

## **Kimberley E. Freire, PhD, MPH**

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### **Education**

- 2008 Ph.D., Public Health (Health Behavior & Health Education), Gillings School of Global Public Health at the University of North Carolina Chapel Hill
- 1999 MPH, Social & Behavioral Sciences, Boston University School of Public Health
- 1995 BS, Environmental Biology, Florida State University; Minor in Chemistry

### **Professional Experience**

- 2021-present Clinical Associate Professor, Georgia State University School of Public Health
- 2020-2021 Evaluation Lead, Centers for Disease Control & Prevention (CDC), Office of the Associate Director of Policy & Strategy
- 2015-2020 Lead Scientist (Team Lead), Division of Violence Prevention, CDC
- 2010-2015 Behavioral Scientist, Division of Violence Prevention, CDC
- 2008-2010 Senior Fellow and Project Director, CDC Foundation
- 2006-2007 Evaluator, North Carolina Public Health Institute
- 2002-2007 Evaluator, University of North Carolina Injury Prevention Center (IPRC)
- 1999-2002 Program Evaluator & Project Manager, Massachusetts Department of Public Health
- 1999-2001 Research Staff Member, Boston University School of Public Health
- 1999 Research Associate, Silent Spring Institute
- 1998-1999 Staff Member, JSI (John Snow, Inc.) Research & Training, Center for Environmental Health Studies
- 1998-1999 Brookline Health Department

### **CDC Deployments and Details (Short-Term Placements)**

- 2020 COVID Response Task Force (3 months)
- 2019 Strategy Lead Detail, Office of the Associate Director of Policy & Strategy (2 months)
- 2016 Associate Director for Science Detail, CDC South Africa Country Office (1 month)
- 2014 International Field Placement, South Africa (3 months)
- 2010 Child Experiences in Gaza Qualitative Methods Consultant, CDC Technical Assistance to UNICEF (3 months)

### **Academic Teaching Activities**

Georgia State University, School of Public Health

2022 Ethical Considerations in Public Health (synchronous)

2019-Present Graduate Course Instructor, Dissemination & Implementation Science  
(1 semester in-person, 1 virtual synchronous, 1 asynchronous course)

Gillings Global School of Public Health at the University of North Carolina Chapel Hill

- 2002-2008 Teaching Assistant and Guest Lecturer, Social & Behavioral Sciences in Public Health (4 semesters in-residence, 3 asynchronous)
- 2002-2006 Teaching Assistant and Guest Lecturer, Planning Health Promotion Programs in Community, Worksite, School & Medical Settings (3 semesters in-residence)
- Boston University School of Public Health
- 1998-2002 Co-Instructor and Teaching Assistant, Boston University School of Public Health Program Evaluation Research Methods (6 semesters in-residence)

### **Practitioner Training**

- 2016 -2019 Lead Trainer, U.S. Airforce  
Adaptation and Evaluation of Sexual Violence Prevention Strategies
- 2015-2019 Trainer, CDC's Rape Prevention & Education Program  
Program Evaluation
- 2019 Lead Trainer, American Evaluation Association Summer Institute  
Using Essential Elements to Select, Adapt & Evaluate Prevention Strategies
- 2005 Instructor, UNC Injury Prevention & Research Center PREVENT Training Program

### **Mentorship for Post Graduate Fellows**

- 2020-2021 Lead, CDC's Evaluation Fellowship with approximately 40 Fellows each year
- 2015-2020 Primary Mentor, CDC Evaluation Fellows (11 masters and 1 doctoral)
- 2016-2020 Primary Mentor/Supervisor, CDC Oakridge Institute for Science & Education  
Fellows (6 masters and 1 doctoral)
- 2017-2020 Primary Mentor, CDC Health Informatics Fellow (1 doctoral)
- 2014-2017 Primary Mentor/Supervisor, CDC Foundation Fellows (2 masters and 1 doctoral)

### **Graduate Student Mentorship**

- 2020 Oversaw Summer Evaluation Practicums for GSU Community Psychology students
- 2019 Practicum advisor, Georgia State University Master of Public Health student
- 2016 Masters' thesis practice advisor, Rollins School of Public Health

### **Peer-Reviewed Journal Articles**

Ottley, P., Barranco, L., **Freire, K.**, Meehan, A., Shiver, A., Lumpkin, C., Connoy, C., Gervin, D., Payne, G. (in press) Examining Primary Prevention Approaches to Prevent Child Abuse and Neglect and Associated Risk Factors for Adverse Childhood Experiences: Early Implementation of the Essentials for Childhood Initiative. *American Journal of Preventive Medicine*

Barranco, L., **Freire, K.** & Payne (2021) Moving Knowledge Translation to Implementation Science: A Strategy for Supporting the Implementation of Comprehensive Violence Prevention Efforts. *Health Promotion Practice*.

