

AYESHA MCADAMS-MAHMOUD

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PROFILE

Research manager, social scientist, and former journalist with robust experience in grants management, digital communications, qualitative research design, survey research, coalition building, and applied participatory research. Committed to exploring opportunities in social equity and justice, philanthropy, and mental health promotion.

Noteworthy skills: Project management, impact and process evaluations, digital narrative storytelling, public speaking.

EDUCATION

Harvard University, T.H. Chan School of Public Health May 2019
Doctor of Science (ScD): Social and Behavioral Sciences Boston, MA

- **Dissertation:** A randomized, longitudinal, mixed methods study of storytelling, trust, and empathy among police and urban adolescents in Alameda County, CA

Emory University, Rollins School of Public Health 2011
Master of Public Health (MPH): Behavioral Sciences & Health Education (Mental Health) Atlanta, GA

Northwestern University, Medill School of Journalism 2005
Bachelor of Science (BS): Journalism, History (Minor: African Studies) Evanston, IL

COMPUTER SKILLS

Data Analysis Software: Stata | SAS | Dedoose | NVivo | ATLAS.ti | SPSS | Qualtrics | Survey Monkey
Management & Design: Asana | WordPress | Adobe Suite | Filmora | Pro Tools | Microsoft Office Suite
Social Media: Instagram | Twitter | YouTube | Facebook | Google+ | Tumblr

WORK EXPERIENCE

Harvard University, Harvard College, Graduate Schools of Public Health, Education | Cambridge, MA 2016-Present
Teaching Fellow

- Supporting faculty in instruction and curriculum development for the following courses:
 - Qualitative Data Analysis for Public Health; Globalization and World Health; Adult Psychiatric Epidemiology; Science-Based Innovation in Early Childhood Practice and Policy; Explaining Health Behavior: Insights from Behavioral Economics

Alameda County Deputy Sheriffs' Activity League | San Leandro, CA 2018-Present
Research Consultant

- Developing online training module and digital communication strategy for community engagement
- Oversaw script and storyboard development for whiteboard animation video on community policing
- Conducted, analyzed in-depth interviews with community policing officers on challenges of reform strategies

PolicyLink, Arts, Culture, and Equitable Development Program | Oakland, CA Summer 2017
Summer Associate

- Researched and interviewed leaders of 100 U.S. arts and culture initiatives that are shifting police culture
- Developed multi-media database of arts initiatives accelerating the fight for equity in community safety

Harvard University, Strategic Training Initiative for the Prevention of Eating Disorders | Boston, MA 2016-2017
Writer, Research Associate

- Researched literature and authored teaching case on use of media and narrative-centered responses to colorism
- Summarized best practices in digital education methods for Academy of Eating Disorders screening procedures
- Co-facilitated course in Advanced Topics in Women, Gender and Health

- Boston Medical Center**, Vital Village Network for Community Engagement | Boston, MA 2015-2017
Fellow, Emerging Leaders Program
- Designed and led digital storytelling workshop with Black and Latino men about fatherhood and incarceration experiences; produced compilation video
 - Wrote proceedings report on Networks of Opportunity for Child Wellbeing Community Innovation Convening
 - Contributed to development of Theory of Action for Robert Wood Johnson Foundation-funded initiative
- Harvard University**, Strong Women Strong Girls Community Participatory Project | Boston, MA 2015-2017
Research Associate, Steering Committee Member
- Created focus group guide on race and body image among low-income girls (ages 8-11); analyzed transcripts
 - Conducted in-depth interviews with young lesbian and bisexual women (ages 18-26) about HPV
- Kaiser Family Foundation**, Health Communication & Media Partnerships | Menlo Park, CA Jul. 2015-Dec. 2015
Research Consultant
- Conducted ~60 interviews on digital storytelling advocacy with *SpeakOUT* HIV media campaign ambassadors
 - Authored summary report on interview thematic findings for Foundation funders
 - Completed literature review, made recommendations for web-based HIV resources on family support
- Johns Hopkins University**, Center for AIDS Research | Baltimore, MD 2013-2015
Community Development Manager (also Research Associate)
- Launched & Managed *Generation Tomorrow*, a training program on Hepatitis C & HIV care services
 - Monitored \$250,000 budget from Gilead Foundation; produced quarterly reports, community resource guide
 - Supervised 60 graduate students and community health workers in field assignments at 9 community sites
 - Conducted and analyzed focus groups and surveys on trauma, violence, and healthcare access experiences
 - Conceived, developed and promoted the Research Resource Guide for Community Partners
 - Co-organized the 2014 Bridging the Gap Health Symposium
- Kaiser Family Foundation**, Health Communication & Media Partnerships | Menlo Park, CA 2012-2013
Program Officer
- Coordinated national press launch for *Empowered*, a national HIV campaign and grant program developed with Grammy Award-winner Alicia Keys designed to reach U.S. women about HIV
 - Implemented large-scale HIV testing events with corporate partners (Essence, Walgreens, NBA)
 - Wrote talking points, promoted digital content for 40 *Greater Than AIDS* ambassadors
 - Oversaw the development and distribution of 600,000 promotional items to AIDS service agencies
 - Conducted focus group research with gay men and Black HIV-positive women on health experiences
- Emory University**, Hubert Dept. of Global Health & Dept. of Epidemiology | Atlanta, GA 2011-2012
Senior Public Health Associate
- Managed bio-behavioral HIV study of gay men in South Africa, Uganda; Monitored \$1.5 million NIH budget
 - Led qualitative data collection team: developed research instruments, oversaw data management and analysis
 - Supervised team of 14 research and data management specialists; liaised with international research partners
 - Coordinated study on psychological abuse: conducted 10 focus groups, 2 photo-voice workshops
 - Lead writer of \$30,000 & \$20,000 grants (EU Research Committee, Center for Injury Control & Prevention)
- Emory University**, Elimination of Health Disparities through Translation Research | Atlanta, GA 2009-2011
Health Education Specialist
- Taught group HIV prevention intervention for Black women ages 18-34 in large churches
 - Acted as quality assurance rater for intervention implementation; Updated and revised teaching curricula
- Embrace Us, Inc.** | Greensboro, NC Jan.-Jul. 2009
Case Manager, Direct Care Worker
- Created & implemented interventions for low-income clients with mental and behavioral health diagnoses
 - Managed team of Direct Care Workers, led client/family treatment team meetings with Medicaid recipients

