

SOROYA JULIAN MCFARLANE

Department of Communication Studies, University of Georgia
602 Caldwell Hall, Athens, GA 30602, USA | soroyajmcfarlane@uga.edu

ACADEMIC HISTORY

Present Rank	Associate Professor
Proportion time assignments	45% research, 50% instruction, 5% service
Tenure Status	Tenured (tenured June 2026)
Administrative Title	Associate Head (appointment August 2026)
Graduate Faculty Status	Appointed to Graduate Faculty August 2019

Education

University of Miami, United States	<i>Ph.D. Communication Studies, Minor: Public Health</i>	2019
Leeds Beckett University, United Kingdom	<i>MSc. Public Health: Health Promotion</i>	2008
University of the West Indies, Jamaica	<i>B.A. Media & Communication</i>	2006

Academic Positions

University of Georgia	<i>Associate Professor, Department of Communication Studies</i>	2026-current
University of Georgia	<i>Assistant Professor, Department of Communication Studies</i>	2019-2026
University of Miami	<i>Graduate Research Assistant</i>	2015-2018

Affiliations

Precision One Health Initiative	<i>Faculty Affiliate, Social Sciences and Medicine Core</i>	2024-current
Institute for Women's Studies	<i>Faculty Affiliate, University of Georgia</i>	2024-current

HONORS, AWARDS, CERTIFICATES, & NOMINATIONS

Owens Institute for Behavioral Research (OIBR) Rising Star Award, UGA	2025
Outstanding Doctoral Student, University of Miami	2019
15 th Annual Disparities in Health in America	2017
Competitive Travel Award (~US\$1,200)	
Shared Commonwealth Scholarship Award (full scholarship)	2007
University of the West Indies (UWI) Faculty Award	2006
Corporate Award (British West Indies Airways/Jamaica National Building Society)	2006

RESEARCH FUNDING

Agency	Years	Title	Role	Amount
NIH Artificial Intelligence/Machine Learning Consortium to Advance Health Equity and Researcher Diversity (AIM-AHEAD) Award	2025-26	THRIVE AI: Community-Engaged AI for Health	PI	\$99,327
Sarah Moss Fellowship	2026-27	Communication, Power, and Practice in Maternal Care Systems: Interdisciplinary Engagement to Inform Clinical Training and Care	PI	\$10,000
Center for Children's Health Assessment, Research Translation, and Combating Environmental Risk (CHARTER) Pilot Award	2026	The THRIVE Project: Expansion and Pilot Testing	PI	\$12,500
Northeast Georgia Health System	2025	Interactive Digital Game for Doula Hospital Integration & Awareness (DIAAP) Project	PI	\$18,500
Rapid Interdisciplinary Proposal (RIP)	2024	The THRIVE Project: Development of a Community-Engaged Communication Curriculum to Reduce (Unnecessary) Black Birth Trauma	PI	\$10,000
Presidential Interdisciplinary Seed Grant Program (PISG)	2021-23	The THRIVE Project: Development of a Person-centered Communication Intervention to Improve Black Maternal Outcomes	PI	\$131,982
Georgia Foundation / Arthur Blank Foundation	2021	Using Artificial Intelligence to Improve Mental Health in College Students	Co-I	\$100,000
Diversity Research and Scholarship Grant (DRSG)	2021	Precision communication alongside precision medicine: Understanding the efficacy of culturally targeted messages for LGBT populations	PI	\$7,500
UGA Faculty Seed Grant Program	2019-25	Varied topics	PI	\$6,000
CSCA Federation Research Prize	2020	Black Women's Maternal Health Experiences	Co-PI	\$5,000
Global Oncology and Innovation Grant (Sylvester Comprehensive Cancer Center)	2017	Acceptability of HPV self-sampling tools for cervical cancer prevention	PI	\$25,000
Open Society Foundation (OSF)	2015	Evaluation of a Serious Game as an Effective Advocacy Strategy	Co-I	\$24,000
Miami Institute of the Americas	2016	Culture, media and adolescent pregnancy in Jamaica	PI	\$4,000

Total funding: \$388,509

PEER-REVIEWED JOURNAL PUBLICATIONS

Note: * indicates student co-author

[J.23] **McFarlane, S.J.**, Francis, D., Fedd, A*. (2026). Perceived Discrimination, Medical Mistrust, and Identity Gaps in Black Maternal Healthcare Communication. *Journal of Communication in Healthcare*. <https://doi.org/10.1080/17538068.2026.2686541>

[J.22] **McFarlane, S.J.**, Leach, C., Williamson, L., Hull, S., Magsamen-Conrad, K., Wilkin, H., Sastry, S. (2025). Dialogue on Difference: Invisible Bridges and Barriers of Community-Engaged Research. *Communication Monographs*. <https://doi.org/10.1080/03637751.2025.2475819>

[J.21] **McFarlane, S.J.**, Callands, T., Francis, D., Swartzendruber, A, Divya S.* (2025). Feasibility and Acceptability of an Online Childbirth Education Intervention for Black birthing people and their companions: A Mixed-methods Evaluation. *Healthcare*. <https://doi.org/10.3390/healthcare13101106>

