

SUSAN W. HAWS
Curriculum Vitae
March 2016

Contact information:

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EDUCATION

Doctor of Philosophy (PhD), Health Behavior and Health Education

University of North Carolina at Chapel Hill, Chapel Hill, North Carolina, 2012

Master of Public Health (MPH), Health Behavior and Health Education

University of North Carolina at Chapel Hill, Chapel Hill, North Carolina, 2001

Delta Omega Honorary Public Health Society, Theta Chapter, inducted 2001

Bachelor of Arts, Psychology/Economics (Interdisciplinary)

Davidson College, Davidson, North Carolina, 1993

Greenville (SC) Alumni Scholar, 1989-1993

RESEARCH EXPERIENCE

Director of Evaluation and Analytics (November 2015- present)

Thrive 4-7, Morrisville, NC

Direct all evaluation and analytics-related activities within the early-stage health technology company. Develop and execute plans to evaluate intervention impact, user engagement, user satisfaction, and return on investment, including conceptualization, analysis, and interpretation. Develop analyses to inform intervention optimization. Supervise members of the evaluation and analytics team. Collaborate with the Chief Science Officer to set the company's research agenda and develop the product roadmap. Provide recommendations for the strategic direction of the company. Lead internal grant submissions. Lead and support the development of strategic external research, evaluation, and analytic partnerships. Lead and co-author technical publications and white papers to document and disseminate our work. Recently led preparation of SBIR application (for April 2016): "Cross-cultural adaptation of an intervention to reduce symptoms of depression among Latina women" to FOA PA-15-269: PHS 2015-02 Omnibus Solicitation of the NIH, CDC, FDA, and ACF for Small Business Innovation Research Grant Applications (Parent SBIR [R43/44]).

Independent Public Health Consultant (August 2015- present)

Durham, NC

Collaborate with industry, non-profit, and education leaders to develop and execute research studies, research-informed practices and policies, and program evaluations. Build on 15+ years of experience conducting innovative public health and education research and analysis. Areas of expertise include research design, theory-based intervention design, sampling, scale development and psychometrics, quantitative and qualitative analysis, research-related writing. Substantive interests include adoption and dissemination of evidence-based practices, data-driven decision-making in schools and communities, prevention of adolescent health risk behaviors, positive youth development and youth mentoring, contextual influences on individual behavior, mHealth innovations, women's health, and training the next generation of public health leaders.

Research Scientist (June 2014- August 2015)

innovation, Research & Training, Durham, NC

Directed “Youth Initiated Mentoring: Investigating an innovative approach to mentoring at-risk youth” (Principal Investigator, Jean Rhodes, PhD), a study examining factors that affect the success of mentoring relationships when youth enrolled in an alternative high school program nominate a mentor from their own social networks. Served as Project Director of two additional studies: 1) a randomized controlled trial of enhanced mentoring for children of incarcerated parents (Principal Investigator, Jean Rhodes, PhD) and 2) a long term follow up evaluation of Quantum Opportunities Program (Principal Investigator, Rebecca Stelter, PhD). Led study planning, developed survey instruments and protocols, led data collection and processing functions, led data analysis, and disseminated findings through reports, recommendations, presentations, and manuscripts. Within iRT, led the specification of requirements for a proprietary data collection system and served on search team for software engineer to execute the plan.

Research Analyst (June 2013- June 2014)

University of North Carolina at Chapel Hill, Gillings School of Global Public Health, Department of Health Behavior

Examined the nature of parental influences on adolescent alcohol use outcomes in a large school-based adolescent-parent sample. Provided input on research questions, served as data manager and analyst, collaborated with team to interpret results and draft manuscripts.

Senior Research Analyst (August 2012-April 2013)

Amplify, Brooklyn, NY (Durham, NC office)

Led development and execution of evaluation activities in the Professional Services Business Unit, part of Amplify Insight. Key projects included 1) evaluation of a two-year engagement with the state of Delaware to provide data coaching to teachers as part of professional learning communities in every school in the state and 2) collaboration with Harvard Ed Labs on a randomized controlled trial comparing effects of two types of professional development. Under the New Curriculum Business Unit, led development and implementation of a data collection and management system and protocols for a large efficacy trial of the BurstReading intervention conducted in collaboration with the University of Michigan’s Institute for Social Research.

National Institute on Drug Abuse Predoctoral Fellow (April 2010-March 2012)

Ruth L. Kirschstein National Research Service Award (NRSA)

National Institute on Drug Abuse (NIDA), National Institutes of Health

Conducted “A Multilevel Study of Schools’ Influences on Adolescent Substance Use.” Used data from National Longitudinal Study of Adolescent Health (Add Health) to examine the influence of school culture on adolescent smoking, drinking, and marijuana use. Taught in a doctoral level methods course, attended research ethics training, took advanced statistics courses. Faculty mentor: Dr. Susan Ennett, Health Behavior and Health Education, UNC Gillings School of Global Public Health.

