

Joanna Akin, MSPH

Headquarters: 14301 FNB Parkway West, Suite 100
Omaha, NE 68154

Remote Location: Athens, Georgia

Office: (531) 895-4081

jakin@centerfornutrition.org

www.centerfornutrition.org

www.nutritionincentivehub.org

Education

2011 MSPH Emory University, Atlanta, GA

Rollins School of Public Health

Specialization: Global Health in Public Nutrition, Mental Health certificate

2008 BS University of Georgia, Athens, GA

Major in Nutrition Science

Graduated magna cum laude

Professional Experience

Project Coordinator, Gretchen Swanson Center for Nutrition (GSCN)

Omaha, NE | March 2021 – Present

- Manage projects related to reporting and evaluation for a cooperative agreement awarded to GSCN by the United States Department of Agriculture (USDA) as part of the Gus Shumacher Nutrition Incentive Program (GusNIP)
- Lead the creation of, monitoring of, and adherence to project timelines, milestones, and workplans related to reporting and evaluation aspects of the project using Smartsheet and Microsoft products
- Lead development of annual progress reports to USDA and Congress
- Lead development of public-facing impact findings reports by coordinating research staff, external partners, consultants, and marketing professionals to develop, finalize, and promote the report
- Serve as a Program Advisor to grantees by shepherding through the grant lifecycle, guiding evaluation planning and execution, and connecting them to various support services
- Co-lead the External Evaluators Community of Practice by scheduling grantee presentations and planning facilitated discussions among group members
- Manage project's Institutional Review Board (IRB) protocol
- Develop and write manuscripts
- Proofread and copyedit a variety of external-facing reporting and evaluation-related resources
- Schedule and organize team meetings, develop agendas, document notes, and help oversee action items
- Train 5 consultant program advisors and supervise a research associate

Evaluation Coordinator, University of Georgia (UGA) SNAP-Ed Program

Athens, GA | June 2016 – February 2021

- Developed and implemented public health initiatives
 - Led state and county staff to design, deliver, monitor, and evaluate nutrition interventions for low-income individuals and families in Georgia
 - Coordinated the evaluation of two original curricula accepted into the national SNAP-Ed Toolkit of evidence-based interventions

- Led implementation and evaluation of an electronic nutrition education program at a Federally Qualified Health Center (FQHC) reaching several hundred clinic patients
- Implemented an award-winning statewide social marketing campaign to improve fruit and vegetable intake among low-income Georgians which reached two million+ people
- Drove traffic to the UGA SNAP-Ed website, FoodTalk.org, and increased new user profiles from 670 in 2019 to 1,500+ in 2020
- Evaluated an early childcare nutrition and physical activity intervention resulting in three scientific presentations and one manuscript
- Generated technical reports and disseminated research
- Led development of annual progress reports to USDA
- Applied for funding and managed IRB research protocols
- Collected, managed, and analyzed quantitative data
- Trained and supervised state- and county-level staff

Evaluation Fellow, *Oak Ridge Institute for Science and Education (ORISE)*, Centers for Disease Control and Prevention

Atlanta, GA | September 2014 – May 2016

- Planned programs and program evaluations: Traumatic Brain Injury (TBI) Team
- Conducted needs assessments, key informant interviews, and facilitated discussions: TBI Team
- Analyzed/visualized quantitative data: Prescription Drug Overdose Team
- Planned a grant program evaluation using a collective impact framework: Division of Nutrition Physical Activity and Obesity
- Planned an eLearning evaluation: National Center for Health Statistics (conducted remotely from Atlanta, GA)

Research Coordinator, *Georgia BASICS*, Georgia State University

Atlanta, GA | July 2011 – September 2014

- Implemented and evaluated a Screening, Brief Intervention, and Referral to Treatment program for drug and alcohol misuse/abuse
 - Coordinated a cooperative agreement awarded to Office of the Governor for the State of Georgia by the Substance Abuse and Mental Health Services Administration (SAMHSA) as part of its Screening, Brief Intervention, and Referral to Treatment (SBIRT) program delivering behavioral intervention services to substance abusing emergency department (ED) patients
- Managed and analyzed qualitative and quantitative data
- Trained and supervised graduate students and counselors

Independent Evaluation Consultant, *Fulton County Department of Health*, Centers for Disease Control and Prevention Alcohol Program

