

# Curriculum Vitae

Mark Michael Macaуда, PhD, MPH

915 Greene St  
Columbia, SC 29208  
803-777-1100  
macaуда@mailbox.sc.edu

## Employment

- 2015-Present: **Research Assistant Professor**, Health Promotion, Education, and Behavior and the Core for Applied Research and Evaluation, Arnold School of Public Health
- 2011-2015: **Research Associate/ Program Evaluator**, Office of Research, Arnold School of Public Health
- 2011-2013: **Student Practice and Placement Coordinator**, Office of Public Health Practice, Arnold School of Public Health
- 2010-2011: **Research Associate**, Department of Health Promotion, Education and Behavior, Arnold School of Public Health
- 2009-2010: **Research Consultant and Adjunct Assistant Professor**, School of Human Ecology, Louisiana State University
- 2007-2009: **Postdoctoral Fellow**, University of Connecticut Center for Health, Intervention, and Prevention

## Education

- 2007, Ph.D., Medical Anthropology, University of Connecticut, Storrs, CT. Dissertation: *Understanding Lyme Disease: Illness experience, prevention, and the Health Belief Model* (Major Advisor: Dr. Pamela I. Erickson)
- 2005, MPH, University of Connecticut, Storrs, CT. Thesis: *Where You Have Friends Who Care: An evaluation of the Safe Harbor Adolescent Reproductive Health Center, Bohol, Philippines* (Major Advisor: Dr. Pamela I. Erickson)
- 2001, MA, University of Connecticut, Storrs, CT. Thesis: *Cultural Patterns of Lyme Disease Prevention Behaviors on Block Island* (Major Advisor: Dr. W. Penn Handwerker)
- 1998, BA, University of Connecticut, Storrs, CT. Anthropology and Biological Sciences, Summa cum laude, Phi Beta Kappa

## Peer Reviewed Publications

**Macaуда MM**, Arent MA, Sakhuja M, Yelton B, Noblet S, Fedrick D, Zona D, New C, Isenhowe WD, Wandersman A, Friedman DB. Elements for successful implementation of a clinic-based health literacy intervention. *Front Public Health*. 2022 Oct 28;10:977765. doi: 10.3389/fpubh.2022.977765. PMID: 36388330; PMCID: PMC9650509.

Yelton B, Friedman DB, Noblet S, Lohman MC, Arent MA, **Macauda MM**, Sakhuja M, Leith KH. Social Determinants of Health and Depression among African American Adults: A Scoping Review of Current Research. *Int J Environ Res Public Health*. 2022 Jan 28;19(3):1498. doi: 10.3390/ijerph19031498. PMID: 35162519; PMCID: PMC8834771.

**Sakhuja, M.**, Yelton, B., Arent, M.A., Noblet, S., Macauda, M., Fedrick, D., & Friedman, D.B. Words Matter: An Analysis of the Content and Readability of COVID-19 Information on Clinic Websites. *Frontiers in Communication*. 15 September 2021  
<https://doi.org/10.3389/fcomm.2021.738467>

Monalisa, N, **Macauda M**: Should We Worry About Setting?: Association of Program Fidelity with Youths' Satisfaction and Intention to Practice Safer Sex. *American Journal of Health Promotion*. 2021 Feb;35(2):168-171. doi: 10.1177/0890117120936944

Monalisa, N, **Macauda M**: Should We Worry About Setting?: Association of Program Fidelity with Youths' Satisfaction and Intention to Practice Safer Sex. *American Journal of Health Promotion*. In Press.

Crimarco A, Turner-McGrievy GM, Adams S, **Macauda M**, Blake C, Younginer, N. Examining demographic characteristics and food access indicators from the location of vegan soul food restaurants in the south. *Ethnicity and Health*. 2020. 79. DOI: <https://doi.org/10.1080/13557858.2019.1682525>.

Crimarco A, Turner-McGrievy GM, **Macauda M**, Botchway M, Adams S, Blake C, Younginer, N. "We're not meat shamers. We're plant pushers." How Owners of Local Vegan Soul Food Restaurants Promote Healthy Eating in the African American Community. *Journal of Black Studies*. 2019. 1-26.

Crimarco A, Dias CH, Turner-McGrievy GM, Wilson M, Adams S, **Macauda M**, Blake C, Younginer, N. Outcomes of a short-term dietary intervention involving vegan soul food restaurants on African American adults' perceived barriers, benefits, and dietary acceptability of adopting a plant-based diet. *Food Quality and Preference*. 2019. 21:1-16.

