

Soroya Julian McFarlane

University of Georgia | Department of Communication Studies

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My research focuses on designing and evaluating communication interventions that address health disparities at the community level.

Research Interests

health disparity communication; behavioral & translational medicine; implementation science; community-engaged research methods, new media & technologies

Education

University of Miami, United States

Ph.D. Communication Studies, Minor: Public Health

2019

Leeds Beckett University, United Kingdom

MSc. Public Health: Health Promotion

2008

University of the West Indies, Jamaica,

Caribbean Institute of Media and Communication (CARIMAC)

B.A. Media & Communication

2006

Academic Positions

Assistant Professor, University of Georgia

Jan 2019 – Present

Graduate Research Assistant, University of Miami

Aug 2015 – Dec 2018

Research Funding

- ❖ **NIH AIM-AHEAD Program for AI Readiness (PAIR)** SJ McFarlane (PI) May 2025 - April 2026
Co-PI: Dr. Ishtiaque Fazlul, PhD, College of Public Health, UGA
Topic: THRIVE AI: Community-Engaged AI for Health (US\$99,337)
- ❖ **Northeast Georgia Health System** SJ McFarlane (PI) Feb - Dec 2025
Partners: Healthy Mothers, Healthy Babies (HMHB); Hope for Georgia Moms
Topic: Interactive Digital Game for Doula Hospital Integration & Awareness Project (US\$15,000)
- ❖ **Rapid Interdisciplinary Proposal (RIP)** SJ McFarlane (PI) April - July 2024
Topic: [The THRIVE Project: Development of a Community-Engaged Communication Curriculum to Reduce \(Unnecessary\) Black Birth Trauma](#) (US\$10,000)
- ❖ **Presidential Interdisciplinary Seed Grant Program** SJ McFarlane (PI) Dec 2021 - Jun 2023
Topic: [The THRIVE Project: Development of a Person-centered Communication Intervention to Improve Black Maternal Outcomes](#) (US\$131,982)

- ❖ **Georgia Foundation, Arthur Blank Foundation** Janani Thapa (PI) Jun 2021 - Dec 2021
Topic: Using Artificial Intelligence to Improve Mental Health in College Students (\$100,000)
Role: Co-Investigator (led qualitative evaluation)

- ❖ **Diversity Research and Scholarship Grant (DRSG)** SJ McFarlane (PI) Jan 2021 - Dec 2021
Topic: Precision communication alongside precision medicine: Understanding the efficacy of culturally targeted messages for LGBT populations (US\$7,500)

- ❖ **UGA Faculty Seed Grant Program** SJ McFarlane (PI) Nov 2019 -Feb 2021
1) Topic: US Black/African American Women’s Maternal Mortality - Survey (\$1,500) Nov 2019
2) Topic: Efficacy of culturally-targeted messages for LGBT populations (\$1,800) Nov 2020
3) Topic: Public campaigns & communication inequalities - COVID-19 vaccines (1,800) Feb 2021

- ❖ **CSCA Federation Research Prize** Kallia Wright (PI) Jan 2020 - May 2020
Role: Co-PI
Topic: A Qualitative Communication Analysis of Black Women’s Maternal Health Experiences (US\$5,000)

- ❖ **Global Oncology and Innovation Grant** SJ McFarlane (PI) Dec 2017 - Nov 2018
Global Oncology and International Programs at the Sylvester Comprehensive Cancer Center
Topic: Acceptability of HPV self-sampling tools for cervical cancer prevention (US\$25,000)

- ❖ **Open Society Foundation (OSF)** Lien Tran (PI) Dec 2015 - Dec 2016
Role: Co-investigator
Topic: Evaluation of a Serious Game as an Effective Advocacy Strategy (US\$24,000)

- ❖ **Miami Institute of the Americas** SJ McFarlane (PI) May 2016 - Nov 2016
Co-PI: Dr. Kerli Kirch Schneider, Tallinn University, Estonia
Topic: Culture, media and adolescent pregnancy in Jamaica (US\$4,000)