[J.20] Francis, D., Kyeremeh, N., Mason N., **McFarlane, S.J.**, Wright, K. (2025). Media Exposure to Maternal Health Trauma: A Qualitative Study Exploring its Impact on Mental Health of Black Women. *SSM - Qualitative Research in Health*. <https://doi.org/10.1016/j.ssmqr.2025.100592>

[J.19] **McFarlane, S.J.**, Wright, K., Acheampong, B.*, Francis, D., Swartzendruber, A., Callands, T., Adesina, O.* (2024). Reframing the experience of childbirth: Black doula communication strategies and client responses during delivery hospitalization. *Social Science and Medicine*. <https://doi.org/10.1016/j.socscimed.2024.116981>

[J.18] **McFarlane, S.J.**, Yook, B., Wicke, R.* (2023). Knowledge Gaps, Cognition and Media Learning: Designing Tailored Messages to Address COVID-19 Communication Inequalities. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2023.2208049>

[J.17] **McFarlane, S.J.**, Morgan, S.E., Carcioppolo, N. (2022). Lessons Learned from the "Goodie Box": A Message Design Study Developed and Evaluated in Community Settings for Cervical Cancer Prevention. *Frontiers in Oncology*. <https://doi.org/10.3389/fonc.2022.935704>

[J.16] Wright, K., **McFarlane, S.J.**, Francis, D. (2022). When race and agency collide: Examining pregnant Black women's experiences in healthcare. *Journal of Applied Communication Research Methods*. <https://doi.org/10.1080/00909882.2022.2083431>

[J.15] **McFarlane, S.J.**, Occa A., Peng, W., Awonuga, O*. & Morgan, S.E. (2022). Community-based Participatory Research (CBPR) to Enhance Participation of Racial/Ethnic Minorities in Clinical Trials: A 10-year Systematic Review. *Health Communication*. <https://doi.org/10.1080/10410236.2021.1943978>

[J.14] Duong, H, Nguyen L., **McFarlane, S.J.**, Nguyen, HT, Nguyen, K. (2021). Preventing the COVID-19 Outbreak in Vietnam: Social Media Campaign Exposure and the Role of Interpersonal Communication. *Health Communication*. <https://doi.org/10.1080/10410236.2021.1953729>

[J.13] Carcioppolo, N., Lun, D., **McFarlane, S.J.** (2021). Exaggerated and questioning clickbait headlines and their influence on media learning. *Journal of Media Psychology*. <https://doi.org/10.1027/1864-1105/a000298>

[J.12] **McFarlane, S.J.**, Morgan, S.E., Schlumbrecht, M. (2021). Acceptability of a Multicomponent, Community-based, HPV Self-test Intervention among Jamaican women. *Cancer Causes & Control*. <https://doi.org/10.1007/s10552-021-01406-4>

- [J.11] Duong, H, Nguyen, HT, Nguyen L., **McFarlane, S.J.** (2021). Risk Perception and COVID-19 Preventive Behaviors: Application of the Integrative Model of Behavioral Prediction. *The Social Science Journal*. <https://doi.org/10.1080/03623319.2021.1874176>
- [J.10] **McFarlane, S.J.**, Morgan, S.E. (2020). Evaluating culturally-targeted fear appeal messages for HPV self-sampling among Jamaican women: A qualitative formative research study. *Health Communication*. <https://doi.org/10.1080/10410236.2020.1723047>
- [J.9] Occa, A., Morgan, S.E., Peng, W., Mao B., **McFarlane, S.J.**, Grinfeder, G., Millet, B. & Byrne, M. M. (2020). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. *Patient Education and Counseling*. <https://doi.org/10.1016/j.pec.2020.10.007>
- [J.8] Mao B., Peng, W., Morgan S. E., **McFarlane S.J.**, Occa A., Grinfeder, G., & Byrne, M. M. (2020). What motivates you to share? The effect of interactive tailored information aids on improving information sharing about clinical trials. *Health Communication*. <https://doi.org/10.1080/10410236.2020.1754588>
- [J.7] Morgan, S.E., Peng, W., Occa, A., Mao B., **McFarlane, S.J.**, Grinfeder, G., Millet, B. & Byrne, M. M. (2020). Tailored messages about research participation: Using an interactive information aid to improve study recruitment. *Journal of Cancer Education*. <https://doi.org/10.1002/9781119399926.ch49>
- [J.6] **McFarlane, S.J.**, Morgan, S.E., Occa A., Peng, W. (2019). An evaluation of clinical trial multimedia to support Hispanic cancer patients informational and decision-making needs. *Journal of Cancer Education*. <https://doi.org/10.1007/s13187-019-01606-2>
- [J.5] **McFarlane, S.J.**, Kim, S., Kirch Schneider, K., Dubey, S. (2019). Cultural factors influencing teenage pregnancy in Jamaica. *Culture, Health & Sexuality*, 21(8), 929-945. <https://doi.org/10.1080/13691058.2018.1529333>
- [J.4] Peng, W., Morgan S. E., Mao B., **McFarlane S.J.**, Occa A., Grinfeder, G., & Byrne, M. M. (2019). Ready to make a decision: A model of information aids to improve informed participation in clinical trial research. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2019.1680773>
- [J.3] Peng, W., Occa, A., **McFarlane, S.J.**, & Morgan, S. E. (2019). Are you considering a clinical trial?: A content analysis of the discussions about clinical trials on a cancer-dedicated online forum. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2019.1688895>
- [J.2] Dunleavy, V.O., Chudnovskaya, E., Phillips, J. & **McFarlane, S.J.** (2017). Applying the PEN-3 cultural model to address HIV/AIDS prevention in rural Guatemala. *Journal of Intercultural Communication Research*, 1, 1-20. <https://doi.org/10.1080/17475759.2017.1398178>
- [J.1] Farach, N., Faba, G., **Julian, S.**, Mejía, F., Cabieses, B., D'Agostino, M., & Cortinois, A. A. (2015). Stories from the field: The use of information and communication technologies to address the health needs of underserved populations in Latin America and the Caribbean. *Journal of Medical Internet Research (JMIR): Public Health and Surveillance*, 1, 1. <https://doi.org/10.2196/publichealth.4108>

