

## Invitation

### Valkhof Lecture

Tuesday November 3, 2020

14.00 - 16.00

[www.radboudumc.nl/valkhoflecture2020](http://www.radboudumc.nl/valkhoflecture2020)

**Linda M. Collins, Ph.D.** has been awarded the Valkhof Chair by the Executive Board of Radboud university medical center.

Professor Collins will deliver this year's Valkhof Lecture, entitled:

**Building more effective, efficient, affordable, and practical interventions: The multiphase optimization strategy (MOST)**

Unfortunately, due to the current COVID-19 crisis professor Collins is unable to attend personally. However, we didn't want to postpone this tradition. You are warmly invited to attend the official gathering and Valkhof Lecture online on Tuesday November 3, 2020, 14.00 – 16.00.

Yours faithfully,

Professor Jan Smit  
Dean / Vice Chairman of the Executive Board  
Radboud university medical center

**Linda M. Collins, Ph.D.**, is Professor of Social and Behavioral Sciences in the School of Global Public Health at New York University. Prof. Collins's research interests include the multiphase optimization strategy (MOST), an engineering-inspired methodological framework for optimizing and evaluating behavioral, biobehavioral, and biomedical interventions. The objective of MOST is to improve intervention effectiveness, efficiency, economy, and scalability. Prof. Collins is currently collaborating on research applying MOST to develop optimized behavioral interventions in the areas of smoking cessation, prevention of excessive drinking and risky sex in college students, and HIV services.



Her research has been funded by the United States National Science Foundation and four different institutes with the United States National Institutes of Health. Prof. Collins is a Fellow of the American Psychological Association, the Association for Psychological Science, the Society of Behavioral Medicine, and the Society for Prevention Research. She is a past president of the Society of Multivariate Experimental Psychology and the Society for Prevention Research. She has delivered more than 140 invited presentations and workshops on MOST around the world.

### Registration

Please register yourself for the online lecture on [www.radboudumc.nl/valkhof2020](http://www.radboudumc.nl/valkhof2020)

Further details will follow later. Though online, we will try to make this meeting as interactive as possible.

Participation is free.

### Contact

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### Accreditation

The lecture is accredited by  
Accreditatiebureau Algemene  
Nascholing (ABAN).

## Programme

### Welcome and introduction Valkhof Lecture

*Jan Smit*

Dean / Vice Chairman of the Executive Board,  
Radboud university medical center

### Laudatio Linda Collins

*Pim Assendelft*

Professor Prevention in healthcare, Radboud university medical center

### Valkhof Lecture

Building more effective, efficient, affordable, and practical interventions: The  
multiphase optimization strategy (MOST)

*Linda Collins*

*The chair is named after the Valkhof (Falcon Court) in the centre of Nijmegen, the oldest city in the Netherlands. The Valkhof is a historic place, which was used as a cemetery in prehistory. The Romans had a fortified settlement on the spot. The Frankish emperor Charlemagne (714-814) held residence at the Valkhof. Also Frederick Barbarossa (1122-1190) was known to use the castle Valkhof. The remains of the castle are still present.*

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