

# *SHERYL A. SCOTT*

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## **Education**

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*Master of Public Health in Community Health Education* August 1988  
University of Minnesota School of Public Health, Minneapolis

*Bachelor of Arts in Chemistry* December 1980  
Grinnell College, Grinnell, Iowa

## **Consulting Services**

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*WI Comprehensive Cancer Control Plan* 2005-present  
Serve as the evaluation consultant for this statewide program to improve cancer outcomes and address cancer disparities across six core areas in cancer care, ranging from prevention to palliative care.

*Office of Women's Health* 2005-present  
Creating and implementing a diabetes prevention project for American Indians that draws on cultural strengths and evidence-based research, with a focus on trained community members as educators within their family circle.

*Indigenous Peoples Task Force* 2000 - present  
Serve as Co-Investigator and research consultant on community research to address high smoking rates among American Indians in Minnesota. Current research includes intervention for pregnant smokers and approaches to improve smoking-related policies at Indian gaming facilities. Previously, we collaborated to provide technical assistance for tribal, urban Indian, and gay/lesbian/ bisexual/transgender youth tobacco abuse prevention projects.

*NC Tobacco Prevention and Control Branch* 1999 - present  
Evaluation consultant for coalition-based tobacco use reduction and prevention projects in North Carolina, including the development of program monitoring systems, logic models, and a youth empowerment model. Created an empowerment evaluation program that nurtured youth evaluators and provided evaluation tools for adult and youth staff to conduct assessment and evaluation activities for program improvement (questionwhy.org).

*North Carolina Central University* 2002 - 2005  
Program development and evaluation consultant for a project to increase the number of African Americans trained as policy advocates in the tobacco control and prevention field at historically Black colleges and universities.

*Title X Region VI Family Planning* 2002 and 2004/2005  
Conducted two policy analysis studies for Region VI Office of Family Planning. One study included the development of instruments and implementation of key informant interviews/documentation review to assess compliance with reporting policy, and the creation of state profiles summarizing challenges and recommendations across the 5-state region. The other study included the development of a methodology to review HIV written clinical policies and procedures against best practice in the HIV prevention field.

*NC Healthy Start Prenatal Care Project* 2000 - 2001  
Evaluation design consultant for a public health department based smoking cessation project for pregnant women.

*Southeast AIDS Training and Education Center* 1999 - 2000  
Evaluation consultant for two projects: 1) methodological design, sampling strategies, instrument development, statistical analysis and report writing for a Georgia statewide needs assessment and 2) development of logic models, survey instruments, and initial evaluation plan with methods for CQI and outcome evaluation.

*CDC National Immunization Hotline* 1999 - 2000  
Principal Investigator for a research study on vaccine safety concerns of the public and health providers.

## Professional Experience

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*Research and Evaluation Manager*

*December 1996 - December 1998*

*American Social Health Association, CDC Hotlines Contract*

Provide leadership for the development and evaluation of three CDC national hotlines in the area of AIDS, STDs and immunization. Duties include developing data collection systems; monitoring quality and evaluation components; analyzing and interpreting data; researching the health education needs of special populations and the general public; contributing to the central management team; supervising technical staff; and improving the effectiveness of prevention counseling through research and development.

*Social Research Associate*

*September 1993 - December 1996*

*American Social Health Association, CDC National AIDS Hotline*

Developed process and outcome evaluation measures; conducted qualitative study on women's concerns; coordinated data collection system; prepared and analyzed program data; provided in-service training for staff members; developed research programs to improve service; prepared slide shows and papers for publication; and collaborated with CDC on data interpretation.

*Project Director*

*October 1989 - April 1993*

*American Indian Health Care Association*

Directed two federally-funded projects related to the Year 2000 Health Objectives: I assisted health professionals in developing prevention programs and conducted needs assessment on improving Indian health statistics. As director, I was responsible for all program aspects, including budget development, fund-raising, marketing, staff supervision, and program implementation. I wrote and desktop-published the *Promoting Healthy Traditions Workbook*, based on principles of community empowerment and the Year 2000 Health Objectives. I also published a quarterly health education newsletter, "Native NewsBriefs", provided training in health promotion, prepared successful grant applications, and organized health education training activities.

*Research Analyst*

*August 1988 - September 1989*

*American Indian Health Care Association*

Conducted a highly commended health needs assessment study of urban Indians in Arizona which included policy recommendations based on a multi-site survey of the health needs of over 1,700 Indian people in five cities.

## Publications

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Scott SA, Fogarty C, Day SM, Irving J (2005). Smoking Rates among American Indian Women Giving Birth in Minnesota: A Call to Action. *Minnesota Medicine*, 88:12, 44-49.

Scott SA, Jorgensen C and Suarez L (1998). Concerns and Dilemmas of Hispanic AIDS Information Seekers: Spanish-Speaking Callers to the CDC National AIDS Hotline. *Health Education and Behavior*, 25:4, 501-516.

