

# Linsey Grove

## Education | *Certifications*

UNIVERSITY OF SOUTH FLORIDA *2015-Graduation forthcoming 2018*  
Doctorate in Public Health Student, Social Marketing Certificate Student  
UNIVERSITY OF SOUTH FLORIDA *December 2013*  
Master in Public Health in Health Education  
Certified Public Health (no. 9414)  
CENTRAL MICHIGAN UNIVERSITY *August 2010*  
Bachelor of Science in Public Health Education & Health Promotions  
Minors: Family Studies & Human Sexuality, Art & Leadership  
C.H.E.S. - Certified Health Education Specialist (no. 18412)

## Work History

*Owner, Chief Creative Officer* *December 2014-present*  
eunoia Media Lab, LLC

- Qualitative research and focus group facilitation
- Applied social marketing strategies to design, messaging, and campaigns
- Grant writing, public health and social change consulting, and program evaluation

*Adjunct Instructor* *August 2016-present*  
University of South Florida St Petersburg College of Arts and Sciences

- Adapted online course (Critical Issues in Public Health) to an in-person Capstone course for undergraduate students concentrating in public health
- Created curriculum and lesson plans for in-person adaptation

*Program Planner Analyst* *October 2015-September 2016*  
University of South Florida College of Nursing

- Disseminated and adapted the evidence-based HIV/teen pregnancy prevention intervention HIP Teens (recognized by C.D.C. and U.S. Dept of H.H.S.)
- Provided program planning and evaluation, coordinated grant writing and research projects, and collaborated on writing journal manuscripts

*Program Planner/Analyst* *September 2014-October 2015*  
University of South Florida St. Petersburg - K-16 Initiatives

- Provided program evaluation, grant management, and data analysis for Project 10: Transition Education Network (Florida Dept. of Ed. grant)
- Created and revised digital and print media, and instructional products

*Adjunct Instructor* *August 2014-May 2015*  
University of South Florida - College of Public Health

- Facilitated and taught online Critical Issues in Public Health class

*Tobacco Policy Coordinator* *October 2013-September 2014*  
Florida Department of Health in Pinellas County

- Provided technical assistance in smoke-free policy development and implementation to multi-unit dwellings, employers, and schools
- Coordinated and managed community coalition for tobacco prevention
- Coordinated media and marketing outreach for tobacco program

*HIV/AIDS Medical Case Manager* *March 2012-October 2013*  
AIDS Service Association of Pinellas of Empath Health

- Provided diverse community resources to HIV/AIDS clients through medical case management (Ryan White and PAC Medicaid Waiver)
- Key leader in strategic planning of expanded services for organization
- Secured small grant for technology pilot in food pantry

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## PROFESSIONAL SKILLS/EXPERIENCE

### *Health Education & Promotion*

Maternal/Child Health • Reproductive Health • HIV/AIDS Education • Pedestrian Safety • Drunk Driving • Oral Health • Food Systems • Health & Community Policy • Tobacco Prevention & Policy

### *Higher Education*

Canvas & Blackboard Technology Management • Assignment Assessment • Research • Student Affairs Experience • Course Development & Academic Approval Process • Student Internship Advising

### *Communication & Social Marketing*

Graphic Design • Publication Material Design • Adobe Creative Suite Fluency • Web Content Management Systems • Social Media • Health Communication Consultation • Press Release Writing • Print and Television News • Podcast

### *Teaching*

Curriculum/Lesson Plan Development & Implementation • Facilitation • Art Education • Special Needs • K-12 • Sports Coaching • Sexuality Curriculum • Trainer • Undergraduate Teaching Experience • Online Course Facilitation

### *Research*

Media Analysis • Literature Reviews • Qualitative Research • Data Analysis • Survey Monkey experience • Data Collection • State Reporting • Manuscript Writing • Focus Group Facilitation • Evidence-based Intervention Dissemination & Promotion

### *Program Planning/Coordination*

Public Health Program Planning/Evaluation • Health Data Management • Event Management • Fundraising • Grant Writing • Advocacy • Program Coordination • Social Media Communication

### *Leadership & Management*

Volunteer Recruitment & Management • Database Management • Group Facilitation • Volunteer Training • Presentation Development & Implementation • Grant Management

### *Medical Case Management*

Social & Medical Assessment • Health Insurance Resource Consultation • ARV medication knowledge • HIV/AIDS Medical Education Dissemination • Client-Centered Case Management

## Internships | Projects

Drunk DIAL! Social Marketing Campaign *January 2013 - August 2013*  
University of South Florida Wellness Center

- Developed and planned drunk driving/riding prevention program from Program Planning class in graduate school (Fall 2012) - was chosen by USF Wellness to be implemented on campus
- Partnered with local businesses (Pepin Distributing) to provide marketing materials for the Alert Cab program
- Collaborated with multiple departments and on-campus organizations to implement the intervention, including the Dean of Students, Student Government, and the Communications/Marketing department
- Developed marketing materials (print) for the campaign

