

Ariela M. Freedman, PhD, MPH, MAT

Owner and Founder, Learning and Development Consultant, MavenTree Consulting, LLC
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EDUCATIONAL BACKGROUND:

<i>Institution</i>	<i>Degree</i>	<i>Date</i>	<i>Field</i>
Lawrence University, Appleton, WI	BA	2000	English
National Louis University, Chicago, IL	MAT	2002	English Education
University of Minnesota, Mpls., MN	MPH	2006	Community Health Education
Emory University, Atlanta, GA	PhD	2011	Behavioral Sci. and Health Ed.

ADDITIONAL TRAINING:

Urban Studies Program, Chicago, IL	1997	Urban Studies/Education
European Cultural History Tours	1998	Study Abroad Program
Ithaca College London Study Center	1999	English and Theater
Walloon Institute, Evanston, IL	2001	Best Practices Teaching Methods
MAXQDA Qualitative Software	2010	Emory University
Crisis and Emergency Risk Communication	2011	CDC
Active Learning and Engagement Initiative	2012	Emory University
Managing to Change the World	2012	The Management Center
Essentials Innovation Leadership Workshop	2013	4.0 Schools
Collaborative Leadership and Facilitation	2015	Collaborative Operating System
Positive Discipline Coaching	2017	Positive Discipline Association
Gallup Certified Strengths Finder Coaching	2017	Gallup

WORK EXPERIENCE:

2014-	Owner and Founder, Learning and Development Consultant, MavenTree Consulting, LLC
2013-	Adjunct Assistant Professor, Rollins School of Public Health, Emory University
2013-2014	Managing Director, Alumni Leadership and Community Engagement, Teach For America, Metro Atlanta
2011-2013	Assistant Research Professor, Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Emory University
2011-2013	Evaluator, Emory Public Health Training Center; PI: Miner, K., Co-PI: Alperin, M.
2011-2013	Evaluator, Atlanta Clinical and Translational Science Institute, PI: Stephens, D.
2010-2012	Co-investigator/Lead Qualitative Researcher, Emory Preparedness and Emergency Response Research Center: Assessing the Utility of Incident Command Systems and Emergency Operations Centers in Public Health Crises; PI: Berkelman, RL.
2010-2011	ORISE Evaluation Fellow, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Department of Nutrition, Physical Activity, and Obesity, Evaluation Team
2009	Graduate Research Assistant, Atlanta VA: Health Literacy Research; PI: Echt, K.
2008-2009	Teaching Assistant/Co-Teacher: Research Methods; Quantitative Methods; Social Behavior in Public Health
2007-2009	Graduate Research Assistant, Emory University:

- Public Health Workforce Study; Co-PI: Hepburn, V., Co-PI: Miner, K.
 - Avon Foundation Comprehensive Breast Center Community Education & Outreach Initiative; PI: Arriola, K.
 - Project ACTS: About Choices in Transplantation and Sharing; PI: Arriola, K.
 - Nutrition Environments Measures Survey; PI: Glanz, K.
- 2005-2007 Director of Health, Parents In Community Action Head Start, Minneapolis, MN
 2004-2005 Educational Coordinator, Achieve!Minneapolis STEP-UP Program, Minneapolis, MN
 2000-2002 English, Drama, and Debate Teacher, Benito Juarez Community Academy, Chicago, IL

LOCAL AND COMMUNITY ACTIVITIES:

- 2019 Musical Support, Congregation Bet Haverim
 2019 Event Planner, Purim Cabaret, Congregation Bet Haverim
 2016-current Arts Programming Facilitator, Congregation Bet Haverim
 2018-current Grant Writing, Program Planning, and Evaluation Support, Congregation Bet Haverim
 2017-2018 Teacher, PreK Sunday School class, Congregation Bet Haverim
 2017 Member, World Pilgrims Interfaith Guatemala Trip
 2016-2018 Member, Achiyot Shirah Singing Group
 2016-2017 Leader, Family Minyan, Congregation Bet Haverim
 2014-current Member and Soloist, Congregation Bet Haverim Chorus
 2012 Member, Cuba Emergency Preparedness Delegation (Center for International Policy)
 2012-2014 Member, EnRICH (Enhancing Resilience and Capacity for Health) international network
 2011-2013 Member, Teach For America Metro-Atlanta Alumni Board, Atlanta, GA
 2009-2010 Volunteer Career Mentor, Teach For America
 2008-2009 Family Mentor, International Rescue Committee, Atlanta, GA
 2007 Tutor, Jewish Family Services, Atlanta, GA
 2006-2007 Mentor, University of Minnesota School of Public Health, Minneapolis, MN
 2005-2006 Engliyada Volunteer Teaching Program, Tiberias, Israel
 2002-2003 B'nai Israel Sunday School Teacher and Israel event organizer, Rochester, MN
 2001-2002 Teach For America Learning Team Leader, Chicago, IL
 2000-2002 Teach For America Corps Leadership Group member, Chicago, IL
 1999-2000 Tutor and After-School Instructor, Lawrence University, Appleton, WI
 1997 Intern Teacher, Jane Addams Hull House, Chicago, IL

