

**Max A. Heirich**  
1640 Broadway  
Ann Arbor, Michigan 48105

**DATE OF BIRTH:** May 13, 1931

**EDUCATION:** Earlham College, B.A., 1953  
University of California, Berkeley, Ph.D., 1967

**HONORS:** Woodrow Wilson Fellow, 1960  
Kent Fellow, 1963-1965, 1966

**EMPLOYMENT:** Instructor, Warren Wilson College  
Swannanoa, North Carolina, 1953-1954

Projects Director and College Secretary for American Friends Committee, (Midwest and Southeastern States, 1954 - 1960)

Research Assistant, Teaching Assistant and Acting-Instructor, University of California, Berkeley, 1961-1966

Assistant Professor, Associate Professor, Professor, Department of Sociology, and the Residential College of the University of Michigan, 1967 – 1999.

**ADMINISTRATIVE RESPONSIBILITIES:**

Besides the usual range of departmental and university committees I have served as associate director for curriculum, Residential College, the University of Michigan (1972-1974) and as coordinator for the Student Faculty Research Community there, 1978-1979, and of the Social Science Program, 1982-1984, 1988, and the Residential College Executive Committee, 1984-1987. I have also served as the director of the Undergraduate Program in the Department of Sociology, 1994-95. I currently head the Worker Health Program of the Institute of Labor and Industrial Relations, The University of Michigan, where I served as Principal Investigator for two federally-funded research projects (see Research Support, below). In addition, along with Marilyn M. Rosenthal, I co-founded and for a time coordinated the University of Michigan Forum on Health Policy.

**RECENT RESEARCH SUPPORT:**

Principal Investigator, Public Health Service, SAMSHA (CSAP) three-year grant #1 U1K SPO8146, "M-CARE's DrinkWise and Health Risk Appraisal Programs," \$1,940,400, Worker Health Program, Institute of Labor and Industrial Relations, University of Michigan, Ann Arbor, 1997-2000.

Principal Investigator, NIH (NIDA) five-year grant #5 RO1-DA07713, "Prevention of Substance Abuse Through Worksite Wellness," \$1,472,643, Worker Health Program, Institute of Labor and Industrial Relations, University of Michigan, Ann Arbor, 1995-1999.

**SERVICE ACTIVITIES:**

Consultant, Alameda County (California) Department of Public Health, Department of Research, 1965.

Contract Study for Department of Health, Education and Welfare, Washington, D.C., on Free Speech Demonstration at the University of California, Berkeley, 1966.

Consultant, National Commission on the Causes and Prevention of Violence, Washington, D.C., 1968.

Consultant for a new program in the social sciences, Earlham college, 1972.

Consultant, Woman, Inc., Drug Treatment Program, Detroit, 1976-1977.

Consultant, Michigan Blue Cross-Blue Shield Cost Effective Assessment Program, for demonstration project in holistic health, 1978-1980.

**SERVICE ACTIVITIES (continued):**

Colloquium speaker of workshops at State University of New York (Binghamton), 1968; Vanderbilt University, 1975; Earlham college, 1977; plus numerous guest lectures for medical school and public health classes (Wayne State and University Future Societies seminar, and classes in three other departments within the University of Michigan's Literary College (1975-present).

Consulting Editor, American Journal of Sociology, 1977-1979, plus frequent referee for American Sociological Review, Sociological Inquiry, American Sociologist, and other sociological journals.

Member of the American Sociological Association's Task Force on Teaching Undergraduate Sociology, special subgroup, 1978.

Organizer and commentator, Sociology of Knowledge Session, American Sociological Association meetings, Boston, 1979.

Consultant, Wayne State University Medical School Primary Care Clinic 1980-1981.

Consultant, Allen Park Growth Center, Allen Park, Michigan, 1981-1982.

Consultant, Michigan Holistic Health Associates, 1981-1982.

Principal Lecturer, University of Michigan Medical School, Inteflex Course, Introduction to Patient Care, 1979-Present.

Adjunct Professor, Graduate Program in Holistic Health, Western Michigan University, 1981-1984.

Consultant, Arrowwood Hills Housing Cooperative, Community organization, federal negotiations, health care services, 1983-1984.