McKool, M., **Freire, K.**, Basile, K.B., Jones, K., DeGue, S., Klevens, J., Smith, S. (2020), Using Public Data to Measure Indicators of Sexual Violence: A Framework for Public Health. *American Journal of Evaluation*.

Jaime, M.C., Stocking, M., **Freire, K.E.**, Perkinson L., Ciaravino, S., Miller, E. (2016) Using a domestic and sexual violence prevention advocate to implement a dating violence prevention program with athletes. *Health Education Research*.

**Freire, K.E.**, Perkinson, L., Morrel-Samuel, S., Zimmerman, M. (2015). Three C's of translating evidence-based programs for youth and families to practice settings. *New Directions in Child & Adolescent Development*.

**Freire, K.E.**, Zakocs, R., Le, B., Hill, J.A., Brown, P. & Wheaton, J. (2015). Evaluation of the DELTA PREP initiative: catalyzing prevention of intimate partner violence. *Health Education & Behavior*.

Zakocs, R., **Freire, K.E.** (2015). The DELTA PREP initiative: accelerating coalition capacity for intimate partner violence prevention. *Health Education & Behavior*.

Mercy, J.A. & **Freire, K.E.** (2015). DELTA PRE: Building capacity to meet the public health urgency of intimate partner violence. *Health Education & Behavior*.

Zakocs, R., Brown, P., Hill, J.A. & Wheaton, J. & **Freire, K.E.** (2015). The data-to-action framework: a rapid-feedback program improvement process. *Health Education & Behavior*.

Mack, K., **Freire, K.E.** & Marr, A. (2012). The national center for injury prevention and control on its 20<sup>th</sup> anniversary: a safe future and the importance of 20, *Journal of Safety Research*, 43(4).

Kress, H., Noonan, R., **Freire, K.E.**, Marr & Olson, A. (2012). Top 20 injury and violence prevention innovations since 1992, *Journal of Safety Research*, 43(4):257-63.

Tharp, A.T., Burton, T., **Freire, K.E.**, Hall, D., Harrier, S., Latzman, N., Luo, F., Niolon, P.H., Ramirez, M. & Vagi, K. (2011), Dating Matters™: strategies to promote healthy teen relationships, *Journal of Women's Health*, 20(12).

Culley, M.R., Zorland, J., & **Freire, K.E.** (2010). Community responses to naturally occurring asbestos: implications for public health practice, *Health Education Research*, 25(2)

**Freire, K.E.** & Davis (2008). Creating public health teams that work, *Journal of Public Health Management & Practice*, 14(1)

### **Book Chapters**

**Freire, K.**, Davis, R., Umble, K. & Menkens, A. (2009) "Creating Public Health Teams That Work," In *Managing the Public Health Enterprise*, Jones and Bartlett, Sudbury

**Freire, K.** & Runyan, C.W. (2006) “Planning Models: PRECEDE-PROCEED and Haddon Matrix,” In *Injury and Violence Prevention: Behavioral Science Theories, Methods, and Applications*, Jossey-Bass, San Francisco

Runyan C.W. & **Freire, K.** (2007) “Developing Interventions When There is Little Science,” In *Handbook of Injury & Violence Prevention*, Springer, New York

### **Other Publications**

Ottley, P., Barranco, L., **Freire, K.**, Rusiecki, L. (2019). Evaluation of the Rape Prevention Education Supplement to improve evaluation capacity. *CDC Technical Report*.

Perkinson, L. **Freire, K.** & Stocking, M. (2017) Using essential elements to select, adapt and evaluate violence prevention strategies. A Practitioner Guide. *CDC and CDC Foundation Practitioner Guide*.