Frongillo EA, Fram MS, Escobar-Alegría JL, Pérez-Garay M, **Macauda MM**, Billings DL. Concordance and discordance of the knowledge, understanding, and description of children's experience of food insecurity among Hispanic adults and children. *Family and Community Health Fam Community Health* 2019 42(4) 237:244.

Ingram L, **Macauda MM**, Lauckner C, Robillard A, Sexual Behaviors, Mobile Technology Use, and Sexting among College Students in the American South. *American Journal of Health Promotion*, June 2018. doi 10.1177/0890117118779008

Salloum RG, Abu-Rmeileh N, Hamadeh R, Thomas T, Mostafa A, Yusufali A, Kheirallah KA, **Macauda MM**, Theis RP, El Kadi, L Johnson J, Darawad, MW, Nakkash R. Policy-Relevant Context of Waterpipe Tobacco Smoking among University Students in Six Countries Across the Eastern Mediterranean Region: A Qualitative Study. *Asian Pac J Cancer Prev APJCP*. 2017;18(9):2533-2540. doi:10.22034/APJCP.2017.18.9.2533.

**Macauda MM**, Thrasher JF, Saul JE, Celestino P, Cummings KM, Strayer SM. A Good Idea May Not Be Good Enough: Stakeholder Buy In to QuitConnect, a National Smokers' Registry. *Am J Health Promot AJHP*. January 2017;890117117708841. doi:10.1177/0890117117708841.

Hock-Long L, Henry-Moss D, Carter M, Hatfield-Timajchy K, Erickson P I, Cassidy A, **Macauda M**, Singer M, Chittams J. Condom use with serious and casual heterosexual partners: findings from a community venue-based survey of young adults. *AIDS and Behavior* 2013; 17(3): 900-913.

**Macauda M**, Erickson P, Singer M, Santelices C. A Cultural Model of Cheating Among African American and Puerto Rican Young Adults. *Anthropology and Medicine* 2011; 18(3): 351-364.

Abraham T, **Macauda M**, Erickson P, Singer M. "And Let Me See Them Damn Papers!" The Role of STI/AIDS Screening Among Urban African American and Puerto Rican Youth in the Transition to Sex without a Condom. *AIDS and Behavior* 2011; 15(7): 1359-1371.

**Macauda M**, Erickson P, Miller M, Mann P, Closter L, Krause P. Long-Term Lyme Disease Antibiotic Therapy Beliefs Among New England Residents. *Vector-Borne and Zoonotic Diseases* 2011; 11(7): 857-862.

### **Book Chapters**

Hiscox A L, **Macauda M**. Airborne Toxic Chemicals. In Meyers R, ed. *Encyclopedia of Sustainability Science and Technology*. New York: Springer; 2013.

### **Grants and Contracts**

#### *Evaluation Services for the OPA Spartanburg Regional Foundation Grant*

7/1/2020-6/30/2023

The goal of this contract is to improve, monitor and maintain systems to assist Spartanburg Regional Foundation in the administration of their OPA Grant, provide data analysis, and to design and lead evaluation of performance measures and outcomes.

Role: Principal Investigator (evaluation contract)

Funder: Office of Population Affairs, administered through the Spartanburg Regional Foundation

Subcontract \$306,000.00

#### *SC Communities Unite to Increase CRC Screening*

6/30/2020-6/29/2025

Goal of this cooperative agreement is to use a learning collaborative model, and quality improvement methods to increase colorectal cancer screening and positive outcomes in clinics with lower screening rates

Role: Key Personnel

Project PI: Annie Thibault

Funder: CDC

1/26/2023 Macauda

Subcontract \$380,000.00

*Enhancing Equity in Cross-Sector Alignment through Meaningful Community Engagement*

05/01/2020 - 10/31/2021

Goal of this project is to train community health workers to act as qualitative researchers who will help determine how to best include community members with lived experience in decision making about community health initiatives

Role: Key Personnel

PI: Julie Smithwick

Funder: Robert Wood Johnson Foundation

Subcontract: \$48,884.00

*Statewide SNAP-Ed Priority Indicators Evaluation*

10/1/2019-9/30/2023

Goal of this contract is to assist in federal data reporting for a USDA funded Snap-Ed program housed at the University of South Carolina

Role: Evaluator

Project PI: Carrie Draper

Funder: USDA

Subcontract: \$55,433.00

*Enhancing Quality of Care through Improved Health Literacy*

07/01/2019 - 06/30/2022

Goal of this funding is to develop systems and materials in order to increase levels of health literacy of clinic patients, so that they can effectively communicate needs, ask questions, and understand recommendations given during a clinical encounter