BOOK CHAPTERS

[B.5] **McFarlane, S.J.** Abuduaihaiti, A.*, Asirifi, M.*, Bai, B.*, Cowen, N.*, Evans, A.*, Fasaanu, B.*, Harper Nichols, M.*, Masaschi, K.*, Olusanya, O.*, Sargent, B.*, Takamasa, E.*, & Zhou, Y*. (In press, 2026). A Guided Co-Learning Approach to Community-Based Research. In M. Venetis & K. Magsamen-Conrad (Eds.), *Handbook of interpersonal communication theory: Communicating in a diverse world*.

[B.4] **McFarlane, S.J.**, S. D., & Sam-Paintsil, B. B.* (In press, 2026). Approaches to health communication interventions. In C. Thompson & I. Basnyat. (Eds.). *Handbook of Women and Health Communication*.

[B.3] **McFarlane, S.J.** (2022). Clinical Trial Recruitment. *International Encyclopedia of Health Communication*. <https://doi.org/10.1002/9781119678816.iehcc0870>

[B.2] Morgan, S.E., Occa, A., Peng, W., **McFarlane, S.J.** (2020). Evidence-based communication in clinical, mass media, and social media contexts to enhance informed consent for participation in clinical trials and precision medicine initiatives. In D. O'Hair (Ed.) *Handbook of Applied Communication*. <https://doi.org/10.1002/9781119399926.ch49>

[B.1] Morgan, S.E., Finn, A., Raley, J., Peng, W., Occa, O., **McFarlane, S.J.**, Krieger, J., Potter, J. (2017). Assessing communication practice during clinical trial recruitment and consent: The Clinical Trial Communication Inventory (CTCI). In M. Prostran (Ed.). *Clinical Trials in Vulnerable Populations*, InTech. <https://doi.org/10.5772/intechopen.70192>

OTHER PUBLICATIONS

[O.3] Cabieses, B., **Julian, S.**, Mejia, F., Farach, N., Faba, G., Cortinois, A. & Freel, S. (2014). Young leaders in public health in Latin America and the Caribbean: Insights from the eSAC project. *Revista Panamericana De Salud Pública [Pan American Journal of Public Health]*, 36, 4, 279-280.

[O.2] **McFarlane, S.J.**, & Kirch Schneider, K. (2019) "Miss, make sure you remember me! I want to share my story": Culture, Media and Youth Participation to address Adolescent Pregnancy in Jamaica. Case study for companion website in Green, J., Tones, K., Cross, R., & Woodall, J. (Eds), *Health Promotion: Planning & Strategies* (4th ed.). London: Sage.

[O.1] **Julian, S.** (2015). Case study on tobacco control health promotion in Jamaica. Case study for companion website in Green, J., Tones, K., Cross, R., & Woodall, J. (Eds). *Health Promotion: Planning & Strategies* (3rd ed). London: Sage.

COMPETITIVE CONFERENCE PRESENTATIONS

* Indicates student co-author; ♦ indicates community partner co-author

[C.50] **McFarlane, S.J.**, Fazlul, I., Bellard, B.*, Saha, S. (2026, November). Development of "THRIVE AI": A Culturally Grounded Maternal Health Chatbot to Improve Hospital-based Labor and Delivery Navigation & Outcomes. Abstract accepted for presentation at the American Public Health Association (APHA) Conference, San Antonio, TX, USA.

[C.51] Fasaanu, B.*, Zhou, Y*, Busby, T. ♦, **McFarlane, S.J.**, (2026, April). Co-Creating the Doula Integration & Awareness Game: Translating Stakeholder Narratives into Interactive Birth Team Scenario. Paper presented at the Kentucky Conference on Health Communication, Kentucky, USA.

[C.50] **McFarlane, S.J.**, Harper Nicolls, M.*, Fazlul, I. (2025, November). Community-engaged Environmental Scan for Black Maternal Health. Abstract presented at the American Public Health Association (APHA) Conference, Washington, D.C., USA.

