

MELISSA L. FAIR

Department of Health Promotion, Education, and Behavior
Arnold School of Public Health, University of South Carolina
915 Greene St Room 529
Melissa.fair@furman.edu

EDUCATION

University of South Carolina, Arnold School of Public Health Columbia, SC
Doctor of Philosophy, Health Promotion, Education, and Behavior Anticipated December 2018
Dissertation: School Health Policy and the Built Environment Influences on Youth Weight Status and Educational Attainment

University of South Carolina, Arnold School of Public Health Columbia, SC
Master of Public Health, Health Promotion, Education, and Behavior August 2014
Practicum: Public Health Communication to Encourage Healthy Lifestyles

Furman University Greenville, SC
Bachelor of Science in Health and Exercise Science May 2010

RELATED JOB EXPERIENCE

Furman University, Institute for the Advancement of Community Health Greenville, SC
Community Action Director November 2016-Present

- Assist the Executive Director with the development and implementation of the strategic plan for the Institute for the Advancement of Community Health.
- Assist the Executive Director with the development and implementation of strategic relationships with LiveWell Greenville, Greenville Health System (GHS), and other key partners to strengthen, support and advocate on behalf of the Institute.
- Serve as point of contact for community partners that seek to develop relationships with the Institute and Furman in areas of community health.
- Maintains participation in research/evaluation activities throughout Greenville County and the state of South Carolina to allow for broad scale determination of results of coalition activities in coordination with other Greenville County and South Carolina activities influencing health.
- Provides oversight to IACH research/evaluation external communications strategy to include reports, presentations and publications of research/evaluation outcomes to partners; local, state, regional and national public health organizations; and funders.
- Coordinates the IACH Student Research Fellows Program to provide assistance to research/evaluation activities and facilitation group activities.
- Serve as the Principal Investigator for LiveWell Greenville, overseeing the strategic direction and execution of research and evaluation through a team of multi-disciplinary evaluators from four partnering universities

LiveWell Greenville Greenville, SC
Evaluation Coordinator November 2014-Present

- Serve as the liaison between university-based evaluation specialists, research assistants, and staff to coordinate successful communication of deadlines and implementation of all research/evaluation plans
- Development and implementation of research/evaluation plans for all LWG grant-specific community action plans
- Provide technical assistance to community specialists to ensure development and implementation of research/evaluation plans
- Assist in development of research/evaluation reports for funders, partners, and community
- Assist in the development and submission of IRB proposals for all LiveWell Greenville research/evaluation projects
- Development and dissemination of presentations and publications of findings for professional journals and conferences

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LiveWell Greenville

At Play Workgroup and Communications Coordinator

Greenville, SC

March 2013-November 2014

- Facilitate community coalition workgroup activities to support population level physical activity through parks and recreation opportunities
- Develop coalition relationships and partnerships with local government, non-profit, and for-profit stakeholders
- Work on the creative planning and implementation of the Park Hop Campaign to increase physical activity and parks usage
- Plan and execute the Park Hop Evaluation plan
- Manage communication, facilitate meetings, and direct the efforts of the six park municipalities in Greenville County working on the parks campaign
- Develop Media Pitch and grant application for Park Hop Campaign
- Attend events and networking sessions to develop relationships with LiveWell partners
- Coordinate communication efforts including social media, website, newsletters, and targeted e-mailings

Cardiac Rehab at Greenville Hospital System

Exercise Physiologist

Greenville, SC

July 2012-Present

- Develop exercise recommendations and monitor progress of patients based on cardiac history
- Develop and teach exercise, nutrition education, and small group circuit exercise classes
- Design comprehensive strength training and cardiovascular exercise programs for cardiac rehab program graduates
- Provide client diet and activity behavior recommendations to support weight management and aerobic fitness enhancement
- Work with patients on goal setting and action planning in order to support physical fitness and nutritional lifestyle changes
- Conduct member/patient physical fitness assessments and obtain biometric measurements

