

CURRICULUM VITAE  
MARK A. SWANSON

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### **Academic Appointments**

Associate Professor, Department of Health Behavior, College of Public Health, University of Kentucky, July 2011 – present.

Associate Professor, Department of Anthropology, University of Kentucky, (joint appointment)

Faculty Associate, Barnstable Brown Diabetes and Obesity Center, University of Kentucky, 2009 - present.

### **Research Interests**

Childhood obesity, local food systems, dietary measurement, farm to school programs, food policy. Regional foci include rural United States, Appalachia, Latin America

### **Education**

Ph.D. in Anthropology, University of Florida, December 2001.

Master of Arts in Anthropology, University of Florida, May 1991.

Bachelor of Arts in Anthropology, with Honors, University of Iowa, May 1983.

### **Grants**

#### *Pending*

Principle Investigator, “Appalachians Together Restoring the Eating Environment (Appal-TREE)”, National Institutes of Health/NIMHD. 1 R24 MD008018-01. May 2013 – April 2016. \$1,036,287 (total costs); official NOA pending.

Ongoing

Principal Investigator, “Combating Disparities in Produce Consumption: An Appalachian Farm to School Intervention”, National Institutes of Health/NICHHD. 1R21HD068844-01. May 2011-April 2013. \$408,375 (total costs).

Co- Investigator, “An Intergenerational Intervention to Reduce Appalachian Health Disparities.” National Institutes of Health/ NIDDK. R01 DK081324-01. 10/2008-9/2013. \$3,585,630 (total costs).

Principal Investigator (subcontract), “Community-Based Prevention Marketing: Bridging the Gap from Research-to-Practice.” Centers for Disease Control and Prevention. 1U48DP001900. 4/2010 – 9/2015. \$830,000 (total costs in FY2011).

Completed

Principal Investigator, “Farm to School: A Community-Based Program to Combat Childhood Obesity” National Institutes of Health/NICHHD. 1R21HD059058. September 2010 – August 2012. \$174,761 (total costs).

Co-Investigator, “SNAP Nutrition Education and Evaluation – Literacy, Eating and Activity for Primary (LEAP) Program” 10/2011-12/2012. \$100,000 (total costs).

Co-Principal Investigator, “Promoting Men’s Health through Social Marketing: The All-Star Dads Project to Promote Physical Activity).” University of Kentucky’s Health Education through Extension Leadership (HEEL), 2009-2011. \$195,000 (total costs).

Principal Investigator “Food Purchasing Practices in the Kentucky River District” CDC, Rural Cancer Prevention Center, University of Kentucky. October 2009 – September 2010. (\$10,000).

Principal Investigator “Strategies for Improving Elementary School Meal Consumption.” CDC, Prevention Research Center, University of Kentucky, September 2008 – September 2009.

Principal Investigator “Local Food Systems and Agricultural Diversification: Opportunities and Obstacles,” *U.S.D.A., CSREES, National Research Initiative*, Washington, DC. November 2003 – October 2007. (\$180,000)

Principal Investigator "Strategies of Survival: Economic Decision-making in the Face of Change," *Wenner-Gren Foundation for Anthropological Research Dissertation Research Grant, January 2000 – March 2001.* (\$19,000)

# Publications

## Peer Reviewed Journal Articles

### Published

Schoenberg, N., Howell, B., Swanson, M., Grosh, C., & Bardach, S. (2012). Perspective on Healthy Eating among Appalachian Residents. *Journal of Rural Health* (In press).

Swanson M, Schoenberg NE, Davis R, Wright S, Dollarhide K. (2013 - In Press) Perceptions of Healthy Eating and Influences on the Food Choices of Appalachian Youth. *Journal of Nutrition Education and Behavior*. (Scheduled for March/April 2013 issue)

Swanson, M., Schoenberg, N.E., Erwin, H., Davis, R. (2013) Perspectives on Physical Activity and Exercise among Appalachian Youth. *Journal of Physical Activity and Health*. 10:42-47.