Urban Agriculture Supervised Field Experience *May 2013 - December 2013*  
Pinellas County Extension Office / Sustainable Urban Agriculture Coalition

- Developed and designed urban agriculture resource guide
- Coordinated the planning process of an IRB-approved food access study in South St. Petersburg, Florida for local urban agriculture organizations
- Began building relationships with local leaders to assess food access

Student Intern *May 2010 - August 2010*

Washtenaw County Public Health Department

- Coordinated Prescription for Health program
- Provided nutrition education for community members
- Analyzed substance abuse collaborative feedback data

Prescription for Health Program *May 2010 - August 2010*  
Washtenaw County Public Health Department

- Coordinated program designed to give low-income patients at local clinics and food pantries ten "market dollars" to purchase fruits and vegetables at the local farmers' market
- Partnered with Ypsilanti farmers' market for nutrition outreach and program promotion
- Program received Kresge Foundation Funding in 2011

Out for Blood Duathlon/5K Race *August 2009 - April 2010*  
Eta Sigma Gamma, Eta Chapter

- Planned and coordinated charitable race for the local American Red Cross Chapter in Mount Pleasant, MI as assistant race director and Eta Chapter president
- Partnered with local businesses and organizations to sponsor the race and raise blood donation awareness in community
- Endorsed by the Michigan Governor's Council for Physical Fitness
- Eta Sigma Gamma National Activity of the Year Award 2010
- Race is still in existence (in 2015 was changed to Bubba Jack's Donkey Trails and Bales)

Safer Sex Patrol *January 2006-December 2009*  
Central Michigan University Volunteer Center

- Coordinated STI prevention and sexual health education program for CMU students
- Facilitated monthly "patrols" of student volunteers to bars, residence halls, or football tailgating to hand out safer sex kits (condoms, literature, candy)
- Established partnerships with the Central Michigan Health Department, CMU Student Health Services and other organizations in Mount Pleasant community to plan events, provide educational presentations on campus and professional opportunities to students interested in reproductive health and advocacy
- Conducted an IRB-approved efficacy study on the program
- Planned and hosted "Sexual Health Awareness Week" on campus for students including a carnival, display of the AIDS Quilt, and a performance by a sexual health "edutainer"

### AWARDS & EXTRACURRICULAR ACTIVITIES

- University of South Florida College of Public Health 2017 Samuel Bell, III Scholarship Recipient
- American Journal of Public Health 2017 Student Media Think Tank Member
- Out For Blood Duathlon  
Assistant Race Director  
Eta Sigma Gamma Activity of the Year 2010
- Eta Sigma Gamma, Eta Chapter  
President and member  
Outstanding Initiate Fall 2008  
Gamman of the Semester Fall 2009 & Spring 2010  
Gamman of The Year 2009-10
- Central Michigan University College of Health Sciences  
Public Health Student of the Year 2009 & 2010
- Michigan Campus Compact  
Michigan Service Scholar  
Heart and Soul Award for Service 2006 -09
- Central Michigan University Leadership Institute  
Leadership Advancement Scholar 2005 -10
- Central Michigan University Office for Institutional Diversity  
Multicultural Advancement Scholar 2005 -10
- Central Michigan University Health Services  
American College Health Association  
Student Representative 2007-10

### PROFESSIONAL DEVELOPMENT

- Michigan STD/HIV Conference attendee 2007-08
- Central Michigan Issue Day Conference attendee/presenter 2005-09
- One Voice: Reproductive Health & Population Summit essay contest winner/attendee 2007
- American School Health Association  
Conference student monitor/attendee 2009
- Florida / Caribbean AIDS Education and Training Center Medical Case Management courses
- USF Grant Writing and Management Course 2013
- American Public Health Association 2013 & 2016 Annual Meeting - student presenter / attendee
- Social Marketing Conference 2014 & 2016 - attendee

### PROFESSIONAL MEMBERSHIPS

- Social Marketing Association of North America  
Professional Member 2017
- Eta Sigma Gamma  
Member-at-Large 2017
- American Public Health Association  
Student Member 2013-2017

# Publications

## MANUSCRIPTS

Morrison-Beedy, D., Grove, L., Ji, M. & Baker, E. (in review) Understanding intersection of adolescent girls' motives for sex and risk profiles. *Journal of the Association of Nursing in AIDS Care*.