Atlanta, GA | January 2013 – September 2014

- Conducted a fit and needs assessment for an electronic alcohol screening and brief intervention (e-SBI) program at a Ryan White HIV primary care clinic
- Reviewed relevant e-SBI literature, researched substance use among people with HIV, conducted interviews with 5 clinic stakeholders and 7 international e-SBI subject matter experts, and summarized results
- Designed and conducted a process evaluation of existing substance abuse services provided by the clinic

- Synthesized scientific evidence to recommend ways to improve staff training, streamline the substance abuse identification/assessment protocol, and maximize behavioral health service linkages through the use of new procedures and software products
- Delivered tailored technical assistance to approximately 30 local health department staff.
- As first author, created a step-by-step implementation guide which is being used to implement a culturally sensitive, evidence-based, and clinically appropriate e-SBI program

Research Assistant, Georgia BASICS, Georgia State University
Atlanta, GA | September 2009 – June 2011

- Conducted follow-up interviews via phone calls, and performed data management, manipulation, and analysis using SPSS statistical software
- Organized and wrote clear technical reports used for quality improvement of data collection and presented reports to faculty and students
- Provided technical assistance and performance monitoring advice to research and program staff at one study site which resulted in more complete, reliable data collection and increased reach
- Updated Institutional Review Board protocol to ensure compliance with HIPAA and human subjects research guidelines
- Performed literature searches on alcohol and substance abuse and utilized Zotero software for publication management

Health Education Specialist, Georgia BASICS, Medical Center of Central Georgia (MCCG)
Macon, GA | December 2008 – January 2010

- Provided substance abuse counseling services to patients at MCCG; a level one trauma center which serves patients with low income and patients without insurance
- Delivered an evidence-based behavioral assessment/intervention using motivational interviewing and conducted health education with over 700 emergency department patients
- Recruited, obtained consent, and enrolled eligible patients in the program study
- Trained new employees and ensured consistent protocol was used among Health Education Specialists to uphold the integrity of the study and reliability of the survey data

Research Assistant, STOP Diabetes, Family Health Center
Macon, GA | August 2008 – January 2009

- Supported a Diabetes Prevention Program translation project adapting the intervention to a faith-based setting of local African American churches
- Drafted technical documents, prepared materials for national meetings, and compiled weekly team meeting minutes
- Collected, took notes, transcribed, and analyzed qualitative data from focus groups which examined barriers and facilitators to program participation.
- Compiled diabetes education materials adapted from the Diabetes Prevention Program

Volunteer Experiences

2015-2016	Community Service Chair , NCIPC Young Professionals, CDC, Atlanta, GA
2010	HIV Health Educator , Brazos Abiertos, Merida, Mexico
2008-2009	Community Organizer , Girls on the Go, Macon, GA
2006-2007	Campus Representative/Team Leader , Global Medical Training, Nicaragua
2006	Medical Volunteer , International Service Learning (ISL), Costa Rica/Nicaragua

Peer-Reviewed Publications: Papers

1. Stotz S, Mitchell E, Szczepaniak M, **Akin J**, Fricke H, & Byker Shanks C. (2023). A Qualitative Exploration of Approaches Applied by Nutrition Educators Within Nutrition Incentive Programs. *Journal of nutrition education and behavior*, 55:3, 224–234. <https://doi.org/10.1016/j.jneb.2022.11.007>
2. Gilmore D, Zorland J, **Akin J**, Johnson JA, Emshoff J, Kuperminc G. (2018) Mortality risk in a sample of emergency department patients who use cocaine with alcohol and/or cannabis. *Substance Abuse*, 39:3, 266-270. DOI: 10.1080/08897077.2017.1389799
3. Zorland JL, Gilmore D, Johnson JA, Borgman R, Emshoff J, **Akin J**, Seale JP, Shellenberger S, Kuperminc G. (2018). Effects of substance use screening and brief intervention on health-related quality of life. *Quality of Life Research* 27, 2329–2336. DOI: <https://doi.org/10.1007/s11136-018-1899-z>
4. **Akin J**, Johnson JA, Seale JP, Kuperminc G. (2015). Using process indicators to optimize service completion of an ED drug and alcohol brief intervention program. *American Journal of Emergency Medicine*. DOI: 10.1016/j.ajem.2014.10.021