Role: Project Team Member

Project PI: Daniela Friedman

Funder: Duke Endowment

Total Award: \$580,000.00

*Mary Black Foundation Implementation of YRBS, School Health Profiles, and Sexual Health Curricula*

10/1/2018-6/30/2023

The goal of this contract is to provide consultation services to the Mary Black Foundation in their implementation of the Youth Risk Behavior Survey and School Health Profiles, provide data management support for these initiatives, and manage and report process and outcome data for the implementation of Sexual Health Curricula in Spartanburg County, SC

Role: Principal Investigator (consultant contract)

Subcontract: \$86,400.00

1/26/2023 Macaуда

*Evaluation Services for South Carolina Campaign to Prevent Teen Pregnancy OAH1B Grant*  
10/1/2018-6/30/2020

The goal of this contract is to provide evaluation coordination and data management and analysis services to the South Carolina Campaign to Prevent Teen Pregnancy for the administration of their Tier 1B project

Role: Principal Investigator (evaluation contract-since 2018)

Subcontract: \$189,543.00

*Community Health Worker Evaluation for the South Carolina Campaign to Prevent Teen Pregnancy*

6/18/2018-12/31/2018

The goal of this project is to interview youth in Spartanburg County, SC who have interacted with a Community Health Worker, in order to assess the impact of the Community Health Worker program

Role: Principal Investigator

Award \$24,300.00

*Evaluation Services for The Mary Black Foundation's Healthy Families Initiative Implementation*

6/1/2017- 12/ 31/2022

Goal of this contract is to provide a mixed-methods evaluation for the healthy families initiative, and to facilitate the development of a web based data collection system.

Role: Principal Investigator (evaluation contract)

Funder: Mary Black Foundation

Award: \$153,049.00

*Integrating a Personalized Patient-Specific Preference Tool to Enhance Shared Decision Making for Rheumatoid Arthritis Patients.*

01/01/2017 - 12/31/2018

Goal of this project is to develop and integrate a treatment choice tool for Rheumatoid Arthritis patients to facilitate communication with their doctors about treatment goals.

PI: Melanie Cozad

Role: Co-Investigator

Funder: Pfizer

*Abstinence Education Grant Program Evaluation*

8/4/2016-6/30/202

Goal of this contract is to provide a state level evaluation and reporting structure for the Title V Abstinence Only Education Program, and to coordinate and standardize local evaluation efforts.

Role: Principal Investigator

Funder: Family Youth Services Bureau, subcontract with SC Department of Health and Environmental Control

Award \$316,578.00

1/26/2023 Macaуда

*Evaluation Services for Mary Black Foundation's OAH1B Grant*

07/01/2015 - 06/30/2020

The goal of this contract is to create systems to assist Mary Black Foundation in the administration of their Tier 1B evaluation, provide data analysis, and to design and conduct a community level outcomes evaluation for their teen pregnancy prevention intervention communities.

Role: Principal Investigator (since 2018)

Funder: Office of Adolescent Health, Subcontract with Mary Black Foundation

Subcontract: \$362,039.00

*Exploring Methods to Elicit Individual Patient Preferences at Diagnosis to Inform Patient-centered Care*

11/01/2015 - 10/31/2016

Goal is to create and test a treatment choice tool for patients with shoulder injury, and determine the most effective means at deriving patient desired outcomes.

PI: Melanie Cozad

Role Co-Investigator

Funder: Center for Effectiveness Research in Orthopaedics/SC Commission on Higher  
*Exploring Methods to Elicit Individual Patient Preferences at Diagnosis to Inform Patient-centered Care*

11/01/2015 - 10/31/2016

Goal is to create and test a treatment choice tool for patients with shoulder injury, and determine the most effective means at deriving patient desired outcomes.

PI: Melanie Cozad

Role Co-Investigator

Funder: Center for Effectiveness Research in Orthopaedics/SC Commission on Higher  
Education

*Evaluations Services for the Personal responsibility Education Program*

10/01/2011-9/30/2021

Goal of this contract is to provide a state level evaluation and reporting structure for the Personal Responsibility Education Program, and to coordinate local evaluation efforts.

