
Curriculum Vitae

Alyssa B. Powell (formerly Alyssa B. Mayer), PhD, MPH

I. Alyssa B. Powell (formerly Alyssa B. Mayer)

Date and Place of Birth: November 23, 1979, San Diego, California (USA)

Phone and Email: 843-208-8111, abpowell@uscb.edu

Languages: English (Native speaker)
Spanish (Excellent written and spoken)
French (Excellent written and spoken)

II. Educational History

PhD University of South Florida, 2015
Concentration: Public Health

MPH University of South Florida, 2011
Concentration: Public Health Education

BA Fort Lewis College, 2001
Majors: International Studies, Business Administration

III. Professional Experience

**Assistant Professor (Tenure Track), Department of Public Health and Human Services,
University of South Carolina Beaufort, Bluffton, South Carolina, January 2018-present**

- Develop new course content and modalities as a USCB Students Connected Faculty Fellow.
- Teach in-person and online courses in Epidemiology, Research Methods, Scholarly Writing, Program Development & Evaluation, Health Disparities, and Behavioral Theory.
- Serve on Faculty Senate and multiple standing and ad hoc committees, including Faculty Welfare, International Programs, and Faculty Manual Review Committees.
- Mentor Public Health majors as research interns for the experiential learning component of the BA and BS in Public Health degree programs and the USC Magellan Scholar program.
- Advise approximately 30 Public Health majors per term.
- Served as Faculty Advisor to the Public Health Student Organization.

POWELL, A.B. (FORMERLY MAYER, A.B.)

Lecturer, Public Health Graduate Program, College of Health and Human Sciences, Purdue University, West Lafayette, Indiana, August 2018-February 2019

- Developed and implemented novel online public health coursework for the Purdue University Online Master of Public Health (MPH) Graduate Program.

Editorial Quality Advisor / Quality Control Editor, Research Square LLC (American Journal Experts), Tampa, Florida, January 2017-December 2017

- Evaluated peer-reviewed manuscripts in the bio-medical sciences for sound research design and reproducibility.
- Proxied as Assistant Editor on a number of high impact journals to coordinate peer-review and manuscript preparation.
- Collaborated with researchers and journal editors to improve the quality of reporting and encourage best practices in the scientific publishing industry.
- Collaborated with the Editorial Services team to develop innovative products to improve the efficiency and rigor of published research.

Postdoctoral Research Scholar, Center for Health Equity Research, Northern Arizona University, Flagstaff, Arizona, August 2015-June 2016

- Served as primary writer on the NIMHD Transdisciplinary Collaborative Centers for Health Disparities Research on Chronic Disease Prevention grant (U54) and NIH Interventions for Health Promotion & Disease Prevention in Native American Populations (R01).
- Designed and implemented multiple community-based research interventions addressing health equity and health disparities among Native American populations.
- Implemented Center activities with university, community, and clinical partners to address targeted health issues in the American Southwest.

Research Associate, Florida Prevention Research Center, University of South Florida, Tampa, Florida, August 2009-August 2015

- Conducted extensive community-based participatory research for chronic disease prevention and health promotion.
- Contributed to program planning, implementation, evaluation and dissemination of large multi-year grant-funded projects.
- Prepared publications (16) and presentations (20) for national and international forums.
- Collaborated with an interdisciplinary team to secure government (CDC, NIH) and private foundation (Robert Wood Johnson, Kaiser Family Foundation) grants to fund Center activities.

POWELL, A.B. (FORMERLY MAYER. A.B.)

- Participated in social marketing and applied public health training in the U.S. and abroad.

Instructor, College of Public Health, University of South Florida, Tampa, Florida,
August 2010-August 2015

- Served as instructor and assistant instructor for graduate and undergraduate courses in the social and behavioral sciences.
- Utilized online platforms (Canvas, Blackboard) to teach in-person, online, and hybrid courses in public health, program planning and evaluation, social marketing, research methods, community-based participatory research, and behavioral theory.
- Applied evidence-based teaching methods to support diverse adult learners.

Editorial Assistant, Journal of School Health, Tampa, Florida, August 2011- August 2015

- Assisted the Editor-in-Chief to coordinate peer review and manuscript delivery.
- Screened and prepared manuscripts for publication.
- Reviewed over 300 manuscripts related to health education and promotion.