Research Consultant (July 2008- August 2010)

Pacific Institute for Research and Evaluation (PIRE), Chapel Hill, NC

Contributed to “School-based Substance Use Prevention Programs Study” (SSUPPS) (Principal Investigator, Christopher Ringwalt, DrPH; Co-investigator, Susan Ennett, PhD). Research projects examined prevalence, fidelity, and sustainability of evidence-based substance use prevention programs. Duties included collaborating with study team to develop analysis plans, managing and analyzing data, and preparing manuscripts.

Research Assistant (January 2007- October 2007)

NC Institute for Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC

Collaborated with research team to execute a mixed-methods evaluation of the National Public

Health Leadership Institute, 1991- 2006 (Principal Investigator, Karl Umble, PhD). Conducted qualitative telephone interviews with prominent leaders from national, state and local public health agencies. Analyzed qualitative data. Drafted written summary for final report and manuscripts.

Project Director (February 2002 – August 2005)

Social Development Research Group, University of Washington, Seattle, WA

Managed the “Evaluation of Seattle Public Schools Communities That Care Project” (Principal Investigator, Michael Arthur, PhD). Designed evaluation study components, developed measures, analyzed primary data, supervised project staff on all aspects of the study (budget, data collection, data management, analysis), and prepared reports and presentations related to the project. Responsible for communication and collaboration with school district and school building leaders and staff, and community stakeholders.

Research Coordinator (March 2005 - August 2005)

Human Services Policy Center, University of Washington, Seattle, WA

Managed the “Pilot Study of *Promoting First Relationships* with Family, Friend, and Neighbor Caregivers” (Principal Investigators, Jean Kelly, PhD, and Richard Brandon, PhD). Developed research protocols; drafted Human Subjects application; recruited English- and Spanish-speaking low-income grandmothers; hired, trained, and supervised interviewers and other staff; and drafted sections of grant proposals for a controlled follow-up study.

Research Associate (2000- 2001)

North Carolina Cardiovascular Health Program, UNC- Chapel Hill School of Public Health, Chapel Hill, NC

Designed, implemented, and reported on a four-phase pilot study and evaluation of the “School Health Index,” a school-based instrument aimed at enhancing policies and environments for physical activity in public schools (Principal Investigator, Carolyn Crump, PhD). Examined factors related to adoption and implementation using quantitative and qualitative methods.

TEACHING EXPERIENCE

Adjunct Assistant Professor (July 2013-present)

University of North Carolina at Chapel Hill, Department of Health Behavior

Designed and taught HBEH 752: Public Health Intervention and Evaluation, a core curriculum (required) 3-hour course for Health Behavior students enrolled in year 2 of the Master of Public Health degree program (Fall 2013). Co-instructed HBEH 760: Advanced Research Methods, I, a core curriculum (required) 3-hour course for Health Behavior students enrolled in year 1 of the PhD program (Fall 2013, 2014).

Teaching Assistant, HBEH 760/761: Advanced Research Methods I (Fall 2008- Spring 2011)

University of North Carolina at Chapel Hill, Department of Health Behavior and Health Education

Assisted five professors with planning and implementation of core doctoral level course taught in eight modules over two semesters. Coordinated preparation of lectures, homework assignments, and exams. Facilitated class discussions of research articles on main course topics. Provided academic support to students as needed.

Teaching Assistant, HBEH 772: Planning Health Promotion Programs (Fall 2006)

University of North Carolina at Chapel Hill, Department of Health Behavior and Health Education

Assisted professor with planning and implementation of core master’s level course. Consulted regularly with 8 three-member student teams throughout the semester to facilitate their preparation of evidence and theory-based program plans using the PRECEDE-PROCEED planning model. Evaluated each team’s plan and provided written and verbal feedback three times during semester. Worked with professor to assign final grades.

ESL Lead Teacher (1998-1999)

Broughton High School, Wake County Public Schools, Raleigh, NC

Developed, coordinated, and facilitated multi-level English as a Second Language (ESL) program to serve students with limited English proficiency. Coached track and cross country teams.

Middle School Teacher (1995-1997)

James Lewis Extension School, Orleans Parish Schools, New Orleans, LA

Taught as part of a grade-level instructional team in an innovative inner-city middle school serving economically disadvantaged youth.

Teach for America Corps Member/ Middle School Teacher (1993-1995)

A.P. Solis Middle School, Donna Independent School District, Donna, TX

Joined selective teacher corps dedicated to providing access to an excellent public education for under-served rural and urban youth. Taught 6th grade as member of interdisciplinary team.