RESEARCH AND EVALUATION EXPERIENCE

LiveWell Greenville

Principal Investigator

Greenville, SC

November 2016-Present

- Ensure coordination of the research/evaluation plans across facilitation groups to allow for broad scale determination of results of coalition activities.
- Provide assistance and support to program coordinators to assure development and implementation of research/evaluation plans, grant-specific community action plans and facilitation groups' community action plans.
- Develop relationships with individuals, institutions and organizations who play key roles in research/evaluation of policy, systems and environmental changes that influence health.
- Serve as a conduit for communications regarding research/evaluation activities, including communication with LiveWell Greenville management, staff and partners from principal investigator, evaluation coordinator and evaluation specialists to assure messages are translated from evaluation efforts.

Mary Black Foundation, Spartanburg Healthy Schools Initiative

Project and Evaluation Coordinator

Spartanburg, SC

June 2016-Present

- Coordination of communication and project activities between the implementation and evaluation teams for a four-year, multi-site initiative to improve school nutrition and physical activity policies and environments

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- Creation and execution of a comprehensive evaluation plan designed to assess the impact of the four-year initiative
- Development of measures including a school policy and environment audit and a youth physical activity and nutrition behaviors survey
- Oversee and provide technical assistance to the implementation team to ensure implementation and data collection plans are executed with fidelity
- Analysis and annual reporting of evaluation findings to the Mary Black Foundation Board and school stakeholders and administration

Culinary Partners Training

Greenville, SC

Evaluator

May 2016-Present

- Conduct a secondary evaluation of the impact of the 2015 Culinary Partners Training designed to improve the knowledge, skills, and abilities of nutrition services employees to prepare healthy, scratch-made meals for youth in multiple districts across the state of South Carolina
- Development of a comprehensive report of 2015 evaluation findings for submission to the Blue Cross Blue Shield Foundation and Culinary Partners Board
- Provide assistance in the development of the evaluation plan to assess 2016 Culinary Partner trainings, including identification of appropriate measures and data collection plan

LiveWell Greenville

Greenville, SC

Schools Workgroup Evaluator

January 2015-Present

- Coordinate the evaluation efforts of the LWG At School Workgroup including overall evaluation planning, measurement development, data analysis, and reporting
- Assist in the development of long-term
- Analysis and reporting of the Greenville County Youth Obesity Study data
- Abstract and manuscript development of school's evaluation findings
- Oversee and coordinate student research in a variety of school data collection and evaluation projects

USC Arnold School of Public Health

Columbia, SC

Built Environment and Community Health (BEACH) Laboratory

May 2014-Present

Research Assistant

- Coordinate the LWG Park Hop evaluation including measurement development, analysis and dissemination of findings
- Provide team support on other evaluation and research initiatives including data collection, analysis and reporting of research findings
- Assist in preparation of abstracts and manuscripts from BEACH Lab research and evaluation projects
- Participate in group meetings to develop new research and evaluation goals and priorities

National Recreation and Parks Association Parks Prescription Grant

Greenville, SC

Grant Coordinator

May 2013-December 2013

- Responsible for all grant reporting and communication with NRPA
- Assist in development of parks prescription patient survey
- Participate in development of park prescription form to be given to patients
- Identify complete parks and develop parks prescription maps for four quadrants of Greenville County
- Act as LiveWell Greenville staff liaison between LiveWell Greenville and New Impact Healthy Lifestyles Clinic

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TEACHING EXPERIENCE

Adjunct Faculty, Department of Health Sciences, Furman University

- HSC 501- Individualized Internship Class

Guest Lecturer, Department of Health Promotion, Education and Behavior, Arnold School of Public Health, University of South Carolina

