgery in sexuality courses, *American Journal of Sexuality Education*, (In Review).

Bass, M.A., & Keathley, R.S., Effectiveness of a social norms marketing campaign on a university campus, *American Journal of Health Studies*, (In Review).

Gallagher, C.E., Bass, M.A., Oden, G.L., & Keathley, R.S., Performance enhancers: Use in college aged men and women, *Applied Research in Coaching and Athletics Annual*, Vol. 22: 126-148, 2007.

Ford, M.S., Bass, M.A., & Keathley, R.S., Osteoporosis knowledge and attitudes: A cross-sectional study among college age students, *Journal of American College Health*, Vol. 56: 43-47, 2007.

Bass, M.A., Ford, M.A., Mauromoustakos, A., Brown, B.S., & Keathley, R.S., Variables for the prediction of femoral bone mineral status in American women, *Southern Medical Journal*, Vol 99, Issue 2: 115-122, 2006.

Ford, M.A., & Bass, M.A., Osteoporosis: A home health care issue, *California Journal of Health Promotion*, Vol. 2: 5-11, 2004.

Ford, M.A., Bass, M.A., Turner L.W., Mauromoustakos, A., & Graves, B.S., Past and recent physical activity and bone mineral density in college-aged women, *Journal of Strength and Conditioning Research*, Vol. 18: 405-9, 2004.

Turner, L.W., Bass, M.A., Ting, L., & Brown, B., Influence of yard work and weight training on bone mineral density among older U.S. women, *Journal of Women and Aging*, Vol. 14: 139-148, 2002.

Bass, M.A., Enochs, W., & DiBrezzo, R., Comparison of two exercise programs on general well-being of college students, *Psychological Reports*, Vol. 9: 1195-1201, 2002.

Turner L.W., & Bass, M.A., Osteoporosis knowledge, attitudes, and behaviors of female collegiate athletes, *International Journal of Sport Nutrition and Exercise Metabolism*, Vol. 11: 485-492, 2001.

Bass, M.A., Turner, L., & Hunt, S., Counseling female athletes: Application of the stages of change model to avoid disordered eating, amenorrhea, and osteoporosis, *Psychological Reports*, Vol. 88: 1153-1160, 2001.

Ferguson, R.H., Bass, M.A., & Ford, M.A., A comparison of various methods for assessing body composition, *Arkansas AAHPERD Journal*, Vol. 36: 49-52, 2001.

## **Books**

### **Chapters**

Keathley, R.S., Bass, M.A., & Fisher, A.M., Health and Sex Education, pp 275-286 in *Gender and Education: an Encyclopedia*, Edited by B.J. Bank, 2007.

Ferguson, R.H., Bass, M.A., & Ford, M.A., Lecture Enhancement 9-2: A comparison of various methods for assessing body composition, in *Instructor's Manual to accompany Nutrition Concepts and Controversies*, 9<sup>th</sup> edition, 2003.

Bass, M.A., Lecture Enhancement 10-1: The transtheoretical model of health behavior in the management of the female athlete triad, in *Instructor's Manual to accompany Nutrition Concepts and Controversies*, 9<sup>th</sup> edition, 2003.

Ferguson, R.H., Bass, M.A., & Ford, M.A., Lecture Enhancement 8-1: A comparison of various methods for assessing body composition, *Instructor's Manual to accompany Understanding Nutrition*, 9<sup>th</sup> edition, West/Wadsworth Educational Publishing, Belmont, CA. (2002).

Bass, M.A., Lecture Enhancement 14-1: The transtheoretical model of health behavior in the management of the female athlete triad. *Instructor's Manual to accompany Understanding Nutrition*, 9<sup>th</sup> edition, 2002.

Bass, M.A., Lecture Enhancement 10-1: The transtheoretical model of health behavior in the management of the female athlete triad. *Instructor's Manual to accompany Nutrition: Concepts and Controversies*, 8<sup>th</sup> edition, 2002.