PROFESSIONAL SKILLS

Computer programming and analysis experience: Extensive experience conducting data management and analysis in SAS; Mplus; Stata; Amos; CEFA (for exploratory factor analysis); LISREL (for confirmatory factor analysis); ATLAS ti.

Research skills: Study conceptualization and design; theory-based intervention development; study planning including data collection and management; selecting appropriate analytical techniques; conducting multiple regression analysis, hierarchical generalized linear modeling, factor analysis, and qualitative data analysis; interpreting study results; writing manuscripts and reports; forming and maintaining community research partnerships; and presenting to and/or providing training to a variety of audiences.

AWARDS, ACTIVITIES, AND MEMBERSHIPS

Chair, Middle School Leadership Team (January 2013-July 2014). Organized and led a successful grassroots effort to add an innovative middle school to an existing charter school in Durham, NC.

Ruth L. Kirschstein National Research Service Award (NRSA) Predoctoral Fellow (April 2010-March 2012) National Institutes of Health. \$59,914 total direct costs.

Graduate Tuition Incentive Award (2010-11, 2011-12) University of North Carolina Graduate School. Funding awarded to competitive applicants to complement external award. \$8,734.

Dissertation Completion Fellowship (2010-2011) University of North Carolina Graduate School. Selected from competitive process to receive full-time funding for dissertation completion. (Award declined due to successful NRSA application.) \$16,000 plus tuition and benefits.

Early Career Preventionists Network (ECPN) Travel Award (2012) Society for Prevention Research. Selected from competitive process to receive funds to offset costs of attending the annual meeting of the Society for Prevention Research. \$250

Health Behavior and Health Education Travel Award (Spring 2008) Selected from competitive process to receive funds to attend and present at a national academic conference. \$325

Teach for America School Board Fellow (2007-2008) Durham Public Schools, Durham, NC. Selected from competitive process to participate in one-year mentored experience. Shadowed a current board member, Heidi Carter, to gain insight into serving as an elected board member.

Girls on the Run of the Triangle Volunteer Coach, Durham, NC (2012) Facilitated fourteen week character-building and running program for 8-12 year old girls.

Program for Early Parent Support (PEPS) Group Facilitator, Seattle, WA (2005) Facilitated weekly support and educational sessions for first-time parents of newborns in an in-home setting over a four-month period.

Appointed member: Masters Program Advisory Committee, UNC Gillings School of Global Public Health, Department of Health Behavior and Health Education, 2007-2009.

Member: Society for Prevention Research, 2003-present

President: Pacific Northwest Society for Public Health Educators (PNW SOPHE), 2001-2003.

PUBLICATIONS

Dissertation

Haws, S. (2012). A multilevel study of schools' influences on adolescent substance use. (Doctoral dissertation). University of North Carolina Gillings School of Global Public Health. Retrieved from Proquest: <http://search.proquest.com/docview/1284157277?accountid=14244>. (1284157277)

Journal articles and book sections

Haws, S., and Ennett, S.T. (in preparation). Examining schools' influences on adolescent alcohol use through the lens of Health Promoting Schools.

Ennett, S. T., Jackson, C., Cole, V.T., **Haws, S.**, Foshee, V.A., McNaughton Reyes, H.L., Burns, A.R., Cox, M. J. Cai, L. (In press). A Comprehensive Model of Parent Alcohol Socialization and Adolescent Alcohol Misuse.

Ennett, S.T., **Haws, S.**, Ringwalt, C.L., Vincus, A.A., Hanley, S, Bowling, J.M., Rohrbach, L.A. (2011). Evidence-based practice in school substance use prevention: fidelity of implementation under real-world conditions. *Health Education Research*. 26(2), 361-371.

Ringwalt, C., Vincus, A.A., Hanley, S., Ennett, S.T., Bowling, J.M., & **Haws, S.** (2011). The prevalence of evidence-based drug use prevention curricula in U.S. middle schools in 2008. *Prevention Science*, 12, 63-69..

Ringwalt, C., Hanley, S., Ennett, S. T., Vincus, A. A., Bowling, J. M., **Haws, S. W.**, Rohrbach, L.A. (2011). The Effects of No Child Left Behind on the Prevalence of Evidence-Based Drug Prevention Curricula in the Nation's Middle Schools. *Journal of School Health*, 81, 265-272.

Hanley, S., Ringwalt, C., Ennett, S.T., Vincus, A.A., Bowling, J.M., **Haws, S.W.**, Rohrbach, L.A. (2010). The prevalence of evidence-based substance use prevention curricula in the nation's elementary schools. *Journal of Drug Education*, 40 (1) 51-60.