Role: Principal Investigator

Funder: Family Youth Services Bureau, subcontract with SC Department of Health and Environmental Control

Subcontract: \$145,712.00 since 2021

## Teaching

### *University of South Carolina*

Health Services, Policy and Management 791-Public Health Practice, Planning, and Evaluation

Anthropology 551, Medical Anthropology Field Methods

### *University of Connecticut*

Anthropology 249, Field Research in Social Settings

Anthropology 246W, Illness and Curing

Anthropology 106, Introduction to Anthropology

## Graduate Committees (as member)

Keya Korotki PhD, Department of Health Services and Policy Management (Mahmud Khan, Chair) Topic: Assessment of the Quality of Emergency Obstetric Care in Public Hospitals in Bangladesh: Evidence from Bangladesh Health Facility Assessment Survey. Expected Completion Summer 2022

Hanin Almahmoud Topic: PhD, Department of Health Services, Policy, and Management (Melanie Cozad, Chair) Topic: Examining Women's Perceptions of Maternity care in Public and Private sectors of National Guard Hospitals in Saudi Arabia: A Qualitative Study. Completed 2019

Anthony Crimarco, PhD, Department of Health Promotion, Education, and Behavior (Brie McGrievy, Chair) Topic: the plant-based and soul-full study (pass): partnerships with local vegan soul food restaurants in the African American community to increase diet quality by consuming more plant-based foods. Completed 2019

Noor Alshareef, PhD, Department of Health Services, Policy and Management, Arnold School of Public Health, University of South Carolina (Melanie Cozad, Chair). *Topic: Factors that affect the choice of first healthcare provider among health system employees with musculoskeletal related complaint.* Completed 2018

James Kerns, MA Department of Anthropology, University of South Carolina (David Simmons, Chair). *Topic: Cultural Perceptions of Chikungunya in the Dominical Republic.* Completed 2016

## **School and Department Service**

Co-Chair: President's Senate Executive Committee, Fall 2022-Spring 2023

Faculty Senator for Health Promotion, Education, and Behavior, University of South Carolina Faculty Senate, Fall 2019 -Spring 2023

Member: Arnold School of Public Health Evaluation Committee, Fall 2017-Present

Chair: Masters Program Committee. Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, Spring 2018-present

Member: Masters Program Committee. Department of Health Promotion, Education, and Behavior, Arnold School of Public Health Spring 2017-Fall 2017

## **Professional Service**

Peer Reviewer: Frontiers in Public Health 2022-2023

Peer Reviewer: Social Science and Medicine 2017

Peer Reviewer: Journal of Public Health Management and Practice 2018-2023

Peer Reviewer: American Journal of Health Promotion 2018-2020

Member: Technical Working Group: Personal Responsibility in Education Interactive Dashboard. Family and Youth Services Bureau 2016-2022

## **Invited Presentations**

### **Macauda, Mark M.**

2016 *"It's not if you're going to get it, it's when": Understanding Lyme Disease Illness Experience and Prevention in Endemic Areas.* Colloquium given at the Department of Anthropology, University of South Carolina, Columbia, SC, March 4<sup>th</sup>, 2016.

### **Macauda, Mark M.**

2009 *Everybody Got Somebody Extra: Cultural models of sex and cheating among inner city emergent adults.* Seminar conducted at the Department of Geography and Anthropology, Louisiana State University, Baton Rouge, LA: November 20<sup>th</sup> 2009.

### **Macauda, Mark M.**

2009 *Understanding Lyme Disease: An anthropological perspective on an environmental health issue.* Seminar conducted at the School of the Coast and Environment, Louisiana State University, Baton Rouge, LA: October 16<sup>th</sup>, 2009.



**Macauda, Mark M.**

2008 *Understanding Lyme Disease: Illness experience, prevention, and the Health Belief Model*. Seminar conducted at the Emerging Infections Program, Yale School of Public Health, New Haven, CT: April 21<sup>st</sup>, 2008.

## Conference Presentations

Kao, E., Jeanty, M., Elder, T., Kennedy, A.B., Macauda, M., Rudisill, C. and M. Eicken.

‘Expert patient perspectives on screening and addressing the social determinants of health at Prisma Health,’ Prisma Health Research Showcase, 28 October 2022, Greenville, SC

Alshareef, Noor, Melanie Cozad, **Mark M. Macauda**, Charles Thigpen

Factors Influencing Patient Use of Self-Referral to Physical Therapy: A Qualitative Study. APTA 2019 Combined Sections Meeting in Washington, DC January 23-26, 2019

Rowland, **Mark M. Macauda**, Martha Hinson, Aaron Bryan

2016 *Personal Responsibility Education Program (PREP); Performance Measures Findings, Implications and Future Directions*. Presentation at the 2016 HHS Teen Pregnancy Prevention Grantee Conference, Baltimore, MD: July 2016

**Macauda, Mark M.**, James Thrasher, Scott Strayer

2014 *QuitConnect, A national smoker’s registry for ongoing cessation support*. Paper presentation to the Tobacco Related Research Retreat, South Carolina Clinical and Translational Research Institute, Charleston, SC: October 2014

**Macauda, Mark M.** and Martha Hinson

2013 *“PREPPing” across South Carolina*. Presentation given at the South Carolina Campaign to Prevent Teen Pregnancy Summer Institute, Columbia, SC: June 2013

Escobar Alegría Jessica L, Edward A. Frongillo, Maryah S. Fram ,M Pérez Garay, **Mark Macauda** ,Deborah L. Billings.