ACADEMIC SERVICE ACTIVITIES:

- 2012-2013 Member, Committee to assess PhD program competencies, Department of Behavioral Sciences and Health Education, Rollins School of Public Health
 2011-2014 Founder and Executive Director, ConnectEd 4 Health
 2011-2013 Co-Founder and member, Public Health and Neurology Collaborative, Emory University
 2010-2012 Member, Council on Education for Public Health Accreditation Steering Committee
 2008-2010 Student Representative, Doctoral Program Committee, Rollins School of Public Health
 2009-2010 Student Representative, Dean's Committee on Teaching, Rollins School of Public Health

GUEST LECTURES, TRAININGS, COURSES, AND FACILITATION:

- 2015-2019 **MavenTree Consulting Facilitation**
 Fostering Mental Wellness at Jewish Camps, Blue Dove Foundation
 Youth Mentorship Kick-off meeting, JumpSpark ATL

- 2015-2019 **MavenTree Consulting Trainings (developed and taught)**
 Writing for Public Health Professionals (Boston Public Health Commission)
 Strengths-based Interviewing for Graduate Students (Emory University)
 Strengths-based Team Building (Emory University, CDC, Planned Parenthood, SK Collaborative, Functionize Health, Intown Stars Gymnastics, STE(A)M Truck, Temple Sinai Synagogue, Game Plan Financial)
 Positive Discipline (Intown Stars Gymnastics Gym, STE(A)M Truck, In The City Camp)
 Developing Strong Logic Models (Georgia Department of Public Health)
 Cultural Competency (Fulton County Department of Public Health)
 Curriculum Design (The Boys and Girls Clubs of America)
 Health Literacy and Cultural Competency (Georgia SOPHE and Macon PH Dept)
 Crafting Success Stories (CDC University)
- 2011-2013 **Emory and Region IV Public Health Training Center Trainings (developed and taught)**
 Strengths-Based Leadership for Public Health Practitioners
 Program Planning for Public Health Practitioners
 Practical Evaluation Skills for Public Health Practitioners
 Health Literacy and Cultural Competency for Public Health Practitioners
- 2008-2019 **Rollins School of Public Health, Emory University Atlanta, GA**
 Course: Principles of Curriculum and Instruction
 Course: Classroom to Community: Health Education in Action
 Course: Translational and Interdisciplinary Public Health Research for PhD students
 Course: Mixed Methods Research and Evaluation Practice (online)
- Panelist: Health Literacy and the Ethics of Consent, Emory Ethics Consortium
 Panelist: Careers in Health Education
- Training: Introduction to Qualitative Research and Data Analysis
 Training: Teaching 101
- Guest Lecture: Mixed-methods Approaches to Understanding ICS/EOC Use in Health Departments
 Guest Lecture: Creating an Instructional Foundation for Health Behavior Change Interventions
 Guest Lecture: Health Literacy & Health Disparities: Bridging the Gap Between Research & Practice
 Guest Lecture: Using Wordle to Enhance Qualitative Analysis
 Guest Lecture: Creating an Instructional Foundation for Behavior Change Interventions
 Guest Lecture: Observational Research in Qualitative Studies
 Guest Lecture: Intervention Research and Evaluation with Underserved Populations
 Guest Lecture: Health Literacy and Utilization of Health Services
 Guest Lecture: Health Disparities and Health Literacy
 Guest Lecture: Adult Basic Education: A Complementary System to Address Health Literacy
 Guest Lecture: Design and Planning of Community Interventions
 Guest Lecture: Interpersonal and Organizational-Level Theories for Behavior Change
 Guest Lecture: Individual-level Theory for Health Behavior Change
 Guest Lecture: Introduction to Quasi-Experimental Study Design
 Guest Lecture: Measurement in Behavioral Sciences Research