Publications

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

Published Peer reviewed articles

1. **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>

2. **McFarlane, S.J.**, Callands, T., Francis, D., Swartzendruber, A, Divya S.* 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>

3. **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>
4. **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>
5. **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>
6. 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>
7. **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>
8. 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>
9. 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>
10. **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>
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>
12. **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>
13. 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>
14. 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>

15. 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>
16. **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>
17. **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>
18. 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>
19. 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>
20. 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>
21. 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

22. **McFarlane, S.J.** (2022). Clinical Trial Recruitment. *International Encyclopedia of Health Communication*. <https://doi.org/10.1002/9781119678816.iehc0870>
23. 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>
24. 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

25. 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.

26. **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.
27. **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.

Revise & resubmit

1. **McFarlane, S.J.**, Francis, D., Fedd, A*. Perceived Discrimination and Medical Mistrust as Predictors of Black Maternal Communication (Dis)Satisfaction: Theorizing the Role of Identity. *Journal of Communication in Healthcare*.
2. Francis, D., Kyeremeh, N., Mason N., Wright, K., **McFarlane, S.J.** Media Exposure to Maternal Health Trauma: A Qualitative Study Exploring its Impact on Mental Health of Black Women. *Frontiers in Global Women's Health*.

Competitive Conference Presentations

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

1. **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 accepted for presentation at the International Communication Association Conference, Denver, Colorado.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.

7. **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.
8. **McFarlane, S.J.** (2022, November). Culturally Sensitive Communication about HPV (Spotlight Panel). Panel presentation at the National Communication Association Conference, New Orleans, USA.
9. **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.
10. 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.
11. **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.
12. 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.
13. **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
14. **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
15. **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].
16. **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].
17. 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].
18. 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].

19. **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].
20. **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].
21. 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].
22. **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.
23. 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.
24. 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*).
25. 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.
26. **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.
27. 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.
28. 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.
29. **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.

30. 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.
31. 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.
32. 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*).
33. **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
34. **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.
35. 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.
36. 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.
37. **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*).
38. **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.
39. **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

1. **McFarlane, S.J.** (2025, May). Workshop on Community-engaged Participatory Research (CBPR). D.C. Health Communication Conference, Washington D.C., USA.
2. **McFarlane, S.J.** (2025, April). Georgia Tech and Emory Panel on [AI for Maternal and Child Health](#), Emory University, Atlanta, GA, USA.
3. **McFarlane, S.J.** (2025 February ; 2024, April). VPAT 3900: Current Topics in One Health (Seminar). College of Veterinary Medicine, UGA, Athens, Georgia.

4. **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.
5. **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.
6. **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.
7. **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]
8. 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.
9. **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.
10. **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.
11. **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.
12. **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.
13. **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.

Teaching Experience

Undergraduate

COMM 4620: Social Issues in [Health] Campaigns
 COMM 4625: Communication & Health Disparities
 COMM4800: Intercultural Communication
 COS427: Health Behavior & Risk
 COM343: Introduction to Intercultural Communication
 COS472: Persuasion (Guest Lecturer)
 COM603: Qualitative Research Methods (Guest Lecturer)
 COS479: Capstone for Communication Studies (Teaching Assistant)

Graduate

Colloquium on Communication Theory, Criticism, and Practice
Communication & Health Disparities

Mentorship

Graduate Advising - Major Advisor

1. Divya, S. (Ph.D expected 2025)
2. Benjamin Sam-Paintsil (Ph.D expected 2027)
3. Farrah Youn-Heil, M.A. (2020), Co-advisor: Dr. Tina Harris, Louisiana State University

Graduate Advising - Committee Member

Malek Sebri, Ph.D
Preston Clay Cook, MA
Beauty Acheampong, Ph.D.
Selena Pang, PhD
Volha Murashka Ph.D.
Xiaodi Zhou, M.A.
Rebekah Wicke, M.A.
Lauren Cojulun, M.A.
Hannah Smith, M.A.