Program Assistant

- Coordinated conferences and trainings for journalists, foreign dignitaries, government officials, and nonprofits
- Expanded African Broadcast Media Partnership Against HIV/AIDS to include East and North Africa
- Handled Accounts Payable and Receivable and Foundation Senior Vice President

The Herald, Metro & Arts Desks | Rock Hill, SC

2006

Reporter

- Covered health, education, municipal, growth and lifestyle in fastest growing school district in the state
- Broke news on corporate misconduct, health trends, business development on Page One, Metro covers

The Oregonian, Kaiser Media Internship in Health Reporting | Portland, OR

Summer 2005

Health Reporter

- Specialized in emerging health trends, medical studies, and community health news
- Attended intensive training on health reporting with Boston Globe and Washington Post

CERTIFICATIONS & TRAINING

Health Communication (Harvard, 2019); The Op-Ed Project Level I-II Writing Workshop (Simmons College, 2017); Digital Storytelling Facilitation (*Story Center*, 2016); Human Subjects Research (*CITI*, 2015); HIV & HCV Counseling and Testing (*Baltimore City Health Dept.*, 2013); Certified Health Education Specialist (*NCHEC*, 2011)

PUBLICATIONS

- Agéonor M, Querishi F, Johnson K, Kacevich S, **McAdams-Mahmoud A**, Curlin J (2018). Developing a community-academic partnership to promote mental health among underserved preadolescent girls in Boston, Massachusetts. *Progress in Community Health Partnerships: Research, Education, and Action*, 12(3): 321-328.
- Williams DR, **McAdams-Mahmoud A** (2018). Racism and Mental Health: Pathways, evidence, and needed research. In EEH Griffith, BE Jones, AJ Stewart (Eds.), *Black Mental Health: Patients, Providers, and Systems*. Washington, D.C.: APA Publishing.
- **McAdams-Mahmoud A** (2017). Coloring the Narrative: How to use storytelling to create social change in skin tone ideals. A Teaching Note for the *Strategic Training Initiative for the Prevention of Eating Disorders Teaching Case*.
- Chen R, **McAdams-Mahmoud A**, Misra S, Nishimi K, Taylor E (2017). Mental Wellness of Students at Harvard Chan: Spring 2017 Survey. *Harvard Chan Mental Health Student Alliance*.
- Irvin R, **McAdams-Mahmoud A**, White J, Grant Z, Falade-Nwulia O, Sherman S, Beyrer C, Sulkowski M, Thomas D, Mehta S, Chaisson R (2017). An Education and Field Experience Program to Increase Detection of HIV and Hepatitis C Virus. *Progress in Community Health Partnerships: Research, Education and Action* (in Press)
- Falade-Nwulia O, **McAdams-Mahmoud A**, Irvin R, Niculescu A, Page KR, Mix M, Thomas DL, Sulkowski MS, Mehta SH (2016). Primary care providers' knowledge, attitude and practices related to Hepatitis C screening and treatment in the oral direct acting antiviral agents era. *Journal of Community Medicine & Health Education*.
- Irvin R, **McAdams-Mahmoud A**, Hickman D, Wilson J, Fenwick W, Chen I, Irvin N, Falade-Nwulia O, Sulkowski M, Chaisson R, Thomas DL, Mehta SH (2016). Building a community-academic partnership to enhance Hepatitis C screening. *Journal of Community Medicine & Health Education*, 6(3): 433.
- **McAdams-Mahmoud A**, Stephenson R, Rentsch C, Cooper H, Arriola K, Jobson G, de Swardt G, Struthers H, McIntyre J (2014). Minority stress in the lives of MSM in Cape Town. *Journal of Homosexuality*, 61 (6): 847-67.
- Stephenson R, Rentsch C, Sullivan P, **McAdams-Mahmoud A**, Jobson G, Struthers H, McIntyre J (2013). Attitudes toward couples-based HIV counseling and testing among MSM in Cape Town. *AIDS and Behavior*, 17(1): S43-50.