- HPEB 511 – Health Problems in a Changing Society

Undergraduate Research and Internship Supervision

- Sarah King, LWG At Schools Research Internship, Department of Health Promotion, Education, and Behavior, University of South Carolina, *Summer 2016*
- Michael Toto, LWG At Play Research Assistant Internship, Department of Health Sciences, Furman University, *Fall 2015 & Spring 2016*
- Katherine Barley, LWG At Schools Research Internship, Department of Health Sciences, Furman University, *Spring 2016*
- Mary Jackman, LWG Out of School Time Research Assistant Internship, Department of Health Sciences, Furman University, *Spring 2016*
- Carlee Campbell, LWG At Schools Research Assistant Internship, Department of Health Sciences, Furman University, *Summer & Fall 2015*
- Alex Stone, Research and Evaluation Internship, Department of Health Promotion, Education, and Behavior, University of South Carolina, *Spring 2015*

REFEREED PUBLICATIONS

1. Besenyi, G.M., **Fair, M.L.**, Hughey, S.M., Kaczynski, A.T., Powers, A., Dunlap, E., & LiveWell Greenville Park Hop Team (2015). Park Hop: Pilot evaluation of an inter-agency collaboration to promote park awareness, visitation, and physical activity in Greenville County, SC. *Journal of Park and Recreation Administration*, 33(4), 69-89.
2. **Fair, M.L.**, Kaczynski, A.T., Hughey, S.M., Besenyi, G.M., Powers, A.R. (in press). Evaluation of a youth-focused initiative to facilitate park usage, discovery, and physical activity in Greenville County, SC. Manuscript submitted for Publication to *Preventing Chronic Disease*.
3. **Fair, M.L.**, Hughey, S.M., Reed, J.R., & Powers, A.R. (in press). Examining the associations between Fitnessgram PACER laps and academic achievement among 3rd-5th elementary school youth. *Preventative Medicine*.

Under Review

4. Child, S.T., Kaczynski, A.T., **Fair, M. L.**, Wenders, E., Boeckerman, L., Wills, S., & Reeder, Y. (under review) "We need a safe, walkable way to connect our sisters and brothers": A qualitative study of opportunities and challenges for neighborhood-based physical activity among residents of low-income African American communities." *Ethnicity and Health*.

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5. Hamilton, K., Kaczynski, A.T., Fair, M., & Levesque, L. (under review). Examining the relationship between park neighborhoods, features, and cleanliness and condition with observed park usage and physical activity. Manuscript submitted for publication to *Journal of Health Behavior and Public Health*.
6. Kemper, K.A., Pate, S.P., Powers, A.R., & Fair, M.L. (under review). Promoting Healthy Afterschool Environments using a modified Nutrition and Physical Activity Self-Assessment of Child Care (NAP SACC) Instrument. *Public Health Reports*.

Publications in Preparation

7. Slining, M., Powers, A.R., Fair, M.L., Price, C., Gibson, L. Negrete, M., Kleine, K. & Thurston, C. (in preparation). Living well at worship: A faith-based approach to improving health and wellness. *Journal of Health Education and Behavior*.
8. Burt, D., Stratton, J., Fair, M., Newbold, S., & Powers, A.R. (in preparation). Antecedents and consumer behavior: Analysis of point of purchase advertising of healthy food choices. *Journal of Nutrition Education and Behavior*.
9. Fair, M., Kinderknecht, K., & Powers, A.R. (in preparation) Culinary Creations Initiative: Creating nutritious scratch made meals in school cafeterias. *Journal of Nutrition Education and Behavior*.
10. Fair, M., Felder, R., & Powers, A.R. (in preparation). Pediatrician perception of the LiveWell Greenville at the Doctor Toolkit in improving patient communication regarding healthy lifestyle behaviors. *Health Education and Behavior*.