Principal Investigator / Study Coordinator, Social Marketing Group, University of South Florida, Tampa, Florida, December 2014-August 2015

- Conducted a mixed methods formative needs assessment, including instrument development and psychometric assessment, implementation of semi-structured interviews with students, faculty, and administrators, and analysis and synthesis of both quantitative and qualitative data.
- Analyzed and synthesized data for strategic planning.
- Convened meetings with key leaders to present and synthesize study results into a strategic framework for program improvement.
- Developed a data-based marketing plan to increase enrollment and completion rates of Master of Public Health (MPH) students at the University of South Florida College of Public Health.

Project Manager, Wellness Education & Promotion, University of South Florida, Tampa, Florida, August 2010-May 2011

- Implemented and analyzed the 2011 National College Health Assessment (NCHA) for the University of South Florida system.
- Adapted the survey to an internal online platform tailored to the university.
- Submitted Institutional Review Board (IRB) application and review.
- Developed and implemented the Peer Education undergraduate training course.
- Mentored undergraduate health science students.

POWELL, A.B. (FORMERLY MAYER. A.B.)

International Student Advisor (PDSO), Fort Lewis College, Durango, Colorado,
May 2005-September 2008

- Coordinated and led a bi-annual orientation program for 100+ students.
- Served as advisor for international students attending Fort Lewis College from abroad, as well as American students planning their international course of study.
- Submitted a proposal to the Department of State for a J-1 Visiting Scholar program; approval was granted in 2006.
- Educated international students in immigration law / SEVIS compliance and advocated for students and their relatives seeking immigrant benefits.

Director of Marketing, MT Designs, Mexico City, Mexico and Vancouver (BC), Canada,
May 2002-May 2005

- Developed and implemented a sales and marketing strategy for an internationally recognized design company.
- Served as the primary tri-lingual (English, Spanish, and French) sales representative in Mexico, the United States, Canada, and Spain.
- Achieved a 300% increase in sales in my first year as director.

IV. Teaching Experience

Assistant Professor, Research Methods in Health Promotion, University of South Carolina, Bluffton, South Carolina, January 2023-May 2023

Assistant Professor, Principles of Epidemiology (2 sections, online and in-person), University of South Carolina, Bluffton, South Carolina, January 2023-May 2023

Assistant Professor, Public Health Program Evaluation, University of South Carolina, Bluffton, South Carolina, January 2023-April 2023

Assistant Professor, Examining Health Inequalities (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2022-December 2022

Assistant Professor, Public Health Program Development (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2022-December 2022

Assistant Professor, Examining Health Inequalities, University of South Carolina, Bluffton, South Carolina, June 2022-August 2022

POWELL, A.B. (FORMERLY MAYER. A.B.)

Assistant Professor, Health Behavior and Education, University of South Carolina, Bluffton, South Carolina, January 2022-May 2022

Assistant Professor, Research Methods in Health Promotion (2 sections, online and in-person), University of South Carolina, Bluffton, South Carolina, January 2022-May 2022

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, January 2022-May 2022

Assistant Professor, Public Health Program Development (2 online sections), University of South Carolina Beaufort, Bluffton, South Carolina, August 2021-December 2021

Assistant Professor, Examining Health Inequalities (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2021-December 2021

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, June 2021-August 2021

Assistant Professor, Principles of Epidemiology (2 online sections), University of South Carolina, Bluffton, South Carolina, January 2021-May 2021

Assistant Professor, Research Methods in Health Promotion (2 online sections), University of South Carolina, Bluffton, South Carolina, January 2021-May 2021

Assistant Professor, Public Health Program Development (2 online sections), University of South Carolina Beaufort, Bluffton, South Carolina, August 2020-December 2020

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, June 2020-August 2020

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, January 2020-May 2020

Assistant Professor, Research Methods in Health Promotion (2 sections, online and in-person), University of South Carolina, Bluffton, South Carolina, January 2020-May 2020

Assistant Professor, Writing in the Health Professions, University of South Carolina, Bluffton, South Carolina, January 2020-May 2020

Assistant Professor, Public Health Program Development (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2019-December 2019

POWELL, A.B. (FORMERLY MAYER. A.B.)