Task force, Health Problems among Michigan's Unemployed Workers, Michigan Holistic Health Association, 1982-84.

Board of Directors, Michigan Holistic Health Association, 1980-1986. Clinical Membership and Ethics Committee, Michigan Holistic Health Association, Washington, D.C. 1984-1986.

National Executive Committee, Coalition of Holistic Health Organizations, Washington, D.C. 1984-1986.

Co-chair, Research Committee, Coalition of Holistic Health Organizations, 1984-1986.

Consultant, Domestic Violence Intervention Services, Tulsa, Oklahoma, 1985.

Consultant, General Motors Health and Safety Program, 1986-1989 with special responsibility for helping design a corporation-wide wellness program.

April, 1987, Peer Review Selection Committee for site grants for Neurological, Behavioral, Social and Economic Sciences Division of National Science Foundation, Program for Research Experience for Undergraduates. NSF).

Consultant, Kaiser Family Foundation, stress management programs, 1988.

Consultant, Institute for the Advancement of Health, stress management programs, 1988.

Consultant, Consortium of Health Administrators for 12 major corporations, worksite stress management programs, 1988.

Designer/Program Manager, University of Michigan Wellness Program, experimental study of 2,000 employees, 1988-89.

Designer/Program Director, "Experience Living Now" retreats for persons who are HIV-positive. November, 1989, May, 1990. For Positive Living Network.

Consultant, alternative health programs, Positive Living Network and Detroit Aids Consortium, 1989-present.

**SERVICE ACTIVITIES (continued):**

Consultant and trainer, Detroit Edison: Organizational issues and stress management. I designed an organizational stress management program for Detroit Edison and trained their staff to run it and to evaluate its effectiveness, March-May, 1992, with some continuing consultation.

Consultant to the National Institutes of Health for peer review structure and evaluation designs for their new Office of Alternative Medicine, September 1992.

Advisory Committee and primary teaching staff for Michigan Medical Association project: Teaching Alternative/Complementary Therapies to HIV Primary Caregivers, October-December, 1992.

Consultant to the Clinton Health Care Reform Task Force re: Preventive Services and Their Integration with Primary Care, February-April, 1993.

University of Michigan Health Forum, working with members of Congress on Health Insurance Reform legislation, December 1993 to present, co-coordinator.

Executive Committee, Wellness Certification Standards Project, Health Promotion and Wellness Council of Michigan, April 1991 to 1994.

Co-Chair, Wellness Certification Standards Project, Health Promotion and Wellness Council of Michigan, 1993-1995.

Sociology Department Representative, Supervisory Committee, Joint-Graduate Program in Social Work, 1993 to present.

University of Michigan College of Literature, Science & the Arts/Residential College Liaison Committee, 1993-1995.

University of Michigan College of Literature, Science & the Arts, Sociology Department, Committee on Curriculum and Educational Policies (COCEP), 1994-95.

Consultant, Merck Pharmaceutical Company for Prevention Programs with their workforce, October 1993-1995.

Consultant to UAW-GM Cadillac, Detroit, Stress Management, April 1994 to 1997.

Consultant, Planned Parenthood of America, February 1993 to 1997.

Staff member for Presbyterian Church's AIDS retreat for persons in Michigan and Ohio, October 1992 to 1997.

Planning consultant and staff member for Vita Latina's AIDS retreat for Hispanic and African-American men and women in the Detroit area who are HIV-positive and their children, 1990 to 1995.

Clerk, Ann Arbor Monthly Meeting, Religious Society of Friends, 1993.

Consultant, Workplace Health Promotion Alliance Executive Committee, 1994 to 1997.

Chair, Drafting Committee, Recommended National Guidelines for Worksite Health Promotion, WHPA, 1995-96.

Consultant, National Institutes of Health Office of Alternative Medicine Advisory Committee Planning Retreat, December 2-5, 1994.

Consultant, National Institutes of Health Office of Alternative Medicine Long-range Planning Committee, March 19, 1994.

Board of Directors, Council for an Effective Health Plan, 1995-1997.

Consultant for research design, Council for an Effective Health Plan, 1995-96.

**SERVICE ACTIVITIES (continued):**

Consultant, Health Enhancement Research Organization, 1995-present.