Peer-Reviewed Publications: Abstracts

5. Cotto-Rivera, E., Anthony, D., **Akin, J.**, Bhargava, V., Dekle, M., Childers, A., Lee, J.S. Evaluation of a Social Marketing Campaign to Improve Fruit and Vegetable Intake in SNAP-ED Eligible Adult Georgians, 2017-2019. Abstract in 2020 Society of Nutrition Education and Behavior Conference.
6. Lee, JS., Cotto-Rivera, E., Sanville, L, **Akin, J.**, Bhargava, V. (2019) Changes in Healthy Eating and Physical Activity Behaviors of Low-income Adult Georgians Participating in Supplemental Nutrition Assistance Program Education (SNAP-Ed). Abstract in 2019 Society of Nutrition Education and Behavior Conference.
7. Lee, J. S., Cotto-Rivera, E., Sanville, L., **Akin, J.**, & Bhargava, V. (2019). Changes in healthy eating and physical activity behaviors of low-income adult Georgians participating in Supplemental Nutrition Assistance Program (SNAP-Ed). In *J Nutr Educ Behav*. Orlando, FL.
8. Cotwright, C., Bales, D., **Akin, J.**, & Lee, J. S. (2019). Improving Teacher Knowledge and Self-Efficacy to Promote Healthy Eating and Physical Activity in the Child Care Setting. In *Journal of Nutrition Education and Behavior*. Orlando, FL: Elsevier.
9. Lee, J., Childers, A., **Akin, J.**, Habibi, M., Cotto-Rivera, E., & Roberts, S. (2018). Impact of Social Marketing Interventions aiming to increase fruit and vegetable consumption in low-income adults in Georgia: University of Georgia Supplemental Nutrition Assistance Program Education (UGA SNAP-Ed) FNV Campaign. In *J Nutr Educ Behav*, 50(7S) (pp. S63). Minneapolis, MN.
10. Cotwright, C., Bales, D., **Akin, J.**, & Lee, J. S. (2017). Taste & See: Improving willingness to try fruits and vegetables among low-income preschool children. In *J Nutr Educ Behav* 49(7S) (pp. s2). Washington, DC.
11. **Akin J**, Tarantino N, Johnson JA, Kuperminc G. (2014). Polydrug use among emergency department patients receiving SBIRT services. [Abstract]. *Drug and Alcohol Dependence*. DOI: 10.1016/j.drugalcdep.2014.02.031
12. Borgman, R., **Akin J.**, (2012) Social Support, Gender, and Treatment-Seeking Behavior: Does social support influence treatment attendance among substance abusing women and men? [Abstract] *Discovery: Undergraduate Research Journal*. 1.
13. **Akin, J.**, Johnson, A.J., Seale, J.P., Kuperminc, G. (2012). Reduction in drinking days and binge drinking days among patients receiving screening, brief intervention, and referral to treatment services during an emergency department visit; six month results [Abstract]. *Addiction Science and Clinical Practice*, 7, 97. DOI:10.1186/1940-0640-7-S1-A97

Selected Presentations

1. **Akin, J.**, Fricke, H., Kaminsky, T., Nugent, D., Parks, C. (2022, May). GusNIP 2022 Applications: Reporting and Evaluation Considerations, *Developing a Logic Model for the GusNIP Application*. Webinar presentation via the Nutrition Incentive Hub, virtual.
2. Koenig, M., Yaroh, A., Parker, H., Fricke, H., **Akin, J.**, Her, K., Mitchell, E. (2021, December). GusNIP 2021 Grantee Kickoff and Core Services Webinar. Webinar presentation via the Nutrition Incentive Hub, virtual.
3. **Akin, J.**, Cotto-Rivera, E., (2020, August). *Adapting SNAP-Ed to COVID-19: Measuring and Evaluating Impact*. Webinar presentation via the SNAP-Ed Connection, virtual.
4. **Akin, J.**, Cincotta, K., Sargent, W. (2015, September). Moving Fast: Learning and Understanding How Electronic Health Records and Prescription Drug Monitoring Programs Talk to Each Other. In J. Losby (chair), *Quantitative Data Collection, Analysis, and Preliminary Findings*; Panel presentation conducted at CDC Evaluation Day, Atlanta, GA.
5. **Akin, J.**, Smith, K. (2015, September). *Utilizing the Collective Impact Framework to Evaluate a Cross-Division Cooperative Agreement*. Presentation conducted at CDC Evaluation Day, Atlanta, GA.
6. **Akin, J.**, (2014, May). *Using EHR data to inform emergency department SBIRT programs*. **Ignite** presentation conducted at Atlanta-area Evaluation Association Student Showcase in Atlanta, GA.
7. Johnson, A., **Akin, J.**, Seale, J. (2014, April). *Impact of Emergency Department-delivered SBI on Subsequent Involvement in Crime and Violence*. Paper session conducted at American Society of Addiction Medicine Conference in Orlando, FL.
8. **Akin, J.**, Kuperminc, G., Gilmore, D., Cochran, L., Zorland, J., Emshoff, J. (2013, June). Key Concepts in the Evaluation of Georgia BASICS. In G. Kuperminc (chair), *Addressing participant attrition and other threats to validity when evaluating community programs*; Symposium conducted at the Society for Community Research and Action conference in Miami, FL.
9. **Akin, J.**, Johnson, J.A., Fritz, Y., Green, A., Seale, J.P. (2013, October). The effect of age on drinking and drug use days among patients receiving screening and brief intervention in emergency departments. In Lundgren, L. *Screening, Behavioral Intervention, and Clinical Assessment*; Symposium conducted at Addiction health Services Research conference in Portland, OR.
10. **Akin, J.**, Tarantino, N., Johnson, J.A., Kuperminc, G. (2013, June). *Polydrug use among emergency department patients receiving SBIRT services*. Oral Communication Session at College on Problems of Drug Dependence in San Diego, CA.

