

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.

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

Assistant Professor, Department of Anthropology, University of Kentucky, 2006 - present (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, and Caribbean.

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

Ongoing

Principal Investigator (25% effort), “Combating Disparities in Produce Consumption: An Appalachian Farm to School Intervention”, National Institutes of Health/NICHD. 1R21HD068844-01. May 2011-April 2013. \$408,375 (total costs).

Principal Investigator (35% effort), “Farm to School: A Community-Based Program to Combat Childhood Obesity” National Institutes of Health/NICHD. 1R21HD059058. \$ September 2010 – August 2011. 174,761 (total costs).

Co- Investigator (20% effort), “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 – 10% effort), “Community-Based Prevention Marketing: Bridging the Gap from Research-to-Practice.” Centers for Disease Control and Prevention. 1U48DP001900. 4/2010 – 9/2012. \$830,000 (total costs in FY2011).

Co-Principal Investigator (10% effort) “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).

Co-Investigator (8% effort), “SNAP Nutrition Education and Evaluation – Literacy, Eating and Activity for Primary (LEAP) Program” 10/2011-6/2012. \$100,000 (total costs),.

Completed

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

CDC, *Prevention Research Center, University of Kentucky*, “Strategies for Improving Elementary School Meal Consumption.” September 2008 – September 2009. Role: Principal Investigator (3.5% effort).

U.S.D.A., *CSREES, National Research Initiative*, Washington, DC. (\$180,000 - funded) “Local Food Systems and Agricultural Diversification: Opportunities and Obstacles,” November 2003 – October 2007 (Principal Investigator). Holistic study of the potential for and obstacles to the development of local food markets as an avenue to farm diversification. Combines qualitative ethnographic research, quantitative survey research, and cartographic (GIS) research methods. Role: Principal Investigator (20% effort).

Wenner-Gren Foundation for Anthropological Research, New York. (\$19,000 - funded)
Dissertation research grant "Strategies of Survival: Economic Decision-making in the Face of Change," January 2000 - March 2001 (Principal Investigator).
Investigation of the social and economic factors shaping decisions about farm diversification among tobacco farmers in Appalachian Kentucky, using both qualitative and quantitative techniques.

Publications

Peer Reviewed Journal Articles

Published

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

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

Kruger, T. M., M. Swanson, Davis R, Wright S, Dollarhide K, Schoenberg N. (In Press). Rural Appalachians' Perceptions of Physical Activity and of Programs to Promote Physical Activity. American Journal of Health Promotion. (accepted September 2, 2010)

Under Review

Swanson M, Schoenberg NE, Davis R, Wright S, Dollarhide K. (Revise and resubmit) Perceptions of Healthy Eating and Influences on the Food Choices of Appalachian Youth. Journal of Nutrition Education and Behavior.

Swanson, M., Schoenberg, N.E., Erwin, H., Davis, R., Wright, S., Dollarhide, K. (Revise and resubmit) Perspectives on Physical Activity and Exercise among Appalachian Youth. Journal of Physical Activity and Health.

Published Abstracts

Stakeholder Perspectives on Farm to School in Rural Kentucky. Presented at the Society for Applied Anthropology annual meetings, Seattle, WA. March 2010.

- 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

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.

Committee Service on Capstones for MPH Students

(* denotes capstone chair)

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.

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.

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

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

Capstone Committees (current)

*Johnnie Woods (DrPH candidate)

*Kay Kramer (MPH candidate)

Sarah Abshire (MPH candidate)

*Kayla (Payton) Keller (MPH candidate)

Thesis and Dissertation Committees

Current

Jodi Marani, PhD thesis, Department of Kinesiology and Health Promotion

Paula Gisler, PhD thesis, College of Nursing

Completed

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

Jenny Williams, PhD dissertation, “Factors Shaping Adolescent Nutritional Status in a Low-Income Neighborhood in Belfast, Northern Ireland.” Department of Anthropology, October 2009

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

Service

Professional Service

Editorial Board Membership

2010-present Journal of School Health Editorial Board

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

Other Reviews

2010 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 of the Senate Hearing Panel (Privilege and Tenure), 2008-present

Member, College of Public Health Dean’s Performance Review Committee (convened by UK Provost), 2009-2010.

Service to the UK College of Public Health

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

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

Guest Lectures

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

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.
Designed semi-structured interview schedule and conducted interviews with over 100 entrepreneurs, public officials, community development specialists, educators, and others across Central Appalachia (Kentucky, Ohio, West Virginia, Tennessee), investigating barriers to entrepreneurship, particularly in eastern Kentucky rural communities. Analyzed data and co-authored report "Promoting Entrepreneurship in Central Appalachia: From Research to Action."

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. Senior graduate assistant on multidisciplinary, eight member research team studying livelihood strategies and their environmental impacts among a rural Jamaican population. Conducted Rapid Rural Appraisals and ethnographic interviews in over ten communities. Designed survey instruments and sampling strategy, and wrote and administered in-depth survey in four communities, collecting demographic, economic, educational, and attitudinal data on over 100 households. Conducted qualitative and quantitative data analyses and presented findings in written reports and public meetings.

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

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

Progressively promoted from receptionist to legislative assistant. Composed speeches, policy briefs, articles, and constituent mail for Senator Harkin, advised Senator on pending legislation, legislative initiatives, and views of constituents and advocacy groups on issues, including agriculture, natural resources, and telecommunications. Represented Senator in meetings with constituents, advocacy groups, local, state and federal government officials, and other Congressional staff.

Memberships and honors

Fellow, Society for Applied Anthropology
American Public Health Association
American School Health Association