Assistant Professor, Examining Health Inequalities (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2019-December 2019

Assistant Professor, Health Behavior and Education, University of South Carolina, Bluffton, South Carolina, June 2019-August 2019

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, June 2019-August 2019

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, January 2019-May 2019

Assistant Professor, Research Methods in Health Promotion (2 sections, online and in-person), University of South Carolina, Bluffton, South Carolina, January 2019-May 2019

Assistant Professor, Writing in the Health Professions, University of South Carolina, Bluffton, South Carolina, January 2019-May 2019

Lecturer, Design and Analysis of Public Health Interventions, Purdue University, West Lafayette, Indiana, August 2018-March 2019

Assistant Professor, Health Promotion Program Development (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2018-December 2018

Assistant Professor, Examining Health Inequalities (2 sections, online and in-person), University of South Carolina Beaufort, Bluffton, South Carolina, August 2018-December 2018

Assistant Professor, Introduction to Health Promotion, University of South Carolina, Bluffton, South Carolina, June 2018-August 2018

Assistant Professor, Principles of Epidemiology, University of South Carolina, Bluffton, South Carolina, January 2018-May 2018

Assistant Professor, Research Methods in Health Promotion (2 sections, online and in-person), University of South Carolina, Bluffton, South Carolina, January 2018-May 2018

Assistant Professor, Writing in the Health Professions, University of South Carolina, Bluffton, South Carolina, January 2018-May 2018

Teaching Assistant, Social and Behavioral Sciences Applied to Health, University of South Florida, Tampa, Florida, May 2015-August 2015

POWELL, A.B. (FORMERLY MAYER. A.B.)

Instructor, Health Behavior and Society, University of South Florida, Tampa, Florida, August 2014-December 2014

Lecturer, Advanced Principles of Social Marketing, University of South Florida, Tampa, Florida, August 2014-December 2014

Teaching Assistant, Program Planning in Community Health, University of South Florida, Tampa, Florida, August 2014-December 2014

Instructor, Health Behavior and Society, University of South Florida, Tampa, Florida, May 2014-August 2014

Instructor, Health Behavior and Society, University of South Florida, Tampa, Florida, December 2013-May 2014

Teaching Assistant, Foundations of Scholarly Writing in Public Health, University of South Florida, Tampa, Florida, December 2010-May 2011

Teaching Assistant, College Health Promotion, University of South Florida, Tampa, Florida, August 2010-December 2010

V. History of Projects and Programs

Title: Women's Mental Health Experiences of Pregnancy and Post-Partum in the Era of Social Isolation: A Grounded Theory Exploration

Source: University of South Carolina Magellan Scholar Program

Period of Support: 2022-2023

Total Award: \$2,500

Title: RFA-MD-15-014 (U54) NIMHD Transdisciplinary Collaborative Center for Health Disparities Research on Chronic Disease Prevention, Center for Health Equity Research, Northern Arizona University, Flagstaff, Arizona

Source: National Institute on Minority Health and Health Disparities (NIMHD)

Period of Support: 2017-2022

Total award: \$5,000,000

Title: PAR-14-260 (R01) NIH Interventions for Health Promotion and Disease Prevention in Native American Populations: Great Beginnings for Healthy Native Smiles: An early childhood oral health intervention, Center for Health Equity Research, Northern Arizona University, Flagstaff, Arizona

Source: National Institutes of Health (NIH)

Period of Support: 2016-2021

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Total Award: \$1,250,000

Title: Isolation and Perceived Mental Distress Among Military Veterans in the South Carolina Lowcountry

Source: University of South Carolina Magellan Scholar Program

Period of Support: 2019-2020

Total Award: \$2,500

Title: Assessing High Risk Health Behaviors Among Students Attending the University of South Carolina Beaufort

Source: University of South Carolina Magellan Scholar Program

Period of Support: 2019-2020

Total Award: \$2,500

Title: U48-DP-005024-01 (R01) CDC Prevention Research Center: Community-Based Prevention Marketing for Systems Change: Reducing Disparities, Florida Prevention Research Center, University of South Florida, Tampa, Florida

Source: Centers for Disease Control and Prevention (CDC)

Period of Support: 2014-2019

Total Award \$6,000,000

Title: U48-DP-0019-00 (R01) CDC Prevention Research Center: Community-Based Prevention Marketing for Policy Change, Florida Prevention Research Center, University of South Florida, Tampa, Florida

Source: Centers for Disease Control and Prevention (CDC)