- 2013-2014 **Teach For America, Metro Atlanta Trainings (Developed and taught)**
 Introduction to Logic Model Design
 Introduction to Evaluation: Quality data, and using data to improve practice
 Evaluation 101 – Building process and outcome evaluation into your program
 Evaluation 102 – How to conduct interviews and focus groups and analyze data
- 2010-2013 **Emory University Hospital, Neurology Resident Education Program**
 Guest Lecture: Health Literacy: Maximizing Your Patient Interactions
 Guest Lecture: Mixed-Methods Research in the Practice of Neurology
- 2011 **Centers for Disease Control and Prevention**
 Guest Lecture: Educating Policy Makers: Ensuring your message is heard and remembered
- 2006-2007 **Parents in Community Action Head Start, Minneapolis, MN**
 Training: Preparing for the Federal Head Start Performance Review in Health
 Training: Hygiene and Sanitation in the Head Start Classroom
 Training: Introduction to PowerPoint
 Course: Healthy Eating and Cooking for Families
- 2005-2006 **Department of Epidemiology and Community Health, University of Minnesota, Mpls., MN**
 Guest Lecture: Curriculum Development and Lesson Plan Creation
- 2005-2006 **Achieve!Minneapolis, STEP-UP Program, Minneapolis, MN**
 Training: Youth Employment Readiness Training
 Training: Supervisor Training – Working with Students from Diverse Backgrounds
- 2001 **Teach For America, Chicago, IL**
 Training: Making Class Work – Effectively Teaching Students with Disabilities

CONSULTANT WORK:

- 2014-2019 Development of Mental Wellness Toolkit and related curricula (Blue Dove Foundation)
 Strengths-Based Coaching for Graduate Students (Emory University Graduate School)
 Faculty Advisor, Emory Public Health Training Center (several students)
 Learning and development consulting and strategic planning (Intown Stars Gymnastics)
 Training, technical assistance, and materials development (Boys and Girls Clubs of America)
 Technical assistance on evaluation design and grant writing for STE(A)M Truck
 Technical assistance on program design for Rollins School of Public Health CLaRK program
 Technical assistance on research unit design for the New School (Atlanta)
 Training, coaching, and technical assistance on strategic planning and grant writing with the
 Emory Center for Training and Technical Assistance (Healthy Places Program)
- 2008-2010 Consultant Grant and Report Writer for PICA Head Start:
 - State Health Disparities Grant
 - Early Childhood Mental Health Grant (Secured \$300,000 grant)
 - USDA Food Support Grant
 - Split-Week Program Variation, Response to Department of Health and Human Service,
 Administration for Children and Families, Office of Head Start Region V

CURRICULA WRITTEN:

- 2006 *Building Healthy Lives in America*: A seven-session nutrition education course for new immigrant and refugee adolescents
Masters Thesis: University of Minnesota School of Public Health, Minneapolis, MN
- 2005 *Preventores de Emergencias*: Hispanics Preventing Emergencies, Youth Program
American Red Cross, Minneapolis, MN
- 2005 *STEP-UP Youth Employment Readiness Trainings and Supervisor Trainings*
Achieve!Minneapolis, STEP-UP Program, Minneapolis, MN

AWARDS AND RECOGNITION:

- 2013 The Nation's Health: [Students Take Lessons to a Smaller Audience](#)
- 2012 Rollins School of Public Health Magazine: [Rollins joins with Teach for America to promote health in the classroom](#)
- 2012 Emory News: [Rollins partnership pairs Emory students and real-world classrooms](#)
- 2012 Emory News: [Emory Public Health joins with Teach for America to promote health in the classroom](#)
- 2012 Emory Health Magazine: [Teach Health for America](#).
- 2012 Nominee for Robert Wood Johnson's Young Leader Award in Health
- 2011-2012 Alumni Profile, Teach For America Metro Atlanta
- 2005-2006 Alumni Profile, University of Minnesota School of Public Health Annual Report
- 2002-2006 Who's Who Among America's Teachers
- 2000 Nominee for Teach For America's Sue Lehmann Award for Excellence in Teaching
- 2000 Nominee for Suave Educator's Performance Plus Award
- 2000 *Cum Laude*, Lawrence University
- 1997 Dean's List, Lawrence University

PEER REVIEWED PRESENTATIONS AND PUBLICATIONS:

Comeau, D., Escoffery, C., **Freedman, A.**, Ziegler, T., & Blumberg, H. (2016). Improving clinical and translational research training: a qualitative evaluation of the Atlanta Clinical and Translational Science Institute KL2 Mentored Research Scholars Program. *Journal of Investigative Medicine*. 65 (1), 23-31.