Kruger, T. M., Swanson, M., Davis, R. E., Wright, S., Dollarhide, K., & Schoenberg, N. E. (2012). Formative Research Conducted in Rural Appalachia to Inform a Community Physical Activity Intervention. *American Journal of Health Promotion*, 26(3), 143-151.

Stephenson, L., Swanson, M., Stamper, C., Peritore, N., Allen, R., & Case, C. (2011). All-Star Dads Social Marketing Campaign: Utilizing Formative Evaluation to Increase Men's Physical Activity. *Journal of NEAFCS*. 6:46-56.

Swanson, M, Studts, CR, Bardach SH, Bersamin A, Schoenberg NE. (2011) Intergenerational energy balance interventions: a systematic literature review. *Health Education & Behavior* 38(2):171-197.

Swanson, M., Branscum, A., and Nakayima, P. J. (2009). Promoting consumption of fruit in elementary school cafeterias. The effects of slicing apples and oranges. *Appetite*, 53(2), 264-267.

Swanson, M. (2008). "Digital Photography as a Tool to Measure School Cafeteria Consumption." *Journal of School Health* 78(8): 432-437.

## Published Abstracts

*University-community partnership for co-creating a framework to increase adoption of evidence-based public health policies.* (co-author). Presented at the American Public Health Association annual meetings, October 2012

*Better Bites for Lexington Kids: Making the Healthy Choice the Easy Choice.* (co-author)  
Poster presented at the American Public Health Association annual meetings, San Francisco, October 2012.

*A Social Marketing Approach for Increasing Community Coalitions' Adoption of Evidence-Based Policy to Combat Obesity.* (co-author) Third Social Marketing and Research Theory (SMART) Conference. Vancouver, BC, Canada April 26-28, 2012.

*Community Coalitions and Corner Stores: Building Access to Healthy Foods.* Paper presented at the Society for Applied Anthropology annual meetings, Baltimore, MD, March 2012.

*Stakeholder Perspectives on Farm to School.* Presented at the American Public Health Association annual meetings, November 2011.

*All-Star Dads Campaign: Social Marketing Through Extension Educators.* Presented at the 21<sup>st</sup> Annual Social Marketing in Public Health Conference, Tampa, FL. June 2011

*Stakeholder Perspectives on Farm to School in Rural Kentucky.* Presented at the Society for Applied Anthropology annual meetings, Seattle, WA. March 2011.

*Equity in the National School Meals Programs: An Analysis of SNDA-III.* Presented at the American Public Health Association annual meetings, Denver, CO. November 2010.

*Anthropology in the Cafeteria: CBPR to Improve School Nutrition.* Presented at the Society for Applied Anthropology meetings, Merida, Mexico, March 2010.

*Produce Consumption in Elementary and Middle Schools.* Poster presented at the American Public Health Association annual meetings. San Diego, CA, October 2008.

*Comparing Apples and Oranges: Collaborative Research with School Cafeterias to Improve Student Nutrition.* Presented at the Society for Applied Anthropology meetings, Memphis, Tennessee, March 2008.

*Distribution: The Missing Link in Rural Local Food Systems.* Presented at the Rural Sociological Society annual meetings, Louisville, KY, August 2006.

*Food Distribution and the Informal Economy in Local Food Systems.* Presented at the Society for Applied Anthropology annual meetings, Vancouver, British Columbia, March 2006.

*Produce Auctions and Local Food Systems: Reinventing Distribution Networks.* Presented at the Agriculture, Food, and Human Values Association annual meetings, Portland, Oregon, June 2005

*From Field to Table: The Distribution Link in Local Food Systems.* Presented at the Society for Applied Anthropology meetings, Santa Fe, New Mexico, April 2005.

*Local Food for Who?: Incorporating Low-Income Populations into Local Food Systems.* Presented at the Agriculture, Food, and Human Values Association annual meetings, Hyde Park, NY. June 2004.

*Produce and Poverty: Promoting Local Food Systems in Low-Income Rural Areas.* Presented at the Society for Applied Anthropology meetings, Dallas, Texas, March 2004.