Leonard BJ, Scott SA, Erpestad N (1992). Maternal perception of first born infants: A controlled, comparative study of mothers of premature and full-term infants. *Journal of Pediatric Nursing*. 7:2, 90-96.

Scott SA and Suagee M (1992). *Enhancing Health Statistics For American Indian and Alaskan Natives: An Agenda for Action*. American Indian Health Care Association, St. Paul, MN.

Scott SA (1991). *Promoting Healthy Traditions Workbook: A Guide to the Healthy People 2000 Campaign*. American Indian Health Care Association, St. Paul, MN.

Leonard BJ, Scott SA, Sootsman J (1989). A home monitoring program for premature infants: A comparative study of the psychological effects. *Journal of Developmental & Behavioral Pediatrics*. 10:2, 92-97.

## Funded Proposals

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(2005-2006) *Office of Women's Health* – Authored a small business proposal to collaborate with the Indigenous Peoples Task Force to deliver a family educator prevention program for American Indian communities in Minnesota.

(2004-2006) *Minnesota Partnership for Action Against Tobacco Research and Network Grants* - Authored 3 grant proposals– a 3 year project to develop the Minnesota American Indian Council on Tobacco, community academic research to develop an experimental design to test ways to reduce smoking among pregnant American Indian women in Minnesota and formative research to address secondhand smoke policies in American Indian casinos in Minnesota.

(2002-2005) *American Legacy Foundation* - Co-authored proposal for pilot, followed by successful continuation funding for a 3-year project to develop advocacy and leadership skills of health education & public administration students at historically black colleges and universities.

(2002) *Minnesota Partnership for Action Against Tobacco Community Action Research Grant* - Authored proposal for 2 year funding to develop community action research team to explore smoking among pregnant American Indian women.

(2001) *Preventing Youth Access to Tobacco Education Grant* - Authored a proposal for adjunct funds to conduct a workshop for youth and adults on youth access to commercial tobacco on reservation settings in Minnesota.

(2000) *NC Healthy Start Grant* - Prepared evaluation section for a proposal to develop local health department capacity to reduce prenatal smoking rates in the Mountain region of North Carolina.

(2000) *MN Youth Tobacco Prevention Initiative "Populations-at-risk" Program* - Authored proposal for a 3-year technical assistance project for American Indian tribes, urban Indian groups, and gay/lesbian/bisexual organizations.

(1996) *Centers for Disease Control and Prevention* - Authored complete section “Understanding the Project” and quality assurance/research evaluation components for five-year, multi-million CDC National Hotlines Contract.

(1993) *Hearst Foundation* - Authored \$10,000 grant to provide health education resources to urban Indian health clinics.

(1992) *National Center for Health Statistics* – Authored cooperative agreement to complete an assessment of the availability and quality of national statistics on American Indian/Alaskan Natives.

(1991) *Northwest Foundation* - Co-authored multi-year proposal to develop statistical profiles of Indian health in 5 states

(1990) *National Cancer Institute* - Principal author of five-year, \$1.2 million research grant on community prevention of cervical and breast cancer among urban Native American women.

(1990) *Office of Disease Prevention and Health Promotion* - Principal author of three-year, \$150,000 cooperative agreement to improve Native American participation in the Healthy People 2000 campaign.

## Presentations and Trainings (partial listing)

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Scott SA and Irving J. (2005) *Drawing on Indigenous Knowledge: Crossing Boundaries to Listen and Learn*. 2005 Joint Canadian Evaluation Association/American Evaluation Association Conference, Toronto, Canada.

Scott SA, Proescholdbell SK. (2005) *Community Change Chronicles: Structured Storytelling to Evaluate Advocacy* National Conference on Tobacco or Health, Chicago, IL.

Proescholdbell SK, Scott SA, Placona M. (2005) *Above and Beyond “It Was Great”: Evaluation Results of a Youth Summit Using Innovative Methods*. National Conference on Tobacco or Health, Chicago, IL.

Scott SA, Proescholdbell SK. (2005) *Collecting Data, Raising Awareness and Building Relationships at LGBT Events*. National Conference on Tobacco or Health, Chicago, IL.

Proescholdbell SK, Snipes-Dixon F, Mettam L, Scott SA. (2003) *NC Strategic Plan on Tobacco Related Health Disparities - Identifying the Data*. National Conference on Tobacco or Health, Boston, MA.

Jolly DH, Wigfall P, Scott SA. (2003) *Teaching Tobacco Control Advocacy at an HBCU* National Conference on Tobacco or Health, Boston, MA.

Scott SA, Wilkes D, Johnson S, Jefferson D (2002) *Empowerment Evaluation: Tools for Youth & Adult Leaders*. National Tobacco Conference, San Francisco, CA.

Scott SA, Day S, Wolk R, Irving J (2001) *Circles of Strength: Lessons from Diverse Partners in the American Indian and Lesbian/Gay/Bisexual/Transgender Communities*. National Tobacco Conference, New Orleans, LA.