Academic Service

To the Department

- Chair, Interpersonal & Health Area of Communication Studies Dept. (2023-present)
- Member, Permanent Lecturer Hire (2025)
- Member, Graduate Student Recruitment committee (2024)
- Member, Search Committee Faculty hire (2020)
- Member, Search Committee Faculty hire (2021)
- Member, Graduate Student Recruitment committee (2021)

To the University

- Faculty Senate Representative (2019-2022), University of Georgia
 - Academic Standards Subcommittee (2019-2022), University of Georgia
- Reviewer, Presidential Interdisciplinary Seed Grant Program Proposals (2023)
- Reviewer, Office of Global Engagement's Global Research Collaboration Grant (2024)

To the Field

Journal (reviews - ad hoc)

- Health Communication (2022-2024)
- Communication Monographs (2024)
- Journal of Communication (2024)
- Global Public Health (2024)
- Journal of Health Communication (2020-21, 23-24)
- Psychology and Health Journal (2020)
- Journal of Communication in Healthcare (2021)
- Risk Management and Healthcare Policy Journal (2021)
- International Journal of Behavioral Medicine (2022, 23)
- Health Expectations (2023)
- Behavioral Medicine (2023)
- BMJ Open (2023)

Associations (reviews - ad hoc)

- National Communication Association (NCA) Conference, Health Communication Division (2018-20)

- International Communication Association (ICA) Conference, Health Communication Division (2019-21, 24)
- Kentucky Conference on Health Communication (KFHC) (2020, 2022)
- NCA Health Communication Division award nomination (2020)

Community

- Population Health Community Advisory Board (PHCAB) - Georgia (Emory University, Morehouse School of Medicine, Grady Hospital) Jun 2022- 2025
- African-Caribbean Cancer Consortium (AC3) Conference Planning Committee Apr 2023 - Oct2023

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 (University of Georgia, 2020-2022)

Workshops

- Using Large Language Transformer Models for Research in R, Workshop by Statistical Horizons (Aug 2024)
- OIBR “Write Winning Grant Proposals” workshop (Sept 2024)
- AC3 Team Science Workshop (Jan 2022)
- Service-Learning (UGA, Office of Service Learning, F2019)
 - Introduction to Service-Learning Course Design
 - Critical Reflection Strategies for Service-Learning
- Transparency in Learning and Teaching Workshop (UGA, Center for Teaching and Learning, F2019)

Academic Awards & Distinctions

Outstanding Doctoral Student, University of Miami	2019
Health Disparities, Education, Awareness, Research & Training Consortium (HDEART)/ Intercultural Cancer Council (ICC) Travel Award – 15th Annual Disparities in Health in America Workshop <i>Competitive</i> (~US\$1,200)	2017
Shared Commonwealth Scholarship Award (full scholarship) to pursue a Master's degree in United Kingdom	2007
University of the West Indies (UWI) Faculty Award for Outstanding Performance in Social Marketing Production	2006
Corporate Award (British West Indies Airways/Jamaica National Building Society) in Social Marketing for Men’s Health campaign	2006

Academic & Professional Memberships

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

2015 – Present: Member, International Communication Association (ICA)

Professional Experience

International Consultant, Pan American Health Organization /World Health Organization (PAHO/WHO), Washington DC	Nov 2011– Apr 2017
Communication Consultant, PAHO/WHO Country Office for Jamaica, Bermuda & the Cayman Islands	Nov 2012 – Aug 2014
Communication Consultant, Planning Institute of Jamaica	Aug 2013 – Oct 2013
Communication Consultant, Office of Disaster Preparedness Jamaica	Aug 2011 – Jul 2013
Communication Officer, National AIDS Committee Jamaica	Nov 2009 – Mar 2011
Resource Coordinator, HEART Trust National Training Agency, Jamaica	Jan 2007 – Aug 2007

Written Reports - Commissioned

2009 – 2022

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

Proyecto Payaso (Project Clown), Guatemala Jan– Jul 2009

Community Work

Bethel Health Promotion Committee, Jamaica 2014, 2005-6

Bethel HIV/AIDS Committee, Jamaica 2005-7

Featured Research in News/Media

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)

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)