*Local Foods and Local Community: A Role for Social Scientists.* Presented at the Rural Sociological Society meetings, Montreal, Quebec, July 2003.

*Local Foods and Local Community: A Role for Applied Anthropology.* Presented at the Society for Applied Anthropology meetings, Portland, Oregon, March 2003.

*Tobacco Dependence and Agricultural Diversification in Appalachian Kentucky.* Presented at Rural Sociological Society meetings, Chicago, Illinois, August 2002.

*No Substitute for Tobacco: The Search for a Diversified Agriculture in Appalachian Kentucky.* Presented at Society for Applied Anthropology meetings, Atlanta, Georgia, March 2002.

*Community-Planned Agricultural Development: An Appalachian Case Study.* Presented at Society for Applied Anthropology annual meetings, Mérida, México, March 2001.

*Social Class and Agricultural Decision-Making in Rural Appalachia.* Presented at American Anthropological Association annual meetings, San Francisco, California, November 2000.

*Talking About Farming: Cultural Identity among Appalachian Agriculturalists.* Presented at Society for Applied Anthropology annual meetings, San Francisco, California, March 2000.

## **Invited Lectures**

*What Do Kids Really Eat?: School Lunches, Childhood Obesity, and Public Health In Kentucky.* University of Kentucky College of Public Health External Advisory Committee, October 2007.

*Measuring Student Food Consumption: Challenges and Opportunities for Community Nutrition Research.* University of Alaska Fairbanks Center for Alaska Native Health Research Seminar Series, June 2007.

*What Kids Really Eat: Measuring School Lunch Consumption and the Implications for Healthy Eating Research.* University of Kentucky Prevention Research Center Seminar Series Professor Presentation, December 2006.

*Improving Men's Health through Social Marketing.* Presented to the Health Education through Extension Leadership External Advisory Council, October 20, 2009

*Social Marketing to Promote Health: Men's Health Initiative.* Presented at the School of Human and Environmental Sciences, UK College of Agriculture All-School Conference, December 2, 2009

*Farm to School Movement in Rural Appalachia.* Appalachian Health Summit: Focus on Obesity Conference, April 2011

*Public Health Nutrition Research.* Presented to AHEC Health Researchers Youth Academy, July 2011.

## **Reports** (co-authored)

*Pre-Pilot Research for CBPM2 Initiative* Tampa: University of South Florida Prevention Research Center . (Swanson, M., J. Lindenberger, and S. Carrigan), 2010.

*Promoting Entrepreneurship in Central Appalachia: From Research to Action.* Berea, Kentucky: Mountain Association for Community Economic Development, 1997.

*Human Activities and Environmental Contaminants in the Lower Black River Morass, Final Report,* 1995.

## **Teaching**

### *Courses Taught*

Public Health and Anthropology – An exploration of how the theory and methods of anthropology can be utilized to help understand and incorporate culture in public health.

Food Systems, Malnutrition, and Public Health – A consideration of how all aspects of the U.S. and global food systems interact to affect public health issues ranging from farm safety and pesticide exposure to under- and over-consumption of food.

Ecological Influences on Health Behavior – An examination of ecological theory approaches to health behavior and public health, emphasizing the social and natural forces forming the environment in which individuals make health decisions. The course considers the relative merits of population-based public health strategies which seek to change health behavior by changing ecological conditions and public health strategies aimed at the individual decision-making process. Emphasis is on understanding and applying theoretical concepts in health behavior.

Social Marketing in Public Health -- An exploration of the role of social marketing in public health. Social marketing uses techniques from commercial marketing to encourage the adoption of health promoting behaviors. The course focuses on social marketing to promote individual-level behavior change, but larger scale uses – such as the use of social marketing to promote upstream, policy level change – are also discussed. Students develop hands-on practical experience in developing a social marketing plan, as well as examining a range of already implemented, successful social marketing campaigns.