REFEREED CONFERENCE PRESENTATIONS

1. Fair, M.L., Powers, A.R., & Wills, S. (in press). Use of the School Health Index self-assessment and planning guide to support changes in school health policies and practices. Accepted for oral presentation at the *American Public Health Association Annual Meeting and Exposition*, October 29-November 2, 2016, Denver, CO.
2. Fair, M.L., Powers, A.R., Meyers, A., & Wills, S. (in press). LiveWell Pizza Perfect Attendance Incentive: Using healthy incentives to reward school attendance. Accepted for poster presentation at the *American Public Health Association Annual Meeting and Exposition*, October 29-November 2, 2016, Denver, CO.
3. Stratton, J.P., Hall, C., Newbold, S., Powers, A.R., Fair, M.L. & Wills, S. (in press). Antecedents and healthy food choices: Effects of a healthy eating program in a fast-casual restaurant. *Presentation at the 36th Annual Convention of the Florida Association for Behavior Analysis*, September 14-17, 2016, Ft. Lauderdale, FL.
4. Stratton, J.P., Burt, D., Powers, A.R., Fair, M.L., Horner, N., & Newbold, S. (2016). Consumer behavior patterns of healthier food choices: Efforts from a 5-year community-based collaboration. *Annual Conference of the Association for Behavior Analysis International*, May 27 – May 31, 2016 Chicago, IL.
5. Hughey, S.M., Fair, M.L., Toto, M., Mutschler, E., At Play Workgroup. (2016). Playing in the park! A coalition workgroup's efforts to increase youth play opportunities throughout Greenville County, South Carolina. *Presented at the U.S. Play Coalition Conference*, April, 2016, Clemson, SC.

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6. **Fair, M. L.**, Kaczynski, A.T., Hughey, S.M., Besenyi, G.M, Powers, A.R. (2016). Evaluation of a youth-focused initiative to facilitate park usage, discovery and physical activity in Greenville County, SC. Presentation at the *Active Living Research Conference*, January 31-February 3, 2016, Clearwater, FL.
7. Hughey, S.M., Gilrain, T., Young, C., **Fair, M.L.**, Powers, A.R., Kaczynski, A.T., Wills, S., At Play Workgroup. (2016). At Play! Efforts of a county-wide coalition to enhance physical activity environments and opportunities in underserved communities in Greenville County, South Carolina. Presentation at the *Active Living Research Conference*, January 31-February 3, 2016, Clearwater, FL.
8. **Fair, M.L.**, Stephens, D., The, N., Reed, J., Powers, R. (2015). Examining the associations between Fitnessgram PACER laps and academic achievement among 3rd-5th elementary youth. Oral presentation at the *American Public Health Association Annual Meeting and Exposition*, October 31-November 4, 2015, Chicago, IL.
9. Kemper, K., Powers, A., Pate, S., **Fair, M.L.**, Jackman, M., Shealy, R. (2015). Use of Environment and Policy Assessment Observation (EPAO) Tool in Afterschool Settings to Support Policy and Environment Change. Presentation at the *American Public Health Association Annual Meeting and Exposition*, October 31-November 4, 2015, Chicago, IL.
10. Stratton, J.P., Burt, D., Powers, A., **Fair, M.L.**, Horner, N., & Newbold, S. (2015). Antecedents and consumer behavior: Analysis of point of purchase advertising of healthy food choices. *Presentation at the 35th Annual Convention of the Florida Association for Behavior Analysis*, September 29th-October 3rd, 2015, Daytona Beach, FL.
11. Stratton, J.P., Burt, D., Powers, A.R., **Fair, M.**, Horner, N., & Newbold, S. (2015). Antecedents and consumer behavior: Analysis of point of purchase advertising of healthy food choices. *Inaugural Undergraduate Public Health Research Collaboration*, September 11, Greenville, SC.
12. Burt, D., Powers, A., Stratton, J., **Fair, M.** (2015). LiveWell Greenville: Healthier Concession Options at Greenville County Waterparks. Poster Presentation at *Society for Nutritional Education Behavior Annual Conference*, July 20-23, 2015, Pittsburg, PA.
13. Stevens, D., The, N., Powers, A., **Fair, M.** (2015). Culinary Creations: A Community-Based Support for Policy Change in the Elementary School Nutrition. Poster Presentation at *Society for Nutritional Education Behavior Annual Conference*, July 20-23, 2015, Pittsburg, PA.
14. Felder, R. B., **Fair, M.L.**, Powers, A.R., Wills, S. (2015). Pediatrician perception of the LiveWell Greenville "At the Doctor" Toolkit in improving patient communication regarding healthy lifestyle behaviors. July 7 – July 9, Kansas City, MO.
15. Besenyi, G.M., **Fair, M.L.**, Dunlap, E., Kaczynski, A.T., Powers, A., & the LiveWell Greenville Park Hop Team. (2014). Park Hop: An inter-agency collaboration to promote park visitation and physical activity in Greenville, SC. Poster presentation at the *11th Annual Active Living Research Conference*, March 9-12, 2014, San Diego, CA.