Consultant, Ohio Department of Health, 1996-1997.

Consultant, Bristol-Myers-Squibb Pharmaceutical Company, 1996-1997.

Chair, Program Standards Certification Committee, Association for Worksite Health Promotion, 1996-present.

Board Member, ILC/PATCH, Inc., 1997-2000.

Board Member, HELP, Inc., 1997-2000.

Consultant, White House Commission on Complementary and Alternative Medicine Policy, 2001-2002.

Consultant, Arizona Prevention Resource Center and Health Care Group of Arizona Insurance Company, 2005-2006.

**AWARDS:**

Wellness Outreach at Work Program was designated a Model Program by U.S. Public Health Service Substance Abuse and Mental Health Services Administration (SAMHSA), 2004.

*Principal Investigator:* Public Health Service, SAMSHA (CSAP) three-year grant #1 U1K SPO8146, "M-CARE's DrinkWise and Health Risk Appraisal Programs," \$1,940,400, Worker Health Program, Institute of Labor and Industrial Relations, University of Michigan, Ann Arbor, 1997-2000.

*Principal Investigator:* NIH (NIDA) Research Grant (R01-DA07713), "Prevention of Substance Abuse Through Worksite Wellness," 1993-1998, \$1,472,643

*Co-Principal Investigator:* NIH (Heart, Lung, and Blood Institute) Research Grant 1984-1989, \$747,952

*Co-investigator:* General Motors-UAW Joint Fund Research Grant 1984-1989, \$440,160

University of Michigan, College of Literature, Science and the Arts, Excellence in Counseling Award, 1995.

Special Honors, Chicago Film Festival, September 1984, "Responsive Health Care."

University of Michigan College of Literature, Science & the Arts Deans Fund Research Grant, 1980.

Rackham Faculty Research Grant to study conversion and sanctification in the Catholic Pentecostal movement, Winter 1978. (An extension of research into rules of social cognition and "definition of the situation," developed originally for study of collective behavior in connection with political controversy.)

Faculty Development Grant, University of Michigan, 1977.

University of Michigan Distinguished Teaching Award, September 1969.

Rackham Faculty Research Fellowship, Spring-Summer Term 1968.

**BIBLIOGRAPHY:**

"The Use of Time in the Analysis of Social Change," *American Sociological Review*, June 1964.

"Yesterday's Discord," (with Sam Kaplan), *California Monthly*, February 1965.

*The Beginning, Berkeley, 1964-1965*, New York: Columbia University Press, 1970.

*The Spiral of Conflict*, New York: Columbia University Press, 1971

"The Student Revolt: Afterthoughts and Prospects," *Contemporary Sociology*, Vol. 1, No. 1, January 1972.

**BIBLIOGRAPHY (continued):**

"Cultural Breakthroughs," *American Behavioral Scientist*, Vol. 19, No. 6, July-August 1978, pp. 685-702.  
Reprinted in R. A. Peterson, ed., *The Production of Culture*, Beverly Hills, California, Sage Publications, 1976.

"Implications of Discovery," *LSA The University of Michigan*, Vol. 1, No. 3, Fall 1977, pp. 6 ff.

"Change of Heart: An Empirical Test of Some Theories of Religious Conversion," *American Sociological Review*, Vol. 83, No. 3, November 1977, pp. 653-680.

"Why We Avoid the Key Questions: How Shifts in the Funding of Scientific Inquiry Affect Decision Making About Science," in David A. Jackson and Stephen P. Stick, eds., *The Recombinant DNA Debate*, Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1979.

"Assessing the People We Teach: Aids to Course Planning," in Paul J. Baker and Everett K. Wilson, eds., *Knowledge Available and Knowledge Needed to Improve Instruction in Sociology*, Washington, D.C.: American Sociological Association Teaching Resource Center, 1979. Reprinted in *Teaching Sociology*, April 1980.  
Review of Robert Wuthrow's *Experimentation in American Religion*, *American Journal of Sociology*, Vol. 86, No. 3, November 1980, pp. 680-689.

"The Detroit Tours: Experiential Learning Within the Context of a Large Lecture Course," *Teaching Sociology*, vol. 9, No. 1, October 1981, pp. 15-30.

