

SHERYL A. SCOTT

21850 Rosses Road, Richland Center, WI 53581 (608) 475-1248 sherscott@earthlink.net

Education

Master of Public Health, Community Health, University of Minnesota School of Public Health, Minneapolis, 1988

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

Consulting Services

ClearWay MinnesotaSM

2009-present

Contract to provided empowerment evaluation for the Tribal Tobacco Education and Policy Initiative, Minnesota

TKS Integration Services

2007- present

Subcontractor on CDC contract to provide evaluation for a program dissemination of CHOICES FASD prevention.

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.

Indigenous Peoples Task Force

2000 – 2008

Served as Co-Investigator and research advisor on community research to address high smoking rates among American Indians in Minnesota. Research included intervention for pregnant smokers and approaches to improve smoking-related policies at Indian tribal casinos. Previously, we collaborated to provide technical assistance for tribal, urban Indian, and gay/lesbian/ bisexual/transgender youth tobacco abuse prevention projects.

WI Sports Development Corporation

2007- 2008

Advise on community assessment instruments, data analysis and interpretation for the *FitKids* project to improve the community environment for physical activity in three rural communities in Wisconsin.

Office of Women's Health

2005- 2007

Created and implemented two health promotion projects (diabetes and lupus) for American Indian women that draw on cultural strengths and evidence-based research, with a focus on engaging community members as diabetes educators within their family circle and within their service agency (Lupus Community Health Leaders).

NC Tobacco Prevention and Control Branch

1999 - 2007

As evaluation consultant for coalition-based tobacco projects, developed program monitoring systems and logic models. Created a youth empowerment evaluation that nurtured youth evaluators and provided evaluation tools for adult and youth staff to conduct assessment and evaluation activities for program improvement.

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 studies for the Region VI Office of Family Planning. One study included the development of methods to assess compliance with reporting policy and then synthesize results into state profiles. The other study developed methods to compare HIV clinical policies and procedures to best practices for HIV prevention.

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.

Professional Experience

Research and Evaluation Manager

September 1993 - December 1998

American Social Health Association, CDC Hotlines Contract

Provided leadership for the development and evaluation of three CDC national hotlines in the area of AIDS, STDs and immunization. Developed data collection systems; monitored quality; analyzed and interpreted data; researched health education needs of special populations; contributed to the central management team; supervised technical staff; and improved the effectiveness and efficiency of services. Built an applied research program from one to four staff members, who provided in-service training; developed research programs to improve service; prepared presentations and publications; and collaborated with CDC on data interpretation.

Project Director

August 1988 - April 1993

American Indian Health Care Association

Conducted a highly commended health needs assessment study of over 1,700 Indian people in five cities in Arizona and provided policy recommendations to Indian Health Service and federal legislators. Directed federally-funded projects related to the Healthy People 2000 Objectives. I was responsible for all program aspects, including budget development, fund-raising, marketing, staff supervision, and program implementation. Published the *Promoting Healthy Traditions Workbook*, based on principles of community empowerment and the Year 2000 Health Objectives, and a quarterly health education newsletter, *Native NewsBriefs*; provided training in health promotion; prepared successful grant applications; and organized health education training activities.

Publications

Scott SA (in press). Drawing on Indigenous Ways of Knowing: Reflections from a Community Evaluator. *Canadian Journal of Evaluation*.

Jolly DH, Wigfall PM, Scott SA, Richardson RC, Ray K. (2009). A Case Study in Teaching Tobacco Policy Advocacy at a Historically Black University. *Health Promot Pract*, 10:4, 527-536.

Scott SA, Proescholdbell S. (2009). Informing Best Practice with Community Practice: The Community Change Chronicle Method for program documentation and evaluation. *Health Promot Pract*, 10:1, 102-110.

Scott SA, Ortiz Y, Day S. (2007). *Creating Healthier Policies in Tribal Casinos: Report to Tribal Leaders*. Indigenous Peoples Task Force, Minneapolis, MN. (available at communityresearchworks.com)

Scott SA, Fogarty C, Day SM, Irving J, Oakes M. (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, 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 Community Proposals

(2004-2007) *Minnesota Partnership for Action Against Tobacco (MPAAT) 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.

(2005-2007) *Office of Women's Health* – Authored 2 small business proposals to collaborate with the American Indian community based agencies to develop and implement a family educator diabetes prevention program and Lupus awareness seminars for American Indian women in Minneapolis and St. Paul, 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 project to conduct PhotoVoice community action research on 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 tribal Indian 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)

Scott SA. (2007) *Piya Wiconi: Creating a Better Future through Family Education*. Minority Women's Health Summit Taking Action for a Healthier Life: Progress, Partnerships, and Possibilities. Washington, D.C.

Scott SA and Irving J. (2005) *Drawing on Indigenous Knowledge: Crossing Boundaries to Listen and Learn*. 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 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 and Arfsten M (1989) *Profile of the Health Needs of Urban Indians in Arizona*. Testimony provided to Department of Health and Human Services, Washington, DC & Indian Health Service, Phoenix, AZ.

Memberships

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

Volunteer Activities

2001-present: Reviewer for *Health Promotion Practice*, a journal of the Society for Public Health Education and *American Journal of Evaluation*, a journal of the American Evaluation Association
2004-2008: Advisor and volunteer for Minnesota Native American Council on Tobacco
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"