Technical Reports

1. The Gretchen Swanson Center for Nutrition (2022, January). *Gus Schumacher Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (GusNIP NTAE): Impact Findings, Year 2: September 1, 2020 to August 31, 2022*.
2. University of Georgia SNAP-Ed State Team* (2016-2020). *UGA SNAP-Ed Annual Report*. Georgia Division of Family & Children services. *Contributing authors: **J. Akin**, J.S. Lee, V. Bhargava, & E. Cotto-Rivera.
3. GABASICS Collaborative Research Group* (2014, October). *Georgia Brief Assessment Screening Intervention Continuum of Care System (GABASICS): Final Program Performance Report*. Atlanta, Georgia: The Georgia Department of Behavioral Health and Developmental Disabilities. * Contributing authors: **J. Akin**; R. Borgman; A. Carton; J. Emshoff; D. Gilmore; L. Haley; A. Hankin M Wei; J. A. Johnson; G. Kuperminc; S. O'Neil; C. Price; J. P. Seale; & J. Zorland.
4. **J. Akin***, L. Cochran*, J. Emshoff, G. Kuperminc, J. Zorland (2013, April). *Electronic Screening and Brief Intervention (e-SBI) for Excessive Alcohol Use: A Step-by-Step Guide for the Fulton County Department of Health HIV Primary Care Clinic*. This guide was created in partnership with the Alcohol Program of the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention (CDC).

5. **J. Akin***, L. Cochran*, J. Emshoff, G. Kuperminc, J. Zorland (2013, April). *Needs and Fit Assessment of Alcohol e-SBI in FCDOH HIV Primary Care Clinic*. Created for the Centers for Disease Control and Prevention in order to assess the extent to which alcohol electronic-SBI (e-SBI) would be consistent with and acceptable for use in Fulton County health clinics.

Technical Skills

- Program Management Software: Smartsheet, Microsoft Teams
- Quantitative statistics programs such as SPSS, SAS, and R
- Qualitative data analysis programs such as MaxQDA and NVivo
- Survey development software such as Qualtrics, EPI INFO, and SurveyMonkey
- Microsoft Office Suite, Zoom, GoToMeeting, End Note, Zotero, Ref-Works

Honors, Awards, & Professional Associations

Honors and Awards

2019	Program excellence through research award, 1st place team, National Extension Association of Family and Consumer Sciences (NEAFACS) for the submission titled, "Systematic Evaluation Guides the Development of UGA SNAP-Ed Social Marketing Programs."
2014	Rookie of the Year, National Center for Injury Prevention and Control, Peer-to-Peer Award: CDCDC
2009	Lettie P. Whitehead Scholarship (merit based): RSPH
2008	Magna Cum Laude graduate, with Honors: UGA
2004	Honors Program Charter Scholarship (awarded to top 5% of entering freshmen): UGA

Professional Association Membership

2017 – Present	Association of SNAP Nutrition Education Administrators
2002 – Present	American Evaluation Association
2014 – 2016	National Center for Injury Prevention and Control: Young Professionals
2013 – 2014	Society for Community Research and Action
2011 – 2016	American Public Health Association