## PRESENTATION ABSTRACTS

Grove, L. & Rousseau, M. (2017, July). #SafeRidePasco: Using the social marketing approach to engineer behavior change in communities. Community Anti-Drug Coalitions of America Mid-Year Training Institute. Atlanta, GA. (Presented)

Grove, L. & Lundquist, Q. (2017, November). A Podcast can be a valuable tool for educating audiences about history, current events, and the dedicated workforce of public health. 144th Annual Meeting of the American Public Health Association. Atlanta, GA. (Submitted)

Baker, E., Grove, L., Morrison-Beedy, D., Maziarz, K. (2016, November). Support for comprehensive sexual health education: Perspectives from Tampa Bay parents and community members. 143th Annual Meeting of the American Public Health Association. Denver, CO. (Accepted)

Baker, E., Grove, L., Morrison-Beedy, D., Maziarz, K. (2016, November). HIV in Florida: An urgent need to respond to the sexual health information needs of Tampa Bay youth. 143th Annual Meeting of the American Public Health Association. Denver, CO. (Presented)

Morrison-Beedy, D., Ji, M., Baker, E. & Grove, L. (2016, September). Understanding differences in motivations for sex in at-risk adolescent girls. 2016 State of the Science Congress on Nursing Research: Podium Presentation. Washington, DC. (Accepted)

Buhi, E. R., Daley, E., Brasseur, N., Rahman, S., Wheldon, W., Baker, E., Hernandez, N. D., Hill, K. J., & Grove, L. (2013, November). Sex on the beach: An in-depth situational analysis of school-based sexuality education changes in Florida. 140th Annual Meeting of the American Public Health Association. Boston, MA. (Accepted)

Baker, E., Wheldon, W., Hernandez, N. D., Rahman, S., Brasseur, N., Hill, K. J., Grove, L., Daley, E., & Buhi, E. R. (2013, November). Sex on the beach, part 2: County-level case studies of school-based sexuality education changes in Florida. 140th Annual Meeting of the American Public Health Association. Boston, MA. (Accepted)

Hernandez, N. D., Wheldon, W., Baker, E., Rahman, S., Brasseur, N., Hill, K. J., Grove, L., Daley, E., & Buhi, E. R. (2013, November). Sex on the beach, part 3: A media analysis of school-based sexuality education changes in Florida. 140th Annual Meeting of the American Public Health Association. Boston, MA. (Accepted)

Daley, E., Buhi, E. R., Rahman, S., Brasseur, N., Hernandez, N. D., Baker, E., Wheldon, W., Grove, L., & Hill, K. J. (2013, November). Sex on the beach, the climax: Themes and recommendations from a study of school-based sexuality education changes in Florida. 140th Annual Meeting of the American Public Health Association. Boston, MA. (Accepted)

Grove, L.N., McCallian, R.J., Ritzenthaler, T.L., & Tardif, C. (2013, November). DRUNK DIAL! A evidence-informed program to reduce alcohol-related vehicle mortality. Developed an evidence-informed and theory-based program using Precede/Procede Planning Framework. 140th Annual Meeting of the American Public Health Association: Student Poster/Oral Presentations. Boston, MA. (Accepted)

## INTERESTS

Sexuality and Reproductive Health Education  
Adolescent Health  
Student Wellness  
Community / Urban Planning  
Health Policy  
Social Marketing & Health Communication  
Evidence-based Program Planning  
Community-based Research  
Food Systems

## GRANTS

4/8/2016 (Approved but not Funded)  
*Senior co-PI, Dianne Morrison-Beedy, 5%*  
*co-PI: Elizabeth Baker*  
“Moderators of an Evidence-Based Teen Pregnancy Prevention Intervention: Searching for Subgroups with Maximum Impact”  
U.S. Dept. of Health and Human Services, Office of Adolescent Health – Secondary Data Analysis of Evidence-Based Teen Pregnancy Prevention (TPP) Programs Grant (AH-TPE-16-001)  
*Total Award Amount: \$253,105*  
*Total Direct Cost: \$169,301*



## Teaching *Experience*

University of South Florida - St. Petersburg  
HSC 4631: Critical Issues in Public Health (Capstone)  
Fall 2016 & 2017

- Developed original curriculum for in-person format
- USF-St. Petersburg in-person course adapted from USF-Tampa online course
- Only in-person course offered for undergraduate students with concentrations in public health
- Collaborated with USF-St. Petersburg College of Arts and Sciences and USF-Tampa College of Public Health to facilitate course creation and committee approval process

University of South Florida  
HSC 4631: Critical Issues in Public Health  
Fall 2014 & Spring 2015

- Managed online course through Canvas

Central Michigan University  
HEV 213: Intro to Human Sexuality - Discussion Group Facilitator  
Spring 2009

- Created and implemented sexuality lesson plans for undergraduate students enrolled in HEV 213
- Topics ranged from contraception to sexual paraphilia
- Facilitated discussion on each topic during a 50 minute class period



## Professional *Projects*

Viral Podcast *March 2017-present*

- Public health podcast for professionals and non-scientific audiences
- Hosted on GooglePlay, iTunes, and PocketCasts

Tampa Bay Estuary Program *April 2017-present*

- Communication Evaluation & Five Year Plan Development Contract
- Social Marketing approach used in future plan development
- Partnership with Salter>Mitchell

Pasco Alliance for Substance Abuse Prevention *October 2014-present*

- Graphic and web design projects for prevention messaging
- #SafeRidePasco (anti-drunk driving) campaign development, implementation, and evaluation
- Social media consultation and management
- Social marketing consultation for long-term, systematic projects