[C.49] Sebri, M.*, **McFarlane, S.J.**, Wright, K. (2025, November). Black Women's Experiences in Communicating Identity and Navigating the Hospital Setting: A Mixed Method Study. Paper presented at the National Communication Association Conference, Denver, Colorado., USA.

[C.48] Thompson, C., Ahmed, R., Akhther, N., Arroyo, A., Baker, J., Buzzanell, P. M., Cooper, R. A., Dasgupta, S., Davidson Mhonde, R., Dubriwny, T. N., Ellingson, L., Field-Springer, K., Hernandez, L., Hintz, E. A., Ho, E., **McFarlane, S. J.**, Muhammed Sissy, B., Pal, M., Palmer-Wackerly, A. L., Quinlan, M. M., Robinson, T., Silk, K., Venetis, M., Wiederhold Wolfe, A., Yang, Q., & Zoller, H. M. (2025, November). Spotlight Panel: Elevate, Expand, Empower: Conversations in Women's Health Communication. Panel presentation at the National Communication Association Conference, Denver, Colorado, USA.

[C.47] Harris, T., Al-Wazedi, U., Bahrainwala, L., Bardhan, S., Edrington, C., Gist-Mackey, A., Harris, R., James, K., **McFarlane, S. J.**, Pickett Miller, N., Sanders, M., Wellington, D., White, S., & Woodruffe, A. (2025, November). "Sisters With a Purpose" (SWAP): Communicat(ing) to Elevate Professor-Sisterhood in a Virtual Writing Retreat, Panel presentation at the National Communication Association Conference, Denver, Colorado, USA.

[C.46] **McFarlane, S.J.**, Sastry, S., Williamson, L., Hull, S., Magsamen-Conrad, K., Leach, C., Wilkin, H. (2025, June). Invisible Bridges and Barriers of Community-Engaged Research. Paper presented at the International Communication Association Conference, Denver, Colorado., USA.

[C.45] **McFarlane, S.J.**, Thornhill, S.M.♦, Gatson, J.♦, Saffold C.♦, Callands, T., Francis, D., Swartzendruber, A., S.D.,* Sam-Paintsil, B.,* Acheampong, B.* (2025, May). Development of a Community-engaged Communication Curriculum to Reduce (Unnecessary) Black Birth Trauma, Abstract accepted for presentation at the D.C. Health Communication Conference, Washington D.C., USA.

[C.44] **McFarlane, S.J.**, Callands, T., Francis, D., Swartzendruber, A., Divya S.* (2024, November). Feasibility and Acceptability of an Online Childbirth Education Intervention for Black birth companions: A mixed-methods Evaluation. Paper presented at the National Communication Association Conference, New Orleans, USA.

[C.43] **McFarlane, S.J.**, Sastry, S. Williamson, L., Hull, S., Magsamen-Conrad, K, Leach, C, Wilkin, H. (2024, April). The Role of Communication Science in CBPR. Panel presentation at the Kentucky Conference on Health Communication, Kentucky, USA.

[C.42] **McFarlane, S.J.**, Wright, K., Acheampong, B.*, Francis, D., Swartzendruber, A., Callands, T., Adesina, O.* (2024, May). Reframing the experience of childbirth: Black doula communication strategies and client responses during delivery hospitalization. Paper presented at the International Communication Association Conference, Gold Coast, Australia.

[C.41] **McFarlane, S.J.**, Francis, D., Wright, K., Fedd, A*. (2023, November). Black Maternal Communication Satisfaction in the US hospital: A test and extension of the Communication Theory of Identity. Paper presented at the National Communication Association Conference, Washington D.C., USA.

[C.40] **McFarlane, S.J.** (2023, October). Communication, Culture And Cervical Screening: Exploring The Role Of Transculturation To Explain Screening Uptake Among Jamaican Women. Oral and Poster presentation at the African-Caribbean Cancer Consortium Scientific Workshop and Conference, Mombasa, Kenya.

[C.39] **McFarlane, S.J.** (2022, November). Culturally Sensitive Communication about HPV (Spotlight Panel). Panel presentation at the National Communication Association Conference, New Orleans, USA.

[C.38] **McFarlane, S.J.,** Yook, B., Wicke, R.* (2022, May). Integrating the Knowledge Gap Hypothesis and the Cognitive Mediation Model to Understand COVID-19 Communication Inequalities and Media Learning. Paper presented at the International Communication Association Conference, Paris, France.

[C.37] Wright, K., Francis, D., **McFarlane, S.J.** (2022, April). Black women's maternal health and social support across all three stages of pregnancy: A qualitative evaluation. Paper presented at the Kentucky Conference on Health Communication, Kentucky, USA.

[C.36] **McFarlane, S.J.** (2022 April). Addressing health disparities through effective clinical trial communication. "Academic-clinical research partnerships to enhance clinical trial participation: The potential for high-impact scholarship" panel presentation at the Kentucky Conference on Health Communication, Kentucky, USA.

[C.35] Worsdale, A*, Smith, H*, **McFarlane, S.J.** (2022, April). LGBT+ Medical Mistrust and Perceptions of Patient-Provider Communication in the Southern United States. Paper presented at the Kentucky Conference on Health Communication, Kentucky, USA.