*Parents are not fully knowledgeable of their children’s experiences of food insecurity*. Experimental Biology, San Diego, April 2012. FASEB Journal, March 2012

Erickson, Pamela I., Ann Cheney, Elaine Bennett, **Mark M. Macauda**, Merrill C. Singer and Claudia C. Santelices

2009 *Cognitive and Ethnographic Approaches to Understanding Sexual Cultures Among Young Adults in Connecticut: Relationship types, social class, minority status, and risk taking*. Paper presentation for session: “Medical Anthropology of Children”, 108<sup>th</sup> Annual Meeting of the American Anthropological Association, Philadelphia, PA: December 2009.

Hatfield-Timajchy, Kendra, Karen Andes, Amy Cassidy, **Mark M. Macauda**, Dugeidy Ortiz,

Linda Hock-Long and Pamela I. Erickson

2009 *Beyond polemics: The merits and challenges of assessing intercoder agreement in a qualitative research study*. Poster presentation for session: "Population, Sexual and Reproductive Health Section", 137th Annual Meeting of the American Public Health Association, Philadelphia PA: November 2009.

**Macauda, Mark M.**, Pamela Erickson, Claudia C. Santelices, Merrill C. Singer, Dugeidy Ortiz, Rosemary Diaz, Traci Abraham and Louise Badiane

2008 *Your Cheating Ways: The social construction of infidelity among inner city emerging adults*. Paper presentation for session: "Sexual History: A life course perspective", 136th Annual Meeting of the American Public Health Association, San Diego, CA: October 2008.

Erickson, Pamela I, Linda Hock-Long, Claudia C. Santelices, Amy Cassidy, **Mark M. Macauda** and Merrill C. Singer

2008 *Multipartnered Fertility amongst African American and Puerto Rican Emergent Adults: The view from below*. Poster presentation for session: "Reproductive Health and Family Planning in Diverse Populations", 136th Annual Meeting of the American Public Health Association, San Diego, CA: October 2008.

Erickson, Pamela I, Louise Badiane, Claudia C. Santelices, Merrill C. Singer, Rosemary Diaz, Dugeidy Ortiz and **Mark M. Macauda**

2008 *Virginity Meanings and the Context of Virginity Loss Among African American and Puerto Rican Young Adults in Hartford* Poster presentation, 106th Annual Meeting of the American Anthropological Association, Washington, DC: November 2008.

**Macauda, Mark M.**, Peter J. Krause and Andrew Spielman

2006 *Lyme Disease Prevention Behaviors on Block Island: Patterns and predictors*. Poster presentation, 134th Annual Meeting of the American Public Health Association, Boston, MA: November 2006.

**Macauda, Mark M.**

2006 *Home Grown Problems: The place of anthropology in U.S. based research*. Paper presentation for session: "So, you want to be an anthropologist?: The politics, pressures, and pleasures of fieldwork in the U.S.", 105th annual meeting of the American Anthropological Association, San Jose, CA: November 2006.

**Macauda, Mark M.**, Pamela I. Erickson, Dugeidy Ortiz and Louise Badiane

2005 *Adolescent Sexual and Reproductive Health in the Philippines: A look at gender roles and sexual health knowledge*. Poster presentation, 104<sup>th</sup> Annual Meeting of the American Anthropological Association, Washington, DC: December 2005.

**Macauda, Mark M.**, Pamela I. Erickson, Dugeidy Ortiz, Louise Badiane, Marcia Mayfield

and Grace Granado

2005 *“Where You Have Friends who Care”*: An evaluation of the Safe Harbor adolescent reproductive health project, Bohol, Philippines. Poster Presentation, 133<sup>rd</sup> Annual Meeting of the American Public Health Association, Philadelphia, PA: December 2005.

**Macauda, Mark M.** and Peter J. Krause

2004 *Cultural Patterns of Lyme Disease Prevention Behaviors on Block Island, RI*. Poster Presentation, 103<sup>rd</sup> Annual Meeting of the American Anthropological Association, Atlanta, GA: November 2004.