Period of Support: 2009-2014

Total Award \$6,000,000

VI. Publications

Peer-Reviewed Journal Articles

Mayer, A.B., McCune, T., McDaniel, J.T., Gill, D., McDermott, R.J. (2023). Active duty to veteran: Challenges faced by service men and women reintegrating to civilian life in the South Carolina Lowcountry. *Health Behavior and Policy Review*. 10(3), 1312-1323. DOI: <https://doi.org/10.14485/HBPR.10.3.5>

McDaniel, J. T., **Mayer, A. B.**, McDermott, R. J., Albright, D. L., Lee, H. Y., & Harara, E. (2019). Mental distress and veteran-nonveteran residential segregation in South Carolina. *Housing and Society*. 46(3), 157-169, DOI: [10.1080/08882746.2019.1668224](https://doi.org/10.1080/08882746.2019.1668224)

Trotter, R.T., Camplain, R., Eaves, E.R., Fofanov, V.Y., Dmitrieva, N.O., Hepp, C.M., Warren,

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- M., Barrios, B.A., Pagel, N., **Mayer, A.B.**, Baldwin, J.A. (2018). Health disparities in jail populations protocol. *JMIR Research Protocols*, 7(10), e10337. DOI: [10.2196/10337](https://doi.org/10.2196/10337)
- Mayer, A.B.**, McDermott, R.J., Bryant, C.A., Baldwin, J.A., Kromrey, J. (2017). Advancing the sustainability of community-based health promotion coalitions: Putting theory into practice. *Health Behavior and Policy Review*, 4(6), 511-520.
- Mayer, A.B.**, McDermott, R.J., Khaliq, M., Courtney, A.H., Bryant, C.A. (2016). An instrument development process for assessing community coalition uptake of innovation. *Health Behavior and Policy Review*, 3(4), 396-409.
- McDermott, R.J, Dodd, V.J., Malo, T.L., **Mayer, A.B.** (2016). University students' evaluation of contraception methods related to use history. *Health Behavior and Policy Review*, 3(5), 508-518.
- Biroscak, B.J., Khaliq, M., Truong, S., McDermott, R.J., Lindenberger, J., Schneider, T, **Mayer, A.B.**, et al. (2015). Social marketing and policy making: Tools for community-based policy advocacy. *Social Marketing Quarterly*, 21(4), 249-259.
- Biroscak, B.J., Schneider, T., Panzera, A.D., Bryant, C.A., McDermott, R.J., **Mayer, A.B.**, et al. (2014). Applying systems science to evaluate a community-based social marketing innovation: A case study. *Social Marketing Quarterly*, 20(4), 247-267.
- McDermott, R.J., Malo, T.L., Dodd, V.J., **Mayer, A.B.** (2013). Factors associated with evaluation of contraception options among university undergraduates. *The Health Educator*, 45(2), 1-9.
- Mayer, A. B.**, Smith, B. J., & McDermott, R. J. (2011). Health education: Always approved but still not always on schools' radar. *American Journal of Health Education*, 42(6), 349-360.
- McDermott, R. J., & **Mayer, A. B.** (2011). The School Health Education Study + 50 years: Scholars' reflections on its impact and legacy. *American Journal of Health Education*, 42(6), 330-349.
- Mayer, A. B.** (2011). Pedestrian safety in Hillsborough County, Florida: A proposed policy approach. *Florida Public Health Review*, 2011(8), 60-65.
- Mayer, A. B.**, Fitz Sandoval, N., & Hale, H. M. (2011). Promoting health of the environment: Striking the balance among education, persuasion/marketing, and force of law. *Umwelt und Gesundheit Online*, 2011(4), 99-104.

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McDermott, R. J., Malo, T. L., Dodd, V. J., Daley, E. M., & **Mayer, A. B.** (2011). Evaluative indices assigned to contraceptive methods by university undergraduates. *American Journal of Health Education*, 42(4), 228-234.

Bryant, C. A., **Mayer, A.B.**, McDermott, R.J., Panzera, A.D., Trainor, J.K. (2011). Social marketing: An underutilized tool for promoting adolescent health. *Adolescent Medicine State of the Art Reviews*, 22(3), 387-401.

Book Chapters

McDermott, R.J., **Mayer, A.B.**, Martinasek, M.P., Aguado Loi, C., Vamos, S.D., Pasha, M.K., & McDaniel, J.T. (2023). Community-Based Interventions. In: M.B. Nolan, M.V. Wegner, & P.L. Remington (Eds.). *Chronic Disease Epidemiology, Prevention, and Control*, 5th edition. Washington, D.C: American Public Health Association.