Freedman, A.M., Simmons, S. Lloyd, L.M., Redd, T., Alperin, M., Salek, S., Miner, K. (2014) Public Health Training Center Evaluation: A Framework for Using Logic Models to Improve Practice and Educate the Public Health Workforce. *Health Promotion Practice*, Mar;15(1 Suppl):80S-8S.

Freedman, A.M., Alperin, M., Lloyd., L.M., Salek, S.S., Redd, T.R., Miner, K.R., (2013) Logic Model 2.0: A framework for Revising your program's logic model. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman, A.M., Williams, A., Bryson, A., Keefe-Oates, B., Salek, S.S., Turgeon, M., Murphey, T. (2013) Connected 4 health: Developing an interdisciplinary network of leaders who work at the intersection of

health and education. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman, A.M., Williams, A., Bryson, A., Keefe-Oates, B., Unzicker, K., Drucker, J., Salek, S.S. (2013) Classroom to Community: Empowering teachers to address health as a barrier to educational achievement. Poster presentation at the American Public Health Association Conference, Boston, MA.

Alperin, M., Lloyd., L.M., Redd, T.R., **Freedman, A.M.,** Salek, S.S., Miner, K.R. (2013) Putting adult learning theory into action: Strategies to create relevant trainings for multidisciplinary audiences. Oral presentation at the American Public Health Association Conference, Boston, MA.

Alperin, M., Lloyd., L.M., Redd, T.R., **Freedman, A.M.,** Salek, S.S., Miner, K.R. (2013) Advocating for Public Health. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman A.M., Kuester SA, Jernigan J. (2013) Evaluating public health resources: what happens when funding disappears? *Prev Chronic Dis.* Nov 14;10:E190.

Freedman, A.M. (2013). New Models for Diabetes Education: An interdisciplinary approach to how people learn. Keynote speech at Maine Diabetes Health Educator Conference. Point Lookout, ME.

Freedman, A.M., Echt, K.V., Miner, K. R., Parker, R., Cooper, H.L.F. (2013) Book chapter: Health Education is Health Literacy: Maximizing the Impact of Health Education Interventions by Focusing on How Individuals Acquire Skills for Behavior Change. Nova Science Publishers, Inc., Hauppauge, NY.

Freedman A.M., Mindlin M., Morley C., Griffin M., Wooten W., Miner K. (2013) Addressing the gap between public health emergency planning and incident response: Lessons learned from the 2009 H1N1 outbreak in San Diego County. *Disaster Health.* 1(1).

Freedman, A.M., Painter, J., Unzicker, K., LaMont L., Williams, A. (2012) Creating Classroom to Community: Health Education in Action – a service-learning partnership with Teach For America. Poster presented at the American Public Health Association conference. San Francisco, CA.

Freedman, A.M., Miner K. R., Levinson, R. (2012) Teaching Translation and Teamwork: a foundation for doctoral education. Oral presentation at the American Public Health Association conference. San Francisco, CA.

Freedman, A. M., Miner, K. Echt, K., Cooper, H. L. F., Parker, R. (2012) BEAN: An action-oriented and scientifically-based model for how people learn health literacy skills. Oral presentation at the American Public Health Association conference. San Francisco, CA.

Freedman, A. M., Salek, S., Beck-Pancer, L., Hazra, E. (2012) Classroom to Community: Training Health Educators. Georgia Public Health Association Conference, Atlanta, GA.

Freedman, A.M., Mindlin, M. Miner, K.R. (2012). Mixed-methods Approaches to Translating Emergency Preparedness Research into Practice and Improving Evaluation of Emergency Preparedness Programs. Oral presentation at Public Health Preparedness Summit. Anaheim, CA.