"Passing Excellents: Symposium Review of Charles Goldschmidt and Everett Wilson's *Passing on Sociology*," *Contemporary Sociology*, vol. 11, No. 3, March 1982, pp 131-133.

"Responsive Health Care" (film), Media Library, 1984.

Feasibility Study Report: Creating a National Data Bank of Complementary/Alternative AIDS Treatment

Programs:

Part I: Physicians Survey

Part II: Organization/Practitioner Survey (with David Ostrow) AIDS Biobehavioral Project Reports, April, 1989.

"Preventing Cardiovascular Disease Through Worksite Health Promotion: Rescreening Data from Four Experimental Sites," with J. Erfurt and A. Foote. Institute of Labor and Industrial Relations Report, April 1989.

"Making Stress Management Relevant to Worksite Wellness," *Advances, Journal of the Institute for the Advancement of Health* 6(1): 55-62, Spring, April-May, 1989.

"Encouraging Physical Fitness Among Older Employees," with B. Konopka, J. Erfurt, and A. Foote, *Fitness in Business* 175-180, April 1989.

"Establishing Communication Networks for Health Promotion in Industrial Settings," with V. Cameron, J. Erfurt, A. Foote, and W. Gregg. *American Journal of Health Promotion* 4(2): 108-117, November/December 1989.

"Improving Participation in Worksite Wellness Programs: Comparing Health Education Classes, A Menu Approach, and Follow-up Counseling," with J. Erfurt, A. Foote, and W. Gregg. *American Journal of Health Promotion*. 4(4): 270-278, March/April 1990.

"Worksite Wellness Programs: Incremental Comparison of Screening and Referral Alone, Health, Education, Followup Counseling, and Plant Organization," with J. Erfurt and A. Foote. *American Journal of Health Promotion* 5(6): 438-448, 1991

"Worksite Follow-Up and Engagement Strategies for Initiating Health Risk Behavior Changes," with W. Gregg, A. Foote, and J.C. Erfurt. *Health Education Quarterly* 17(4): 455-478, 1990.

"Health Risk Appraisals vs. Health Screening," with A. Foote. *Employee Assistance* 3(6): 22-26, January 1991.

“The Cost-Effectiveness of Worksite Wellness Programs for Hypertension Control, Weight Loss and Smoking Cessation,” with J.C. Erfurt and A. Foote. *Journal of Occupational Medicine* 33(9): 962-970, 1991.

**BIBLIOGRAPHY (continued):**

“The Cost-Effectiveness of Worksite Wellness Programs for Hypertension Control, Weight Loss, Smoking Cessation and Exercise,” with J.C. Erfurt and A. Foote. *Personnel Psychology* 45:5-27, 1992.

“The Core Technology of Worksite Wellness,” with J.C. Erfurt and A. Foote. *Journal of Occupational Medicine* 34(6): 627-637, 1992.

“Integrating Employee Assistance and Wellness: Current and Future Core Technologies of a Megabrush Program,” with J.C. Erfurt and A. Foote. *Journal of Employee Assistance Research* 1(1): 1–31, 1992.

“The Most Successful Wellness Programs are Comprehensive and Integrated,” with J.C. Erfurt, A. Foote, and D.R. Powell. *Employee Assistance* 5(2): 20–28, September 1992.

“Saving Lives and Dollars Through Comprehensive Preventive Health Care,” with J.C. Erfurt, A. Foote, and K. Holtyn. *Family Business Review* 6(2)163–172, Summer 1993.

“Worksite Physical Fitness Programs: Comparing the Impact of Different Program Designs on Cardiovascular Risks,” with A. Foote, J.C. Erfurt, and B. Konopka. *Journal of Occupational Medicine* 35(5): 510–517, 1993.

Monograph: *Worksite Wellness: A Step-by-Step Guide*. With J.C. Erfurt, A. Foote, and B. Brock. National Heart, Lung and Blood Institute, National Institutes of Health, NIH Publ. no. 95-3043, August 1995.

*Health Policy: Understanding Our Choices from National Reform to Market Force*. (with Marilyn M. Rosenthal), Boulder, CO: Westview Press, 1998.

*Rethinking Health Care: Innovation and Change in America*. Boulder, CO: Westview Press, 1998.