McDermott, R.J., Bryant, C.A., **Mayer, A.B.**, Martinasek, M.P., Baldwin, J.A., & Vamos, S.D. (2016). Community-based interventions. In: P.L. Remington, R.C. Brownson, & M. Wegner, (Eds.). *Chronic Disease Epidemiology, Prevention, and Control*, 4th edition. Washington, D.C: American Public Health Association.

Mayer, A. B., Lefebvre, R. C., McDermott, R. J., Bryant, C. A., Courtney, A. H., Lindenberger, J. H., et al. (2015). A social marketing approach for increasing community coalitions' adoption of evidence-based policy to combat obesity. In Brennan, L., Binney, W., Parker, L., Aleti, T., & Nguyen, D. (Eds.). *Social marketing and behaviour change: Model, theory and applications*. Cheltenham, UK: Edward Elgar Publishing Incorporated.

Doctoral Dissertation

Mayer, A.B. (2015). *Documenting perceived effectiveness of community-based health promotion coalitions: A grounded theory approach*. University of South Florida, Tampa, Florida.

Publications Under Review

Mayer, A.B., Van Dam, H., Heath, L. (Under Review). Women's mental health experiences of pregnancy and post-partum in the era of social isolation: An exploratory review. *Qualitative Research*.

VII. Conference Papers and Presentations

Jackson, A., **Mayer, A.B.** (2022). Active duty to veteran: Challenges faced by service men and women reintegrating to civilian life in the South Carolina Lowcountry.

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Student Research and Scholarship Day, University of South Carolina Beaufort, Bluffton, South Carolina.

Van Dam, H., **Mayer, A.B.** (2022). Women's mental health experiences of pregnancy and post partum in the era of social isolation: An exploratory review. Student Research and Scholarship Day, University of South Carolina Beaufort, Bluffton, South Carolina.

Boykin, T., Resto, L., **Mayer, A.B.** (2020). Isolation and perceived mental distress among military veterans in the South Carolina Lowcountry. Student Research and Scholarship Day, Bluffton, South Carolina.

Mayer, A.B., Serieux, E., Reindl, D. (2019). Improving health and educational outcomes through international experiential learning: A case study. The 13th Winter Meeting of The International Consortium for Interdisciplinary Education about Health and the Environment, Cologne, Germany.

Khalik, M., Truong, S., Lindenberger, J. **Mayer, A.B.**, Rella, N., Schneider, T., Panzera, A., Dias, E., Bryant, C.A. (2019). Development of a user-centered website: Lessons learned from Community-Based Prevention Marketing for Policy Development. The National Conference on Health Communication, Marketing, and Media, Atlanta, Georgia.

Mayer, A.B., Serieux, E., Reindl, D. (2019). Students Connected: Using Evidence-based Experiential Learning in Health Promotion to Drive Community Development. The Art & Science of Health Promotion Conference, Hilton Head Island, South Carolina.

Mayer, A.B. McDermott, R.J., Bryant, C.A., Baldwin, J., Kromrey, J. (2019). Advancing the Sustainability of Community-based Health Promotion Coalitions: From Theory to Practice. The Art & Science of Health Promotion Conference, Hilton Head Island, South Carolina.

Reindl, D., **Mayer, A.B.**, Serieux, E. (2019). Micro-data: An Equal Force to Big Data in the Growth and Evolution of Community Health. The Art & Science of Health Promotion Conference, Hilton Head Island, South Carolina.

Serieux, E., Reindl, D., **Mayer, A.B.** (2019). Panel Discussion: Transforming Health Promotion Using Mobile Technology, Micro-data and Better Coalition Creation. The Art & Science of Health Promotion Conference, Hilton Head Island, South Carolina.

Craven, B., Clark, C., **Mayer, A.B.** (2018). Stress Reduction Strategies for Students at the University of South Carolina Beaufort. Student Research and Scholarship Day, Bluffton, South Carolina.

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Mayer, A.B. (2016). Documenting perceived effectiveness of community-based health promotion coalitions: A Grounded Theory approach. Winthrop University Bench to Bedside Seminar Series, Rock Hill, South Carolina.