[C.34] **McFarlane, S.J.,** Wright, K., & Francis, D. (2021, November). For Whom does it work and why? Communication Apprehension, Social Support and Black Maternal Health in the US hospital context. "Examining the Multi-faceted Nature of Black Women's Health and the Accompanying Social Challenges" panel presentation at the National Communication Association Conference, Seattle, WA., USA

[C.33] **McFarlane, S.J.,** Fabbriatore, J.* (2021, November). Community-Based Health Communication: Designing an Academic-Community Partnership through Service-Learning in Athens, Georgia, USA. "Transforming Health Disparities with Communication: Social Justice Through Service-Learning" panel presentation at the National Communication Association Conference, Seattle, WA., USA

[C.32] **McFarlane, S.J.,** (2021, May). Ethical considerations for message design in recruitment in clinical trials. Paper presented at the University of Wisconsin-Madison (UW) Ethics of Care Conference [made virtual due to Covid19 pandemic].

[C.31] **McFarlane, S.J.,** Francis, D., Wright, K., Fedd, A.* (2021, May). The Black-White Maternal Health Disparity: Can the Communication Theory of Identity explain differences in outcomes? Poster presented at the International Communication Association Conference [made virtual due to Covid19 pandemic].

[C.30] Francis, D., Wright, K. **McFarlane, S.J.,** Fedd, A.* (2021, May). Coverage of Maternal Health Disparities in U.S. Print and Online Media. Paper presented at the International Communication Association Conference [made virtual due to Covid19 pandemic].

- [C.29] Liu, Y., Duong, H, **McFarlane, S.J.**, Nguyen, H., (2021, May). Association between Media Exposure, Emotional Responses, and Intentions to Wear Face Masks During the COVID-19 Pandemic. Paper presented at the D.C. Conference on Health Communication (DCHC) [made virtual due to Covid19 pandemic].
- [C.28] **McFarlane, S.J.**, Morgan, S.E. (2020, April). Controversy, Backlash and a Magic Dose: The social representation of the HPV vaccine among Jamaican women. Paper presented at the Kentucky Conference on Health Communication [made virtual due to Covid19 pandemic].
- [C.27] **McFarlane, S.J.**, Morgan, S.E., Carcioppolo, N., (2020, May). Can culturally-targeted fear appeal messages increase HPV screening? Results and lessons learned from a field experiment in Kingston, Jamaica. Paper presented at the International Communication Association Conference [made virtual due to Covid19 pandemic].
- [C.26] Occa A., Morgan S. E., Peng, W., Mao B., **McFarlane S.J.**, Grinfeder, K., & Byrne, M. (2020, May). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. Paper presented at the International Communication Association Conference, [made virtual due to Covid19 pandemic].
- [C.25] **McFarlane, S.J.**, Morgan, S.E. (2019, November). Culturally-targeted fear appeals: message acceptability conditions for HPV self-sampling in the English-speaking Caribbean. Paper presented at the National Communication Association Conference, Baltimore, Maryland, USA.
- [C.24] Morgan S. E., Occa A., Peng, W., **McFarlane S.J.**, Mao B., Grinfeder, K., & Byrne, M. (2019, November) Deciding to make a decision: Improving research recruitment through tailored interactive information about clinical trial participation. Paper presented at the National Communication Association Conference, Baltimore, Maryland, USA.
- [C.23] Peng, W., Mao B., Morgan S. E., **McFarlane S.J.**, Occa A., Grinfeder, K., & Byrne, M. (2019, November). Ready to make a decision: A model of information aids to improve informed participation in clinical trial research. Paper presented at the National Communication Association Conference, Baltimore, Maryland, USA (Top Paper Award).
- [C.22] Mao B., Peng, W., Morgan S. E., **McFarlane S.J.**, Occa A., Grinfeder, K., & Byrne, M. (2019, November). What motivates you to share? The effect of interactive tailored information aids on improving information sharing about clinical trials. Paper presented at the National Communication Association Conference, Baltimore, Maryland, USA.
- [C.21] **McFarlane, S.J.**, Morgan, S.E., Occa A., Peng, W. (2019, May). Cultural adaptation of cancer clinical trial multimedia for Hispanic patients. Paper presented at the International Communication Association Conference, Washington D.C., USA.
- [C.20] Peng, W., Occa, A., **McFarlane, S.J.**, & Morgan, S. E. (2018, November). Discussions about clinical trials from a cancer-dedicated forum online. Paper presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.
- [C.19] Kirch Schneider, K., **McFarlane, S.J.**, & Kim, S. (2018, May). A Taxonomy of Cultural Factors Influencing Adolescent Pregnancy in Jamaica. Paper presented at the International Communication Association, Prague, Czech Republic.