M.A. Heirich, Cynthia J. Sieck, “Worksite Cardiovascular Wellness Programs as a Route to Substance Abuse Prevention” *Journal of Occupational and Environmental Medicine* 42(1), January 2000, 47-56.

M.A. Heirich, Cynthia J. Sieck, Kimberley Bonnington-Kouri, Greg Saltzman, “Moderation Counseling as a Route to Alcohol Abuse Prevention” (Final Report) Institute of Labor and Industrial Relations, University of Michigan 2002

(same authors) Replication Manual for replicating “Moderation Counseling as a Route to Alcohol Abuse Prevention”, March 2002.

M. Heirich and Cynthia J. Sieck, “Helping at-risk drinkers reduce their drinking: cardiovascular wellness outreach at work,” in Bennett, Joel B., and Lehman, Wayne E. K., eds., *Preventing workplace substance abuse: beyond drug testing to wellness*. Washington, DC: American Psychological Association, 2002.

C J Sieck, M.A. Heirich, and Cristine Major, “Alcohol Counseling as a Part of General Wellness Counseling”. *Public Health Nursing* 21(2), Mar/Apr 2004, 137-143.

**WORKS IN PROGRESS:**

*Breaking Through: Creative Problem Solving That Lessens Stress* (program introduced at Detroit Edison, GM-Cadillac, and University of Michigan Hospital). Book in process.

**PAPERS PRESENTED:**

“Efforts to Introduce Chinese and Hindu Medical Traditions in the U.S.: The Political Context for Social Movements,” Michigan Academy of Arts and Sciences, Detroit, March 1980.

“Futures: Implications for Community Organization of Shifts in the Mainstream Dynamics of Social Change,” University of Michigan School of Natural Resources, May 1, 1982.

“Treatment Modalities in the Holistic Movement,” Michigan Holistic Health Association, 1982.

“Strategies for Dealing with Social Sources of Illness,” Michigan Holistic Health Associations, 1982.

National Organization of Men, 8th Annual Conference, Workshop on Men’s Health Issues, August 1983.

**PAPERS PRESENTED (continued):**

“Androgyny in New Age Movements,” at Thematic Session on Age and Gender in Religious Movements, American Sociological Association, Detroit, Michigan, August 1983.

Keynote address, “Wellness (Health Promotion) Programs in the Community and at the Worksite” Conference, Henry Ford Hospital, Detroit, Michigan, September 1983.

“Nonwestern ‘Field’ Concepts in Physiology,” College of Human Medicine, Michigan State University, East Lansing, Michigan, October 1983.

“Alternate Models of Health and Self-Care,” Family Practice Consortium, Liberty Medical Complex, Ann Arbor, Michigan, May 1984.

“Major Trends and Issues in Health Care for the Next Decade” National Congress of the Coalition of Holistic Health Organizations, Philadelphia, Pennsylvania, October 28, 1984.

“Self-care Approaches to Health Promotion and Physical Fitness” Whitman-Brook Foundation and Palmer Fund sponsored annual meeting of the Association of Suburban People, Marygrove College, Detroit, Michigan, April 28, 1985.

“Experimental Design and Measurement Issues,” NIH Heart, Lung, and Blood Institute Conference, May 31, 1985.

“Wellness in the Workplace: Establishing Comprehensive Wellness Programs for School District Employees,” (workshop) Island Conference for School Workplace Wellness, Mackinac Island, Michigan, June 16-17, 1986.

“Network Processes in Changing Health Care Policy in the U.S.,” International Sociological Association, New Delhi, India, August 1986.

A series of lectures at Jabalpur University, Jabalpur, MahaPradesh, India, “Health without ‘Medicine’“. August, 1986.

“Social Implications of the Five Element Theory in Chinese Medicine,” American College of Traditional Chinese Medicine, Columbia, Maryland, April, 1988.

“Research Design Issues and Strategies for Worksite Health Promotion” Institute for the Advancement of Health, Consortium of Corporation Health Administrators and Invited Group of Researchers, Rockefeller Family Estate, Tarrytown, New York, November 19, 1988.

“Complementary and Alternative Therapies Being Used in the U.S. with Persons with AIDS, Surveys of Physicians and Alternative Therapists, Working with Persons with AIDS,” International AIDS Consortium, Montreal, Canada, June 1988.