PROFESSIONAL PRESENTATIONS

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1. Kemper, K., Powers, A., Pate, S., **Fair, M.**, Jackman, M., & Shealy, R. (2016). Change your child's environment, change your child's health: Use of Environmental and Policy Assessment Observation (EPAO) tool in afterschool settings to support environment and policy change. Presented at the South Carolina Public Health Conference, February 17-19, 2016, Charleston, SC.
2. **Fair, M.L.**, Hughey, S.M., Reed, J., & Powers, A.R. (2016). Examining the associations between Fitnessgram PACER laps and academic achievement among 3rd-5th elementary school youth. Presented at the South Carolina Public Health Conference, February 17-19, 2016, Charleston, SC.
3. **Fair, M.L.**, & Powers, A.R. (2016). Use of the School Health Index self-assessment and planning guide to support changes in school health policies and practices. Submitted for presentation to the South Carolina Public Health Conference, February 17-19, 2016, Charleston, SC.
4. **Fair, M.**, Hughey, M., Mutschler, E., Toto, M., Chernati, D., Powers, A., Wills, S. (2015). Park Hop Program Description and Evaluation. *Accepted for presentation to Let's Go! South Carolina 12th SC Obesity Summit*, October 26, 2015, Columbia, SC.
5. Newbold, S., Horner, N., Stratton, J., **Fair, M.**, Powers, A., Wills, S. (2015). Consumer Acceptance of Healthy Concession Options at Greenville County Waterparks. *Submitted to Let's Go! South Carolina 12th SC Obesity Summit*, October 26, 2015, Columbia, SC.
6. **Fair, M.L.**, Kaczynski, A.T. (2014). Park Hop: Inter-agency collaboration to promote park visitation and physical activity among youth in Greenville County, SC. South Carolina Recreation and Parks Association, Hilton Head, SC.
7. **Fair, M.L.** (2014). Park Hop: fostering parks usage and discovery. Southern Leisure Management and Trends Institute, Greer, SC.
8. **Fair, M.L.** (2013). Park Hop: a pilot year summary findings. Greenville County Parks Directors Association, Greenville, SC.

PROFESSIONAL REPORTS

1. **Fair, M.L.**, & Kransteuber, K. (2016). Culinary Partners, Inc. Training Program Evaluation Report 2015-2016. *Culinary Partners*, Greenville, SC.
2. **Fair, M.L.**, Campbell, C., Powers, A.R., Puckett, C., & Wills, S. (2015). Greenville County School District School Health Policies and Practices Study (SHPPS) findings. *LiveWell Greenville*, Greenville, SC.
3. **Fair, M.L.**, Powers, A.R., Puckett, C., & Wills, S. (2015). Greenville County School District School Health Index and school goals report. *LiveWell Greenville*, Greenville, SC.
4. Stratton, J.P., Newbold, S., Horner, N., **Fair, M.L.**, Burt, D., Powers, A.R., & Wills, S. (2015). Rhino Concessions: LiveWell on the Menu site report. *LiveWell Greenville*, Greenville, SC.
5. Toto, M., **Fair, M.L.**, Hughey, S.M., Powers, A.R., & Wills, S. (2016). Park Hop 2015. *LiveWell Greenville*, Greenville, SC.
6. **Fair, M.L.**, Toto, M., Hughey, S.M., Powers, A.R., & Wills, S. (2015). Park Hop 2014. *LiveWell Greenville*, Greenville, SC.