### *Committee Service on Capstones for MPH Students*

(\* denotes capstone chair)

#### *2012*

\*Jessica Worland “Maternal and Child Health in Rural Madurai: A Qualitative Analysis.”

April 2012

Jennifer Edwards “Content Analysis from a Public Health Viewpoint of Hoarding Television Programming in the United States.” July 2012

\*Laura Lyons ” The Relationship Between Body Weight Overperception And Smoking Cigarettes Among High School Students In Kentucky.” November 2012

\*Peter Rock “Associations of Weight Class Perceptions, Physical Activity, and other Key Variables, among the Kentucky and the National YRBSS participants, a Successive Independent Samples Design, 2005-2011.” November 2012

#### *2011*

\*Angela Moore “Factors Associated with Farm to School Implementation in Kentucky.”

May 2011

Karen Weisinger “Evaluation of a Smoking Cessation Program in Liver Transplant Recipients: Single Center Experience.” April 2011

Sarah Abshire “The Relationship between Employment Status, Body Mass Index, and Vigorous Physical Activity among KY Women Aged 18-49.” September 2011

#### *2010*

April Young, “Correlates of HPV Vaccine Acceptance Among Women in the Philippines.”

February 2010.

\*Nicholas Hines “Is Park Density Spatially Associated with Changes in Tween Physical Activity Levels in the 2009 Fayette County VERB Summer Scorecard Program?”

July 2010

Katrina Raymond “Comparing Family Structures with Violence and Substance Abuse Among Kentucky Adolescents Using the 2007 Kentucky Youth Risk Behavior Surveillance System.” July 2010

### *2009*

Katy Heneghan, ”Parent and Peer Influence on Vegetable Intake and Physical Activity Among Adolescents with Severe Mental Illness” March 2009.

Emily Clear, “Male Intendedness versus Female Intendedness at the Time of Teenage Pregnancy” April 2009.

Alison Glassman “Dietary Fiber Intake and Endometrial Cancer Risk in the HHH-AARP Diet and Health Study.” November 2009

### *2008*

Buchholtz, Chloe, “Waterpipe Tobacco Smoking in Lexington, Kentucky: The Impact on Air Quality and the Social Contributions to an Emerging Health Threat.” April 2008

Laura Racster, “Wellness Needs and Interest Needs of Families with Children ages 5-15 in the Outpatient Program at Cardinal Hill Rehabilitation Hospital.” April 2008.

\*Kimberly Nicole Martin, “Design, Implementation, and Evaluation of a Garden-Enhanced Health Curriculum Pilot Program for 3-5 Year Olds in Childcare.” November 2008.

### *2007*

Anderson, Ayana, “Associations Between School-Based Physical Activity and Adolescent Obesity: A State-Level Analysis.” April 2007.

Erin McAfee, “Social Marketing and Public Health: 2006 VERB Summer Scorecard parent Follow-up Survey.” November 2007.

### *Capstone Committees (current)*

\*Johnnie Woods (DrPH candidate)

\*Ashton Wright (DrPH candidate)

\*Kayla (Payton) Keller (MPH candidate)

\*Amber Smith (MPH candidate)



*Thesis and Dissertation Committees (outside of CPH)*

Current

Paula Gisler, PhD candidate, College of Nursing

Jenny Williams, PhD candidate, Department of Anthropology

Sheila Vinton, PhD candidate, Department of Anthropology

Completed

Jodi Marani, PhD dissertation, “Relationships of access and affordability to household food security status among rural, low income caregivers”, Department of Kinesiology and Health Promotion, April 2012.