CONFERENCE PRESENTATIONS

- *Oral Presentation*, **Networks of Opportunity for Child Well-Being**, 2019, Charleston, SC, “Strategic Storytelling”
- *Oral Presentation*, **STRIPED/HILT Teaching Conference**, 2018, Cambridge, MA, “Coloring the Narrative: How to Use Storytelling to Create Change in Skin Tone Ideals”
- *Workshop*, **Vital Village Network Leadership Summit**, 2018, Boston, MA, “Strategic Storytelling: Impact, Strategies, and Practice”
- *Oral Presentation*, **Challenging the Complex: Creating coalitions for prison abolition, reform, and education at Harvard and beyond**, 2018, Cambridge, MA, “The Trade Project: Storytelling as restorative justice”
- *Workshop*, **Dying to Be Beautiful Conference**, 2017, Kingston, JA. “Coloring the Narrative: The use of storytelling to change skin tone ideals”
- *Oral Presentation*, **American Public Health Association**, 2016, Denver, CO. “Updated to 2020: Goal of Reducing HIV Infections among young, gay men requires a comprehensive sexual health approach.”
- *Poster*, **Conference on Retroviruses and Opportunistic Infections**, 2016, Boston, MA. “Primary care provider interest in treating HCV: A mixed methods study.”
- *Poster*, **American Association for the Study of Liver Diseases**, 2014, Boston, MA. “Senior Center-Based Hepatitis C Screening in Baltimore.”
- *Oral Presentation*, **IUSSP International Population Conference**, 2013, Busan, South Korea. “In-person versus online focus group discussions: a comparative analysis.”
- *Poster*, **International AIDS Conference**, 2013, Washington, DC. “Social network characteristics and sexual risk-taking amongst MSM in Atlanta.”
- *Oral Presentation*, **African Population Conference**, 2011, Ouagadougou, Burkina Faso. “The association between minority stress and oppression in the lives of MSM.”
- *Oral Presentation*, **Mind, Body & HAART Conference**, 2011, Cape Town, South Africa. “The potential for couples’ HIV testing and counseling in South Africa.”

LEADERSHIP POSITIONS & AWARDS

- *Recipient*, Lee Kum Sheung Center for Health & Happiness Dissertation Research Award, 2019
 - *Recipient*, National Institutes of Health (NIH) T32 Psychiatric Epidemiology Training Grant, 2018
 - *Recipient*, Harvard Presidential Public Service Fellowship, 2018
 - *Recipient*, Deborah Rose Service Learning Fellowship, 2018
 - *Volunteer*, Y2Y Harvard Square (youth-run overnight homeless shelter), 2017-present
 - *Resident Tutor & Academic Adviser*, Currier House, Harvard College, 2016-Present
 - *Leadership Board Member*, Mental Health Student Alliance, Harvard T.H. Chan School of Public Health, 2016-2017
 - *Fellow - Emerging Leaders Program*, Vital Village Network for Community Engagement, 2016-17
 - *Actor & Writer*, Act for Equity at Harvard Graduate School of Education: Theater for Social Change, 2016
 - *Student Coordinator*, Health Communication Concentration, Harvard T.H. Chan School of Public Health, 2015-16
 - *Recipient*, National Institutes of Health, Initiative for Maximizing Student Diversity Fellowship, 2015-16
 - *Steering Committee Member & Writer*, The Counter Narrative Project for Gay Black Men, 2014-Present
 - *Consultant*, National Child Traumatic Stress Network: Arts and Trauma Work Group, 2014
 - *Recipient*, National Institutes of Health Diversity Supplement, 2011-2012
 - *Award Recipient*, Best Thesis in Social and Behavioral Sciences Department, Emory University, 2011
 - *Recipient*, Global Field Experience Fund Scholarship, Emory University, 2010
 - *Communications Chair*, Association for Black Public Health Students, Emory University, 2009-2010
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