- [C.18] **McFarlane, S.J.**, Tran, L., Carrico, C., Kirch Schneider, K., & Maldonado, C. (2018, April) Hashtags, Hayseeds, Harlots, and Habermas: A Multiperspectival Approach to Activism. Panel presentation at the Southern States Communication Association Conference, Nashville, USA.
- [C.17] Carcioppolo, N., **McFarlane, S.J.** & Tian, Z. (2018, April). Clickbait headlines and cancer news: How streamlining headline content influences cancer-related knowledge and beliefs. Poster presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, USA.
- [C.16] Orrego Dunleavy, V., Phillips, J., Chudnovskaya, E., & **McFarlane, S.J.** (2017, November). Applying the PEN-3 cultural sensitivity model to address HIV/AIDS in Rural Guatemala. Paper presented at the National Communication Association Annual Convention, Philadelphia, USA.
- [C.15] Morgan, S.E., Occa, O., Peng, W., **McFarlane, S.J.**, Potter, J.E. (2017, November). A pilot training to improve medical professionals' verbal and nonverbal communication about clinical trials and research studies. Paper presented at the National Communication Association Annual Convention, Philadelphia, USA. (Top Paper Award).
- [C.14] **McFarlane, S.J.**, Morgan, S.E., Occa A. (2017, June). A systematic review of community-based participatory research to enhance clinical trials in vulnerable populations. Poster presented at the 15th Annual Disparities in Health in America: Working Toward Social Justice Workshop. Houston, TX, USA
- [C.13] **McFarlane, S.J.**, Dubey, S., & Kim, S. (2017, May). Locating cultural influences on adolescent pregnancy in Jamaica. Paper presented at the International Communication Association, San Diego, USA.
- [C.12] Kirch Schneider, K., **McFarlane, S.J.**, & Kim, S. (2017, May). The effectiveness of Jamaican adolescent pregnancy videos. Paper presented at the International Communication Association, San Diego, USA.
- [C.11] Orrego Dunleavy, V., Phillips, J., Chudnovskaya, E., & **McFarlane, S. J.** (2016, November). Applying the PEN-3 cultural sensitivity model to address HIV/AIDS in rural Guatemala. Extended abstract presented at the Research in Progress Roundtable at the National Communication Association Annual Convention, Philadelphia, USA.
- [C.10] **McFarlane, S.J.** & Tran, L. (2016, October). An evaluation of games for advocacy in health and human rights. Paper presented at the International Academic Conference on Meaningful Play, East Lansing, MI, USA. (Top Paper Award).
- [C.9] **Julian, S.** (2012, October). Perspectives and experiences of the Public eHealth, Innovation and Equity in Latin America and the Caribbean (eSAC) project young professionals program. Presentation at the 9th Regional Congress on Health Sciences Information (CRICS 9), Washington, DC.
- [C.8] **Julian, S.**, Mejia, M., Erazo, C. Andrade, F., & Farach N. (2011, December). eHealth: exploring innovation and collaboration in the Americas. In Cortinois, A. (Chair), Panel presentation conducted at the mHealth Summit, Washington, D.C.

INVITED PRESENTATIONS AND LECTURES

McFarlane, S.J. Fazlul, I. (2026, July) THRIVE AI: Community-engaged AI for Maternal Health. Poster presentation at AIM AHEAD Annual Meeting, San Diego, California.

McFarlane, S. J. (2026, February 25). Black History Month Speaker Series: UGA HRPP Community Engagement. Invited speaker, University of Georgia Human Research Protection Program (Virtual)

McFarlane, S.J. (2025, November) THRIVE AI: Community-engaged AI for Maternal Health. Panel presentation during UGA's Precision One Health Initiative Symposium, Athens, Georgia.

McFarlane, S.J. (2025, May). Workshop on Community-engaged Participatory Research (CBPR). D.C. Health Communication Conference, Washington D.C., USA.

McFarlane, S.J. (2025, April). Georgia Tech and Emory Panel on AI for Maternal and Child Health, Emory University, Atlanta, GA, USA.

McFarlane, S.J. (2025 February; 2024, April). VPAT 3900: Current Topics in One Health (Seminar). College of Veterinary Medicine, UGA, Athens, Georgia.

McFarlane, S.J. (2023, May). Nothing About US, Without Us: Authentic Engagement with Persistently Marginalized/Minoritized Populations in Health Communication Scholarship. International Communication Association Preconference, Toronto, Canada.

McFarlane, S.J. (2023, March). Communication Skills for Children's Environmental Health. Philadelphia Regional Center for Children's Environmental Health and the CHARTER Center based in Atlanta. Webinar.

McFarlane, S.J. (2022, May). Communication for Community Health and (shared) Understanding of Science. Invited presentation for "Celebrating Excellence in Communication Scholarship" speaker series hosted by the Department of Communication at Michigan State University, East Lansing, MI.

McFarlane, S.J. (2021, February). The Goodie Box: Lessons learned from a message design quasi experiment to increase cervical cancer screening in Kingston, Jamaica. Oral presentation at CARIMAC Research Seminar, University of the West Indies, Kingston, Jamaica [virtual due to COVID-19 Pandemic]

Wright, K. **McFarlane, S.J.**, Francis, D.B., (2021, March). Federation Prize Recipient Presentation: "You Ok Sis?": A Qualitative Communication Analysis of Black Women's Maternal Health Experiences. Invited presentation at the Central States Communication Association Conference, Cincinnati, OH.

McFarlane, S.J. (2019, October). The influence of language and culture on health. Panel presentation during Health Literacy Month, Centers for Disease Control and Prevention (CDC), Atlanta, Georgia.