## **Proceedings**

## **Artistic Performances**

## **Artistic Exhibitions**

## **Research Monographs and Technical Reports**

## **Funded External Grants**

### **Peer-Review Presentations/Posters**

Keathley, R.S., Bass, M.A., & Fisher, A., "Issues Relating to Alcohol Use among Female Employees in the Workplace." Research on Women and Education 33<sup>rd</sup> Annual Fall Conference, San Antonio, TX, October 2007.

Keathley, R.S., Bass, M.A., & Fisher, A., "Sexual Harassment: A Challenge for Women in Leadership Positions." Research on Women and Education 33<sup>rd</sup> Annual Fall Conference, San Antonio, TX, October 2007.

Wagner, M.C., Keathley, R.S., & Bass, M.A., "Developing a Social Norm Intervention Promotion Campaign for Student-Athletes Enrolled in a Division 1-AA University." American College of Sports Medicine, New Orleans, LA, May 2007.

Bass, M.A., & Keathley, R.S., "Effectiveness of Social Marketing Poster Campaigns on a University Campus." American Alliance for Health, Physical Education, Recreation and Dance, Baltimore, MD, March 2007.

Keathley, R.S., & Bass, M.A., "Food Insecurity Rates Among Low Income, Elderly Residents." American Alliance for Health, Physical Education, Recreation and Dance, Baltimore, MD, March 2007.

Bass, M.A., & Keathley, R.S. "Alcohol Consumption and Driving Patterns among College Students." Hawaii International Conference on Education, Honolulu, HA, January 2007.

Keathley, R.S. & Bass, M.A. "Developing Alcohol Education Initiatives in Centers of Higher Education." Hawaii International Conference on Education, Honolulu, HA, January 2007.

Keathley, R.S., Bass, M.A., & Noland, R., "Human Sexuality: Knowledge and Perceptions of College-Age Students." American Alliance for Health, Physical Education, Recreation and Dance, Salt Lake City, UT, April 2006.

Bass, M.A., Keathley, R.S., & Boaz, E., "Online Course Interest Among Health Education and Family and Consumer Science Students." American Alliance for Health, Physical Education, Recreation and Dance, Salt Lake City, UT, April 2006.

Keathley, R.S., Bass, M.A., Sandlin J., Sandlin, M., & Vannoy, L., "Alcohol Behaviors and Attitudes: Do they vary between evangelical christian and regional state-supported Universities?" American Alliance for Health, Physical Education, Recreation and Dance, Salt Lake City, UT, April 2006.

Ford, M.A., Hallam, J.S., Vesey, N., Bass, M.A., & Wade, L.R., "Healthcare Workers Motivation to live Healthy, American Academy of Health Behavior." Carmel, CA, March, 2006.

Ford, M.A., Bass, M.A. & Keathley, R.S., "Knowledge and perceptions of college-age women regarding osteoporosis." American Alliance for Health, Physical Education, Recreation and Dance, Chicago, IL, April 2005.

Keathley, R.S. & Bass M.A., "Awareness of portion size among college students." American Alliance for Health, Physical Education, Recreation and Dance, Chicago, Il, April 2005.

Keathley, R.S. & Bass, M.A., "Improving nutritional knowledge, attitudes and behaviors through interactive functional strategies." American Alliance for Health, Physical Education, Recreation and Dance, Chicago, Il, April 2005.

Bass, M.A., Brown, B.S., Mauromoustakos, A., & Ford, M.A., "The effect of exercise, body composition, and nutritional intake on bone mineral status of women in the United States." American Alliance for Health, Physical Education, Recreation and Dance, New Orleans, LA, April 2004.

Ford, M.A., Bass, M.A., Turner, L.W., & Mauromoustakos, A., "Influences on bone mineral density among college-aged women." American College of Sports Medicine. San Francisco, CA. 2003.

Ford, M.A., Turner, L.W., Mauromoustakos, A., & Bass, M.A., "Effect of body composition on bone mineral density among college-aged women." American Alliance for Health, Physical Education, Recreation and Dance. Philadelphia, PA. April 2003.