“Establishing Communication Networks for Health Promotion in Industrial Settings,” Society for the Study of Social Problems, San Francisco, California, August 1989.

“Long-Term AIDS Survivors,” National American Medical Student Association, Kansas City, Missouri, March 1991.

“The Changing Nature of Sexual Choices after the Advent of AIDS,” Symposium on the Social Construction of Sexuality, University of Michigan, October 1991.

“Research Design Issues for Evaluating the Impact of Smart Drugs on Substance-Dependence,” Health Promotion and Wellness Council of Michigan, Henry Ford Hospital, Detroit, Michigan, July 1992.

“How Thrust Areas of Medical Research are Changing the Contemporary Medical Paradigm,” Guest lecture, University of Michigan course on the changing nature of scientific inquiry, November 1992.

**PAPERS PRESENTED (continued):**

“The Teacher as Coach,” invited presentation to Residential College Faculty, University of Michigan, November 1992.

“Teaching About Alternative/Complementary Therapies for HIV to Primary Care Givers,” Michigan Medical Association, Detroit, Michigan, December 1992.

“Alternative Approaches to Medicine and Health,” Washtenaw County PEO Chapter, January 1993.

“Integrating Prevention and Primary Care Services, A Proposal from the University of Michigan to the Clinton Health Care Reform Task Force.” March 15, 1993.

“How Health Promotion and Wellness Programs May be Affected by the Emerging Plans for Health Care Reform,” Health Promotion and Wellness Council of Michigan, Henry Ford Hospital, Detroit, May 26, 1993.

“Implications of the Clinton Health Care Reform Task Force Plans for Worksite Prevention Programs.” Keynote Address for Business Conference at the Fetzer Institute, Kalamazoo, Michigan. September 29, 1993.

“Working with AIDS Patients.” Midwest Conference of the American Polarity Therapy Association (APTA), Dearborn, Michigan. October 2, 1993.

“Combining Conventional and Alternative Therapies When Coping with Health Problems.” Ann Arbor PEO Chapter. November 1993.

“Implications of the Clinton Health Reform Proposals for Employee Assistance Programs in Substance Abuse and Psychotherapy.” Southeast Michigan Employee Assistance Association, Detroit, Michigan. January 1994.

“Recommendations for Certification Standards for Worksite and Community Wellness Programs and Wellness Professionals.” Health Promotion and Wellness Council of Michigan, Detroit, Michigan. January 26, 1994.

“The Missing Ingredient in Health Care Reform: Prevention — Consumer-Oriented Cost Control.” Submitted to four Congressional committees dealing with health insurance reform legislation. April 15, 1994.

“Relationship between Allopathic and Alternative Medical Traditions in the US: National Institutes of Health and the Office of Alternative Medicine.” International Sociological Association Congress, Bielefeld, Germany. July 1994.

“Developing an Ecological Understanding of the Health-Disease Process.” American Sociological Association Annual Meeting. August 1994.

Discussion Leader for Presidential Address. American Sociological Association Annual Meeting. August 1994.

Closing Remarks: The Choices Before Us, University of Michigan, Health Policy Forum Symposium, November 1994.

Workshop and colloquium leader: National Wellness Institute, Stevens Point, Wisconsin, July 1995, “Developing National Guidelines for Worksite Health Promotion.”

Workshop leader: National Wellness Institute, Stevens Point, Wisconsin, July 1996, “Designing and Implementing Worksite Health Promotion Programs.”

“Effective Heart Health Programs at the Worksite: Putting Your Program into Action,” Ohio Department of Health Colloquium, Columbus, Ohio, April 23, 1997.

“Health Promotion: what works?,” Kalamazoo Wellness Council symposium, April, 2001. (Revised version of this talk given in three other communities, 2002 – 2004.)

Keynote address: “Substance Abuse Prevention: what works?,” Knowledge Exchange Workshop, Center for Substance Abuse

Prevention, Arlington, Virginia, September 9, 2001.

**OTHER RESEARCH IN PROGRESS:**

Data analysis almost completed for book on American sacred excitements and their relations to changes in the political economy over a fifty year period.