Scott SA (2000) *Developing "SMART-ER" Objectives for Program Planning and Evaluation: An interactive working session*. Tobacco Prevention and Control Branch Central Office, Greensboro, NC.

Scott SA. (1999) A series of workshops on using Logic Models and the "Progress Tracking System" for program monitoring at the local and state level in North Carolina. Asheville, Wilmington, Greensboro, and Raleigh, NC.

Scott SA, Stuart M, Hibbs B, Ndiaye S and Chen B (1999) *Talking about Risk: Preliminary Results of a Vaccine Safety Research Study at the National Immunization Hotline*. National Immunization Hotline, Dallas, TX.

Scott SA and Garza B (1998) *Sex, Lies and Television: Media Effects at the CDC National AIDS Hotline*. American Public Health Association, Washington, DC.

Mathews A, Ludwig C, Scott SA (1998). *Calling for Help: What Deaf Callers Want to Know about HIV/AIDS*. American Public Health Association, Washington, DC.

Scott SA (1998) *Lessons from Listening: American Indian/Alaska Native Callers to the CDC National AIDS Hotline*. American Public Health Association, Washington, DC.

Scott SA (1998) *A Decade of Educating "Anonymous" about HIV/AIDS: Lessons Learned at the CDC National AIDS Hotline*. International World AIDS Conference. Geneva, Switzerland.

Scott SA (1998) *What Americans Really Think about Condom PSAs: Reactions to the CDC Prevention Marketing Initiative*. 8th Annual Conference on Social Marketing in Public Health. Clearwater Beach, FL.

Chapman S, Glover M, Hight B, Jolly D and Scott SA (1997) *Lessons on STD Prevention from the National AIDS, STD and Herpes Hotlines*. American Public Health Association, Indianapolis, IN.

Scott SA and Suarez L (1997) *Latina AIDS Information Seekers*. National Conference on Health Education/Health Promotion and the SOPHE Midyear Scientific Conference, Atlanta, GA.

Scott SA and Mathews A (1997) *Listening to Women: Lessons on HIV Prevention from the CDC National AIDS Hotline*. Women and HIV/AIDS Conference, Los Angeles, CA.

Scott SA and Jolly D (1997) *Applying Harm Reduction Principles to Sexual Risk: Can it Help?* National HIV/AIDS Update Conference, San Francisco, CA.

Scott SA and Adams T (1996) *Information as Power: Reaching Black Americans through a National Telephone Service*. American Public Health Association, New York, NY.

Jorgensen C, Scott SA, Colclough G, Iannacchione V (1996) *Effects of a Television Special on Attitudes and Behavioral Intentions of Callers to the CDC National AIDS Hotline*. American Public Health Association, New York, NY.

Scott SA and Suarez L (1996) *Voices of Latinas: Concerns and Dilemmas Confronting HIV and STDs*. American Psychological Association Women's Health Conference.

Scott SA and Clarke P (1996) *After the Show is Over: Hotlines Respond to Concerns on HIV/STDs*. Social Marketing in Public Health, Clearwater Beach, FL.

Scott SA (1996) *Strategies for Working with Youth at the CDC National AIDS Hotline*. Association for the Advancement of Health Education, Atlanta, GA.

Scott SA and Suarez L (1995) *Paremos el SIDA: Spanish Speaking Callers to the CDC National AIDS Hotline*. American Public Health Association, San Diego, CA.

Scott SA and Vangsnes NA (1995) *Personal Dilemmas/Individual Decisions: Educating "Anonymous" about HIV/AIDS*. American Public Health Association, San Diego, CA.

Scott SA (1992) *Creating a Circle of Community Wellness: Planning and Empowerment for Native Communities*. Association of American Indian Physicians, Rapid City, SD.

Scott SA (1991) *Promoting Healthy Traditions: Reaching Native Americans with the Year 2000 Health Objectives*. National Civic League Annual Meeting, Minneapolis, MN.

Scott SA (1991) *Healthy People 2000 and Minority Populations: A Panel Presentation*. American Public Health Association, New York, NY.

Scott SA and Arfsten M (1989) *Profile of the Health Needs of Urban Indians in Arizona*. Department of Health and Human Services, Washington, DC & Indian Health Service, Phoenix, AZ.

## Memberships

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American Evaluation Association  
American Public Health Association  
Society for Public Health Education

## Volunteer Activities

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2004-present: Advisor and volunteer for Minnesota Native American Council on Tobacco  
2001-present: Reviewer for *Health Promotion Practice*, a journal of the Society for Public Health Education  
2000-2003: Durham County Literacy Council - Tutor  
1997-2000: North Carolina Waste Awareness and Reduction Network - Board of Directors (Chair, 1998-1999)  
1992-1997: Member of Award Selection Committee for the "C Everett Koop National Health Award"  
1994-1996: Durham Rape Crisis Center - Crisis intervention and peer counseling; community education