Chaney, J.D., Ford, M.A., Bass, M.A., Williams, D., & Jones, C., "Is environmental health emphasized at the graduate level in programs of Public Health and Health Education?" American Alliance for Health, Physical Education, Recreation and Dance, Philadelphia, PA. April 2003.

Ford, M.A., Turner, L.W., Mauromoustakos, A., & Bass, M.A., "The effects of past and present physical activity on bone mineral density among college-aged women." American Alliance for Health, Physical Education, Recreation and Dance. San Diego, CA. April 2002.

Turner, L.W., Bass, M.A., Ting, L., & Bleeker, J., "Risk factors for low bone mineral density among older women: Results from a national survey." American Alliance for Health, Physical Education, Recreation and Dance. Cincinnati, OH, April 2001.

Noland, R.M., Bass, M.A., & Keathley, R.S., "Human sexuality course impact on students' sexual knowledge and attitudes." Southwest Psychological Association, Austin, TX, April 2006.

Bass, M.A., Turner, L.W., & Ford, M.A., "Application of the transtheoretical model in the management of the female athlete triad." Southern Academy for Women in Physical Activity, Sport and Health. Memphis, TN. 2000.

Ford, M.A., Turner, L.W., Bass, M.A., & Hunt, S.B., "Bone mineral density levels of college females attending a southern university." Southern Academy for Women in Physical Activity, Sport and Health. Memphis, TN. 2000.

Keathley, R.S., & Bass, M.A., "Accentuate Positive Student Behaviors through Social Norms Marketing." Texas Alliance for Health, Physical Education, Recreation and Dance, Galveston, TX, November 2007.

Keathley, R.S., Spradlin, K., & Bass, M.A., "Underage Drinking: Need for Collective Education & Action." Texas Alliance for Health, Physical Education, Recreation and Dance, Fort Worth, TX, November 2006.

Keathley, R.S., Bass, M.A., & Wallace, C.N., "Infusing alcohol awareness education into the curriculum." Texas Association for Health, Physical Education, Recreation & Dance. Corpus Christi, TX. December, 2005.

Keathley, R.S. & Bass, M.A., "Nutrition Camp I." Texas Association for Health, Physical Education, Recreation & Dance. Waco, TX. July 2004.

Keathley, R.S. & Bass, M.A., "Nutrition Camp II." Texas Association for Health, Physical Education, Recreation & Dance. Waco, TX. July 2004.

Turner, L.W., Ting, L., Bass, M.A., & Brown, B., "Physical activity and bone density among older women: Results from a national survey." Arkansas American Alliance for Health, Physical Education, Recreation and Dance. Jonesboro, AR. Fall 2000.

Ferguson, R., Ford, M.A., & Bass, M.A., "A comparison of selected body composition measurement techniques." Arkansas American Alliance for Health, Physical Education, Recreation and Dance. Jonesboro, AR. Fall 2000.

Bass, M.A., Turner, L.W., & Nelson, A., "Risk factors for wrist and hip fracture among older U.S. women." Arkansas Association for Health, Physical Education, Recreation and Dance. Eureka Springs, AR. Fall 1999.

Ford, M.A., Nelson, A., & Bass, M.A., "Use of dual-energy X-ray absorptiometry in the assessment of bone mineral density." Arkansas Association for Health, Physical Education, Recreation and Dance. Eureka Springs, AR. Fall 1999.

**Work or Professional Experiences**

2005 – Present, Graduate Coordinator for Health Education, Sam Houston State University

2002 – Present, Associate Professor of Health Education, Sam Houston State University

2001 – 2002, Lecturer, University of Arkansas, Fayetteville, AR

1998 – 2001, Sports Nutritionist, University of Arkansas, Fayetteville, AR

**Honors and Awards**

Phi Kappa Phi Honor Society, The University of Utah, 1982

Graduated *Cum Laude*, The University of Utah, 1982

University Graduate Fellow, The University of Utah, 1983

**Other Competencies**