Freedman, A.M., Mindlin, M. Smock, J. (2012) Fostering Collaborating Between Academia and Public Health Emergency Preparedness Practitioners through a Community Based Participatory Research Approach. Poster presentation at Public Health Preparedness Summit. Anaheim, CA.

Mindlin, M. **Freedman, A.M.**, Bitler, L., Lee, A., Miner, K. (2012) Local Health Department Implementation of ICS and EOCs: Looking Back, Shaping the Future. Oral presentation at Public Health Preparedness Summit. Anaheim, CA.

Freedman, A.M., Parker, R., Echt, K.V., Cooper, H.L.F. & Miner, K.R. (2012) Better learning through instructional science: A health literacy case study in “how to teach so learners can learn.” *Health Promotion Practice*. 13(5) 648-56.

Rodden, M.F., **Freedman A.M.**, Tomxyszyn P., Tubby C., Helmers S.L. (2011) Patients and Physicians Perceptions on Access to Epilepsy Care: A Collaborative Survey. Poster presentation at American Epilepsy Society Conference, Baltimore, MD.

Freedman, A. M., Miner, K. Echt, K., Parker, R., Cooper, H. L. F. Amplifying Diffusion of Health Information in Low Literate Populations Through Adult Education Health Literacy Classes. (2011) *Journal of Health Communication*, 16:119-133.

Freedman, A.M., Freedman, C.S. Ensuring Patient Success: Applying cognitive psychology and adult learning theory to teaching functional health literacy skills to transplant patients and their care providers. (2011) Oral presentation at the Society for Transplant Social Workers Conference. Tampa, FL.

Freedman, A.M., Miner, K.R., Echt, K.V., Cooper, H.L.F., Parker, R. Creating a Rigorous Instructional Foundation for Health Education Interventions: Integrating Cognitive Psychology and Adult Learning Theory to Foster Functional Health Literacy Skill Acquisition (2011). Poster presentation at the American Public Health Association Conference, Washington DC.

Freedman, A.M., Mindlin, M., Morley, C., Griffin, M., Miner, K. Improving Public Health Emergency Preparedness: Narrowing the Gap Between Planning and Reality: Lessons Learned from the H1N1 Outbreak in San Diego on workforce preparedness (2011). Poster presentation at the American Public Health Association Conference, Washington DC.

Freedman, A.M., Morley, C.A., Griffin, M., Mindlin, M., Miner, K.R. Improving Risk Communication in Emergencies: Lessons Learned from a Case Study Using the 2009 Novel H1N1 Influenza Outbreak in San Diego. (2011). Poster presentation at Public Health Preparedness Summit. Atlanta, GA.

Freedman, A.M., Cooper, H.L.F., Parker, R., Miner, K., Echt, K. (2010). Adult Education as a Vehicle for Health Communication. Oral presentation at the American Public Health Association Conference. Denver, CO.

Freedman, A.M., Parmer, J., Hepburn, V., Miner, K. (2009). Enhancing the Partnership with Public Health Employers: Are Public Health Educators Really Tuned into Employers' Needs? Poster presented at the Society for Public Health Education Annual Conference. New Orleans, LA.

Hepburn, V., Miner, K., Parmer, J., **Freedman, A.M.** (2009). Georgia's Public Health Workforce: A Research Whitepaper. University System of Georgia, Center for Health Workforce Planning and Analysis.

Parmer, J., Hepburn, V., Miner, K., **Freedman, A.M.** (2009). Strengthening the Public health Workforce: Employer Perspectives. Oral Presentation at the Society for Public Health Education Annual Conference. New Orleans, LA.

Owen-Smith, A., **Freedman, A.** & DiClemente, R. (2009). Association between health literacy and complementary and alternative medicine (CAM) use among HIV-positive patients. Poster presented at the North American Conference on Complementary and Integrative Medicine, Minneapolis, MN.

Hepburn, V., Miner, K., Parmer, J., **Freedman, A.M.** (2008). Public Health Workforce Study. Oral Presentation at the American Public Health Association Annual Conference. San Diego, CA.

Thesis Committees Chaired:

Erin Keyes (2013) Se habla español: Using Chagas disease as a model for developing health communication products with the US Latin American immigrant population.

Alex Olivas (2013) Cyber-Bullying Prevention: Program Assessment and Implications.