Linnan, L., Brooks, A., **Haws, S.**, Benedict, S., Birken, B. French, E., Gizlice, Z., Britt, A. (2010). Community Colleges as Settings for Promoting Employee Health. *Am J Health Studies*, 25(2):86-91.

Ennett, S. T., & **Haws, S.** (2009). The school context of adolescent substance use. In L. M. Scheier (Ed.), *Handbook of Drug Use Etiology*. New York: APA Books.

Hanley, S., Ringwalt, C., Vincus, A.A., Ennett, S.T., Bowling, J.M., **Haws, S.W.**, Rohrbach, L.A. (2009) Implementing evidence-based substance use prevention curricula with fidelity: The role of teacher training. *Journal of Drug Education*, 39 (1), 39-58.

Umble, K.E., Diehl, S.J., Gunn, A., & **Haws, S.** (2008). Developing leaders, building networks: An

impact evaluation of the National Public Health Leadership Institute – 1991-2006. *Leadership in Public Health*, 8 (1-2).

Haws, S. (2001) A descriptive study of the needs and methods for assessing school policies and environments that influence physical activity. Master thesis, University of North Carolina at Chapel Hill.

Wallace (Haws), S. Total quality education. Undergraduate thesis, Center for Special Studies, Davidson College, Davidson, North Carolina, 1993.

Reports

Umble, K., Diehl, S.J., Gunn, A., & **Haws, S.** (2007). “Developing leaders, building networks: An evaluation of the National Public Health Leadership Institute – 1991-2006.” Chapel Hill, NC: North Carolina Institute for Public Health. <http://www.phli.org/evalreports>

“Final Evaluation Report: Seattle Public Schools Communities That Care Project,” Social Development Research Group, University of Washington, School of Social Work (September, 2005).

“Results of the 2004 Seattle Communities That Care® Youth Survey,” Social Development Research Group, University of Washington, School of Social Work (August 2004).

“Seattle Public Schools Communities That Care® Project: Annual grant evaluation report,” Social Development Research Group, University of Washington, School of Social Work (December, 2003).

“Results of the 2002 Seattle Communities That Care® Youth Survey,” Social Development Research Group, University of Washington, School of Social Work (August 2002).

Haws, S., Emery, J., & Crump, C. “The policy-making structure and process for NC public schools,” UNC Department of Health Behavior and Health Education (November 2001).

Presentations and posters

Haws, S.W. (2012) A Multilevel Study of Schools’ Influences on Adolescent Substance Use in the Add Health Sample. Presentation to the 2012 Add Health Users Conference, July 26-27, 2012, National Institutes of Health, Bethesda, MD.

Haws, S. W., Ennett, S.T. (2012) A Multilevel Study of Schools’ Influences on Adolescent Substance Use. Presentation to the Society for Prevention Research Annual Meeting, June 1, 2012, Washington, D.C.

Haws, S. W., Ennett, S.T., Ringwalt, C., Vincus, A., Hanley, S., Bowling, J.M., Rorhbach, L. (2008). Correlates of High Quality Implementation of Evidence-based School Substance Use Prevention Programs. Poster presented to the Society for Prevention Research Annual Meeting, May 2008, San Francisco, CA.

Ennett, S.T., **Haws, S.W.,** Ringwalt, C., Vincus, A., Hanley, S., Rorhbach, L., Bowling, J.M. (2008) The Quality of Implementation of Evidence-based School Substance Use Prevention Programs: Results from a National Study. Poster presented to the Society for Prevention Research Annual Meeting, May 2008, San Francisco, CA.

Umble K.E., Diehl S.J., Gunn A., **Haws S.W.** Developing Leaders, Building Networks: An Evaluation of the National Public Health Leadership Institute - 1991-2006. Office of Workforce and Career Development, Centers for Disease Control and Prevention, Atlanta, GA, November 14, 2007.

Umble, K., Diehl, S.L., Gunn, A., & **Haws, S.** Developing leaders, building networks: An evaluation of the National Public Health Leadership Institute – 1991-2006. Annual Meeting: Public

Health Leadership Society. Washington, DC. November 4, 2007.

Haws, S. W., Hanson, K., Arthur, M. W., & Williams, M. Bridging the Gap: A review of the Seattle Public Schools Communities That Care® Project. Poster presented to the Society for Prevention Research Annual Meeting, June 2005, Washington, DC.

Haws, S.W., Arthur, M.W., Hawkins, J.D., & Williams, M. Communities That Care®: Investing in successful youth development in Seattle. Invited Presentation. University of Washington Faculty-Student Showcase, October 15, 2004.

LaFazia, A. N., Hanson, K., Arthur, M. W., & **Haws, S. W.** Communities That Care® in an urban school district: Implementation issues. Poster presented at the Society for Prevention Research Annual Meeting, June 2003, Washington, DC.