McFarlane, S.J. (2019, October). Best Practices to Address Health Misinformation. Plenary Panel presentation during UGA College of Public Health's annual State of the Public's Health conference, Athens, Georgia.

McFarlane, S.J. (2019, October). Acceptability of HPV self-sampling for cervical cancer prevention in Jamaican women: Results of a community-based clinical trial. Oral presentation at the 7th International African-Caribbean Cancer Consortium Conference, Kingston, Jamaica.

McFarlane, S.J. (2018, May). Acceptability of HPV self-sampling tools for cervical cancer prevention in Jamaican women. Panel presentation at the Global Oncology and Innovation Grant Inaugural Conference, Miami, USA.

McFarlane, S.J. (2017, January). Toward a cultural taxonomy on adolescent pregnancy in Jamaica. Panel presentation at the Miami Institute of the Americas Graduate Symposium and Field Research Grant Workshop, Miami, USA.

INSTRUCTION

Class	Course Code	Level
Community-based Health Communication (service learning)	4630S/6630S	Split Level
Health Communication	COMM4610	Undergraduate
Social Issues in [Health] Campaigns	COMM 4620	Undergraduate
Communication & Health Disparities	COMM 4625	Undergraduate
Intercultural Communication	COMM 4800	Undergraduate
Health Behavior & Risk	COS 427	Undergraduate
Introduction to Intercultural Communication	COM 343	Undergraduate
Colloquium on Communication Theory, Criticism, and Practice	COMM 8000	Graduate
Communication & Health Disparities	COMM8550	Graduate
Persuasion (Guest Lecturer)	COS 472	Undergraduate
Qualitative Research Methods (Guest Lecturer)	COM 603	Graduate

GRADUATE MENTORSHIP

Doctoral/Masters Chair

Student	Degree	(Role) Topic	Years
Mark Ofosu Asirifi	Ph.D.	(Chair) TBD	2025-current
Yiting Zhou	Ph.D.	(Chair) TBD	2024 – current
Benjamin Sam-Paintsil	Ph.D.	(Chair) HIV/PREP Communication	2023 – current
Divya, S.	Ph.D.	(Chair) Human Machine Communication	2021 – 25
Farrah Youn-Heil	M.A.	(Co-Chair) Intercultural Communication	2019 – 20

Doctoral Committee Member

Student	Degree	Years
Bolanle Fasaanu	Ph.D.	current
Morgan Harper Nicholls	Ph.D.	current
Malek Sebri	Ph.D.	current
Beauty Acheampong	Ph.D.	2021 – 26
Selena Pang	Ph.D.	2021 – 24
Volha Murashka	Ph.D.	2020 – 24

Masters Committee Member

Student	Degree	Years
Oluwatoyin Olusanya	M.A.	2024-26
Ashtyn Claire Evans	M.A.	2024-26
Kaelie Masaschi	M.A.	2024-26
Preston Clay Cook	M.A.	2023 – 24
Xiaodi Zhou	M.A.	2022 – 23

Rebekah Wicke	M.A.	2021 – 22
Lauren Cojulun	M.A.	2020 – 21
Hannah Smith	M.A.	2019 – 20

External Preceptor

Student	Degree	Years
Isis Barnes	Temple University, College of Public Health — MPH Fieldwork	2025-26

ACADEMIC SERVICE

To the Department

Associate Head	2026-current
Member, Search Committee full professor faculty hire	2026
Research Pool Coordinator	2025-2026
Chair, Interpersonal & Health Area of Communication Studies Dept.	2023-2025
Member, Permanent Lecturer Search Committee faculty hire	2025
Member, Graduate Student Recruitment committee	2025, 2024, 2021
Faculty Senate Representative	2019-2022
Member, Search Committee Faculty hire	2020, 2021

To the University

Member, Search Committee Faculty hire - AI/Linguistics Department hire	2026
Reviewer, Office of Global Engagement's Global Research Collaboration Grant	2024
Reviewer, Presidential Interdisciplinary Seed Grant Program Proposals	2023
Faculty Senate Academic Standards Subcommittee	2019-2022

To the Field/Profession

Journal Reviews (ad hoc)

- Digital Medicine (2026)
- Frontiers in Genetics (2026)
- Journal of Communication in Healthcare (2021, 2025, 2026)
- Journal of Health Communication (2020-21, 2023-2025)
- The Electronic Journal of Communication (EJC/REC) (2025)
- Journal of Psychosomatic Obstetrics & Gynecology (2025)
- Progress in Community Health Partnerships: Research, Education, and Action (2025)
- Journal of Racial and Ethnic Health Disparities (2025)
- International Journal of Environmental Research and Public Health (2025)
- Health Communication (2022-2024)
- Communication Monographs (2024)
- Journal of Communication (2024)
- Global Public Health (2024)
- Psychology and Health Journal (2020)

- Risk Management and Healthcare Policy Journal (2021)
- International Journal of Behavioral Medicine (2022, 2023)
- Health Expectations (2023)
- Behavioral Medicine (2023)
- BMJ Open (2023)

Conference Reviews (ad hoc)