Mayer, A.B., McDermott, R.J., Bryant, C.A., Baldwin, J.A., Kromrey, J. (2016). Documenting perceived effectiveness of community-based health promotion coalitions: A Grounded Theory approach. 144th Annual Meeting of the American Public Health Association, Denver, Colorado.

Mayer, A.B., Lindenberger, J.H. (2016). Marketing study to increase Master's degree seeking student applications and admission offer acceptance at an accredited US College of Public Health. 24th Social Marketing Conference, Clearwater Beach, Florida.

Mayer, A.B. (2015). Advancing the sustainability of community-based improvement efforts: Putting theory into practice. 9th Winter Meeting of the International Consortium for Interdisciplinary Education about Health and the Environment, Cologne, Germany.

Schneider, T., Biroscak, B., Bryant, C.A., Lindenberger, J.H., Khaliq, M., **Mayer, A.B.**, McDermott, R.J. (2015). Social marketing vs. social media: Unfolding the differences for health promotion audiences. 143rd Annual Meeting of the American Public Health Association, Chicago, Illinois.

Mayer, A.B., Bryant, C.A., Courtney, A., McDermott, R.J., Lindenberger, J., Swanson, M.A., et al. (2015). Food access and food justice: Moving from programs to policy using community-based prevention marketing for policy development. Sustainable Food Conference 2015, Tampa, Florida.

Mayer, A.B., Schneider, T., Biroscak, B., Bryant, C.A. (2015). Moving from programs to policy: Community-based prevention marketing for policy development. International Social Marketing Association (ISMA) Webinar, Tampa, Florida.

Mayer, A.B., Bryant, C.A., Courtney, A., McDermott, R.J., Lindenberger, J., Swanson, M.A., et al. (2014). Community-based prevention marketing for policy development. 23rd Annual Social Marketing Conference, Clearwater Beach, Florida.

Mayer, A.B., Khaliq, M., Panzera, A.D., McDermott, R.J., Courtney, A., Wright, A. et al. (2013). Assessing community coalition-academic partner collaboration for health policy development. 141st Annual Meeting of the American Public Health Association, Boston, Massachusetts.

Bryant, C.A., Courtney, A., Khaliq, M., Lindenberger, J., **Mayer, A.B.**, McDermott, R.J., et al. (2013). Implementation of two policy initiatives in conjunction with creation of a policy

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guiding framework: Community-based prevention marketing for policy development. 141st Annual Meeting of the American Public Health Association, Boston, Massachusetts.

Rella, N. Bryant, C.A., Lindenberger, J., Khaliq, M., McDermott, R.J., **Mayer, A.B.**, et al. (2013). Adapting community-based prevention marketing to a web-based learning platform for community coalition uptake: Lessons learned from design-to-development. 141st Annual Meeting of the American Public Health Association, Boston, Massachusetts.

Bryant, C.A., Courtney, A.H., McDermott, R.J., Lindenberger, J., Swanson, M.A., Khaliq, M., **Mayer, A.B.**, Panzera, A.D., Trainor, J., & Wright, A. (2012). University-community partnership for co-creating a framework to increase adoption of evidence-based public health policies. 140th Annual Meeting of the American Public Health Association, San Francisco, California.

Mayer, A.B. Barriers to interdisciplinary research among young health education scholars. (2012). American School Health Association National Conference, San Antonio, Texas.

Bryant, C.A., Courtney, A.H., Lindenberger, J.H., Swanson, M.A., McDermott, R.J., **Mayer, A.B.**, Panzera, A.D., Pasha, M.K., Trainor, J.K., & Wright, A.P. (2012). A social marketing approach for increasing community coalitions' adoption of evidence-based policy to combat obesity. Third Social Marketing and Research Theory (SMART) Conference. Vancouver, British Columbia, Canada.

Mayer, A. B., Fitz Sandoval, N., & Hale, H. M. (2011). Promoting health of the environment: Striking the balance among education, persuasion/marketing, and force of law. University of Cologne, Cologne, Germany.

Bryant, C.A., McDermott, R.J., Lindenberger, J.H., Courtney, A.H., Swanson, M.A., Trainor, J.K., **Mayer, A.B.**, & Panzera, A.D. (2011). Community-based policy making and marketing (CBPM²): Translating evidence-based policy into community action. Annual Prevention Research Centers Conference, Atlanta, Georgia.