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RESEARCH FUNDING AWARDS

Evaluation of the Spartanburg County Healthy Schools Initiative

Mary Black Foundation

July 2016-August 2020

The purpose of this project is to conduct a comprehensive process and outcome evaluation of the efforts of 9 elementary and middle schools in Spartanburg County, SC to implement policy and environmental changes to promote physical activity, healthy eating, and healthy weight status among students.

Principal Investigator: Andrew Kaczynski, PhD

Role: Project Coordinator and Co-I

Amount: \$97,162

Partnerships to Improve Community Health Grant in Greenville County, SC

Centers for Disease Control and Prevention

September 2014-September 2016

The purpose of this project is to support healthy eating and active living policy, systems and environment change in recreation and mealtime settings through a local coalition, LiveWell Greenville.

Principal Investigator: Alicia R. Powers, PhD

Role: Evaluation Coordinator and Co-I

Amount: \$1.4 million

Evaluation of an inter-agency collaboration to promote park visitation and physical activity among youth in Greenville County, SC

University of South Carolina Office of Research

May 2014-September 2015

The purpose of this project is to refine and comprehensively evaluate a community-wide intervention to promote park awareness, visitation, and physical activity among youth.

Principal Investigator: Andrew Kaczynski, PhD

Role: Project Coordinator and Co-I

Amount: \$14,842

ACADEMIC SERVICE ACTIVITIES

- American Public Health Association Session Moderator (2016)
- American Public Health Association Abstract Reviewer (2015)
- Manuscript Reviewer, Urban Forestry and Urban Greening (2015)

AWARDS AND SCHOLARSHIPS

- 2016 Top Poster Award, Active Living Research Conference, Clearwater, FL., February 1-3, 2016
- 2016 Arnold School of Public Health, Dean's Office, Student Travel Award, \$600
- 2015 Student Oral Presentation Award Finalist, Physical Activity Section, American Public Health Association Annual Meeting and Exhibition, Chicago, IL, November 1-4, 2015
- 2015 University of South Carolina, Graduate School, Student Travel Award, \$800
- 2014-2016 Arnold School of Public Health Scholarship for tuition support, \$24,000

PROFESSIONAL DEVELOPMENT

- American Association of Public Health (2013-Present)
- South Carolina Public Health Association (2015-Present)

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- American College of Sports Medicine (2012-2015)
- Greenville Pulse Young Professional Organization, Greenville Chamber of Commerce (2013- 2015)
- Opportunity Greenville, Greenville Chamber of Commerce (2014)

COMMUNITY SERVICE

Bridges to a Brighter Future, Volunteer Instructor December 2015

- Develop and lead a guest lecture and activity designed to provide at risk high school youth with knowledge and education about healthy physical activity behaviors

Imagine Upstate, Festival Volunteer

May 2015

- Assist in planning and recruitment of festival volunteers for a local youth-focused science, engineering, and math festival in Greenville, SC
- Provide day of support in the setup, coordination of activities, and take down of event

Taylor's Free Medical Clinic, Pharmacy Clinic/Medical Records Volunteer May 2012-July 2012

- Stock pharmacy shelves
- Give out filled prescriptions to patients explaining pertinent dosage and other instruction
- Retrieving, updating, and refilling medical records for patients
- Providing other office support such as filing, data entry

Pro-Axis Physical Therapy, Clinic Intern May 2009-August 2009

- Provide physical therapist with assistance in implementing patient care plan
- Ensure all facility equipment was in clean good working condition

Oakmont Nursing Home, Activities Center Volunteer 2008-2010

- Aid with planning and execution of resident social events
- Teach exercise classes for nursing home residents