- Abstract reviewer, American Public Health Association (APHA) Conference (2026)
- Abstract reviewer, Southeast Regional Clinical and Translational Science Conference (2025)
- NCA Conference, Health Communication Division (2018-20)
- ICA Conference, Health Communication Division (2019-21, 2024)
- Kentucky Conference on Health Communication (KCHC) (2020, 2022)
- NCA Health Communication Division award nominations (2020)

Community Service

Population Health Community Advisory Board (PHCAB) - Georgia (Emory University, Morehouse School of Medicine, Grady Hospital)	2022-current
African-Caribbean Cancer Consortium (AC3) Conference Planning Committee	2023-current

PROFESSIONAL DEVELOPMENT

Fellowships

Owens Institute for Behavioral Research (OIBR) Grant Development Program	2021-2023
Georgia CTSA TEAMS (Translational Education and Mentoring in Science) Initiative	2021-2022
Lilly Teaching Fellowship, University of Georgia	2020-2022

Workshops

- AIM-AHEAD Introductory Course: AI for Health Care Applications (2025)
- Summer Institute on Computational Social Science (SICSS), Paris, France (2025)
- Large Language Transformer Models for Research in R, Statistical Horizons (2024)
- OIBR "Write Winning Grant Proposals" workshop (2024)
- AC3 Team Science Workshop (2022)
- Service-Learning: Introduction to Service-Learning Course Design (UGA, 2019)
- Service-Learning: Critical Reflection Strategies for Service-Learning (UGA, 2019)
- Transparency in Learning & Teaching Workshop (UGA, Center for Teaching & Learning, 2019)

ACADEMIC & PROFESSIONAL MEMBERSHIPS

Member, Latin American & Caribbean Studies Institute (LACSI), UGA	2019 – Present
Member, African-Caribbean Cancer Consortium (AC3)	2019 – Present
Member, Central States Communication Association (CSCA)	2019 – Present
Member, Health Disparities Education, Awareness, Research & Training Consortium Health Equity Scholars & Alumni Network (HDEART)	2017 – Present
Member, National Communication Association (NCA)	2016 – Present

Member, International Communication Association (ICA)	2015 – Present
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PROFESSIONAL EXPERIENCE

<i>International Consultant</i>	2011-2017
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Pan American Health Organization/
World Health Organization (PAHO/WHO), Washington DC

<i>Communication Consultant</i>	2012-2014
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PAHO/WHO Country Office for Jamaica, Bermuda
& the Cayman Islands

<i>Communication Consultant</i>	2013
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Planning Institute of Jamaica

<i>Communication Consultant</i>	2011-2013
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Office of Disaster Preparedness Jamaica

<i>Communication Officer</i>	2009-2011
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National AIDS Committee Jamaica

<i>Resource Coordinator</i>	2007
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HEART Trust National Training Agency, Jamaica

WRITTEN REPORTS - COMMISSIONED

- Mental Health among College Students and X2 Chatbot "Tess" Intervention, Georgia Foundation, Arthur Blank Foundation (2022)
- Games for Advocacy in Health & Human Rights (Open Society Foundation) (2016)
- Report on Tobacco and Trade Inter-Ministerial Meeting (Pan American Health Organization/World Health Organization, Country Office for Jamaica) (2014)
- Biennial report 2012 -13 (Pan American Health Organization/World Health Organization Jamaica) 2014
- Tobacco Control Report (Pan American Health Organization/World Health Organization Jamaica), 2013
- Brand Strategy and Communication Plan for Climate Change Resilience, (Government of Jamaica/Adaptation Fund Program), 2013
- Situation Analysis: Tobacco Control (Pan American Health Organization/World Health Organization Jamaica), 2012
- Communication Strategy - Jamaica Community Based Landslide Risk Reduction Project (Office of Disaster Preparedness Jamaica), 2012
- Communication Strategy & Report - Building Disaster Resilient Communities Project (Office of Disaster Preparedness Jamaica), 2012
- Strategic Plan (National AIDS Committee), 2009

VOLUNTEER EXPERIENCE/COMMUNITY WORK

Athens Women's Center for Pregnancy	2024,2025
Proyecto Payaso (Project Clown), Guatemala	Jan– Jul 2009
Bethel Health Promotion Committee, Jamaica	2014, 2005-6
Bethel HIV/AIDS Committee, Jamaica	2005-7

FEATURED RESEARCH IN NEWS/MEDIA

- *OIBR, UGA* [Harnessing AI to Advance Maternal Health](#) (2025)
 - *UGA PUBLIC HEALTH* [Researchers designing digital tool for maternal health](#) (2025)
 - *Harvard Public Health*. [No Research About Us, Without Us?](#) (2024)
 - *INVENTUM Research, Education and Medical News*. [Sylvester Takes the Lead to Focus Cancer Research on Low Resource Countries](#) (December, 2017)
 - *UM News Special Report*. [Delaying Motherhood for Childhood](#) (October, 2017)
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SKILLS

Software: Statistical Package for the Social Sciences (SPSS); NVivo qualitative data analysis computer software package; Adobe Illustrator (data visualization)

Languages: English (native); Spanish (proficient)