Mayer, A.B., Trainor, J.K., Koby, E.J., Carrigan, S., Salazar, B.P., Thomas, T., Bryant, C.A., & McDermott, R.J. (2010). University-community partnership efforts to sustain a community-based physical activity program for 3rd-5th grade youth. 138th Annual Meeting of the American Public Health Association, Denver, Colorado.

McDermott, R.J., Malo, T.L., Dodd, V.J., Daley, E.M., & **Mayer, A.B.** (2010). Contraception use history as a determinant of college students' assessment of selected contraception methods. 138th Annual Meeting of the American Public Health Association, Denver,

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Colorado.

Trainor, J.K., Koby, E.J., **Mayer, A.B.**, DeBate, R.D., Bryant, C.A., & McDermott, R.J., (2010). Adapting the physical activity enjoyment scale (PACES) for elementary school children. 138th Annual Meeting of the American Public Health Association, Denver, Colorado.

Koby, E.J., Trainor, J.K., **Mayer, A.**, DeBate, R.D., Bryant, C.A., & McDermott, R.J., (2010). Physical activity among 3rd-5th graders in low-income urban schools before and after intervention. 138th Annual Meeting of the American Public Health Association, Denver, Colorado.

VIII. Awards, Honors, Special Recognition

Awards

Magellan Scholar Award for Undergraduate Research (\$2,500), University of South Carolina Beaufort, Bluffton, South Carolina, 2022-2023.

Magellan Scholar Award for Undergraduate Research (\$2,500), University of South Carolina Beaufort, Bluffton, South Carolina, 2019-2020.

Magellan Scholar Award for Undergraduate Research (\$2,500), University of South Carolina Beaufort, Bluffton, South Carolina, 2019-2020.

Students Connected Faculty Fellow (\$3,000), University of South Carolina Beaufort, Bluffton, South Carolina, 2018-2019.

Postdoctoral Research Fellowship (\$50,000), Center for Health Equity Research, Northern Arizona University, Flagstaff, Arizona, 2015-2016.

Graduate Research Assistantship (\$260,000 over 6 years), Florida Prevention Research Center, University of South Florida, Tampa, Florida, 2009-2015.

Graduate Teaching Assistantship (\$104,000 over 5 years), College of Public Health, University of South Florida, Tampa, Florida, 2011-2015.

Graduate Student Research Award (\$1,000), College of Public Health, University of South Florida, Tampa, Florida, 2014.

Student Honorary Award for Research & Practice (SHARP) (\$1,000), Department of Community & Family Health (COPH), University of South Florida, Tampa, Florida, 2012.

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Student Honorary Award for Research & Practice (SHARP) (\$1,000), Department of Community & Family Health (COPH), University of South Florida, Tampa, Florida, 2011.

History of Professional Organizational Membership and Service

Session Moderator, 2022 Social Marketing Conference and Training Academy.

Member, 2019 Gateway to Interdisciplinary Studies (GIGS) Conference Planning Committee.

Member (Invited), American Academy of Health Behavior, 2019-present.

Member, National Association of Professional Women, 2016-present.

Member, American School Health Association, 2012-present.

Member, American Public Health Association, 2010-present.

Member (Invited), Eta Sigma Gamma (Health Education Honorary), 2010-2015.

Member, 2014 Social Marketing Conference and Training Academy Planning Committee.

Editorial Services for Professional Journals

Journal of School Health, 2011-2015

Manuscript Evaluation (Peer-Review) for Professional Journals

Housing & Society, 2019-present

Preventing Chronic Disease, 2014-present

Health Behavior and Policy Review, 2014-present

Journal of School Health, 2011-present

IX. Additional Skills

- Certification in Public Health (CPH), National Board of Public Health Examiners.
- Certification in Teaching English as a Foreign Language (TEFL), Bridge Linguathec.
- Application of the principles and techniques of applied research and evaluation.
- Experience with Institutional Review Board applications and compliance.
- Expertise organizing and collaborating project development and implementation.

POWELL, A.B. (FORMERLY MAYER. A.B.)

- Educational and experiential background in marketing theory and strategy.
- Excellent written and oral communication skills.
- Experience disseminating research results to diverse audiences, including community members, academic partners, and national and international professional forums.
- Skill in leading, coordinating, and supervising students and team members.
- Ability to work effectively with people from a variety of diverse backgrounds.
- Experience conducting field research in historically underserved communities.
- Fluency (written and spoken) in English, Spanish, and French.

Updated August 29, 2023