Charles Hokayem, PhD dissertation, “Essays On Human Capital, Health Capital, and the Labor Market”, Department of Economics, July 2010 (outside examiner)

Rebecca Som Castellano, MA thesis, “School Lunch Programs and the American Diet: Exploring a Contested Food Terrain.” Department of Sociology, August 2009

Service

*Professional Service*

Editorial Board Membership

2010-2012 Journal of School Health Editorial Board

Professional associations

Organizer and chair of 2-part session “Increasing Healthy Food Access in Resource-Limited Neighborhoods: Bridging the Boundaries between Activists, Academics, and Communities” at the Society for Applied Anthropology meetings, Baltimore, March 2012

Journal Reviews

Journal of School Health

Youth and Society

American Journal of Public Health

American Anthropologist

Journal of Nutrition Education and Behavior  
Culture and Agriculture  
Appetite  
Public Health and Nutrition

Other Reviews

2012 CCTS Pilot Grant reviews (UK internal)  
2010, 2012 NIGMS Minority Biomedical Research Support program application reviews, National Institutes of Health  
2009 ARRA grant reviews, National Institutes of Health  
2008, 2009 Abstract Reviewer, Food and Nutrition Section, American Public Health Association annual meetings  
2009, 2010 ASPH Graduate Training Program fellowship applications review  
2009 Book manuscript review, Jones and Bartlett Publishers

Other professional service

2009 Moderator, APHA Session “Locally Grown: Strategies to Support Local Economies and Public Health”

*Service to the University of Kentucky*

Member, Health Care College Appeals Board, 2011-2013  
Member, ad hoc task force on campus diet and physical activity to advise UK President Eli Capilouto, 2011  
Member, College of Public Health Dean’s Performance Review Committee (convened by UK Provost), 2009-2010.  
Member of the Senate Hearing Panel (Privilege and Tenure), 2008-2010

*Service to the UK College of Public Health*

Vice-Chair, College of Public Health Faculty Council, 2012-2013  
Member, College of Public Health Fund Development Committee, October 2012 to present  
Member, 2012 Staff Employee of the Year election committee, December 2012

Member, CPH Information Technology director ad hoc hiring committee, December 2012

Chair, College of Public Health Academic Affairs Committee, 2011- 2012.

Member, College of Public Health Academic Affairs Committee, 2006-2008, 2010.

Member, College of Public Health Ad Hoc Committee on transition to 42 credit hour program, 2007.

### *Guest Lectures*

Public Health and Popular Film (spring 2012) – “Super Size Me: Public Health and the Food Environment.”

Global Public Health (fall 2008, 2010) – “Cross-cultural Perspectives on Nutrition: Global Nutrition Challenges for Public Health.”

Public Health and Disease Prevention (fall 2007, 2008) – “Politics and Public Health”

Public Health and Disease Prevention (fall 2009) – “Community-Based Participatory Research in Public Health.”

### *Community Service*

Speaker, Healthy Communities conference, “Food Policy and Access to Healthy Foods” May 2010.

Guest Presenter, Fayette County Public Schools Television show “Focus on Fitness”, November 2009.

## **Previous Professional Positions**

*Assistant Professor*, Department of Health Behavior, College of Public Health, University of Kentucky. July 2005 - June 2011.

*Research Assistant Professor*, Department of Community and Leadership Development College of Agriculture, University of Kentucky. January 2004– June 2005.

*Post-doctoral Researcher*, Department of Community and Leadership Development College of Agriculture, University of Kentucky. January 2002 – January 2004.

*Instructor of Anthropology*, Lexington Community College, Division of Social Sciences, 1998-2000. Taught "Food and Culture" and "Cross-Cultural Perspectives on Human Sexuality"

*Research Associate*, Entrepreneurship Initiative of the Mountain Association for Community Economic Development, Berea, Kentucky. April - August 1997.

*Research Assistant*, "Human Activities and Environmental Consequences in the Lower Black River Morass," Saint Elizabeth, Jamaica. Principal Investigator, Anita Spring, Department of Anthropology, University of Florida, March 1995 - June 1995.

*Graduate Teaching Assistant in Anthropology*, University of Florida, 1991-1994.

*Legislative Assistant*, U.S. Senator Tom Harkin, Washington, D.C., 1985-1989.

### **Memberships and honors**

Prevention Fellow, Florida Prevention Research Center  
Sustaining Fellow, Society for Applied Anthropology  
American Public Health Association  
American School Health Association