Basile, K., DeGue, S., Jones, K., **Freire, K.**, Dills, J. Smith, S., Raiford, J. (2016). STOP SV: a technical package to prevent sexual violence. Division of Violence Prevention. *CDC Technical Package*.

Lippy, C., Perkinson, L. and **Freire, K.** (2013). Adaptations practitioners make to the Positive Parenting Program (Triple P). *CDC Foundation Technical Report*.

Ibrahimova, A., Shults, R., **Freire, K.**, Logan, J., Noonan, R., Reidy, D., McDaniel, D., Ritchey, M. (2011). Domestic violence in Lawrence County, Indiana: assessment of prevention strategies, occurrence of and common circumstances surrounding events, and current response system. *CDC Epi-Aid Investigation Report*.

Anderson, M., **Freire, K.** & Gleckel, J. (2010). Child Protection Issues in Gaza. *CDC Technical Report for the United Nations Children’s Fund (UNICEF)*.

**Freire, K.** & Umble, K. (2007). Evaluation Management Academy for Public Health (Editions I-III). *North Carolina Public Health Institute Technical Briefs*.

**Freire, K.** & Harris, S.K., (2002). Evaluation of the Teen Challenge Fund Coalitions: a participatory model. *Massachusetts Department of Public Health Technical Report*.

### **Invited Presentations and Expert Panels**

- 2019 CDC Evaluation Roundtable: Using the Essential Elements Framework. Kimberley Freire and Linda Vo, Facilitators
- 2016 Using Publicly Available Data for Program Evaluation: Three Part *Prevent Connect* Webinar Series for Practitioners. Kimberley Freire and Marissa McKool.
- 2015 Meeting Local Needs without Compromising Outcomes: Using Essential Elements to Guide Program Adaptation. Three-Part *Prevent Connect* Webinar Series. Kimberley Freire, Leah Perkinson & Meredith Stocking (Trainers)

- 2015 Expert meeting on the Stardust Initiative to Use Sports as Platform for Violence Prevention, Futures Without Violence
- 2014 Expert Panel in Identifying Strategies to Improve the Use and Usefulness of Research in Child Welfare, William T. Grant Foundation & Casey Family Programs
- 2013 Expert Panel on Implementing Evidence-Based Violence Prevention Strategies, CDC Division of Violence Prevention
- 2013 Expert Panel on Making Adaptations to Evidence-Based Interventions in Teen Pregnancy Prevention, Office of Adolescent Health, Assistant Secretary for Health (HHS)
- 2012 Expert Panel Meeting to Develop an ACYF Protective Factors Framework, Administration for Children, Youth and Families
- 2012 When Your Program Lacks an Evidence Base. Safe States Alliance invited presentation. Kimberley Freire and Rita Noonan.

### **Peer Reviewed Conferences and Workshops**

- 2020 Barranco, L., Roby, S., **Freire, K.**, Payne, G. Moving from Knowledge Translation to Implementation: Developing Online Resources to Support the Implementation of Comprehensive Violence Prevention Efforts. Society for Public Health Education. Remote due to COVID-19.
- 2019 Ahmed, K., **Freire, K.**, Vo, L., Barranco, L., Ottley, P., Crum, M. Applying Agile Techniques to Transition to an Integrated Online Monitoring and Evaluation System: Challenges and Lessons Learned. American Evaluation Association, Minneapolis, MN.
- 2019 Barranco, L., **Freire, K.**, Payne, G. Translating the best available evidence to reduce violence: development and evaluation of online tools to support implementation of violence prevention strategies. American Evaluation Association, Minneapolis, MN.
- 2019 Lordi, N., **Freire, K.**, Edwards, J., Vo, L., Alford, A., Induni, M., Cline, R., Ortega, S., White, M. Participatory Evaluation of Sexual Violence Prevention Strategies in California and Ohio. American Public Health Association, Philadelphia, PA.
- 2019 **Freire, K.** and Vo, L. Using Essential Elements to Select, Adapt and Evaluate Prevention Strategies, American Evaluation Association Summer Institute Workshop (Lead Facilitator)
- 2018 Bishop, N., **Freire, K.**, Vo, L., Stocking, M., Osuji, T., Lesesne, C. Payne, G. Estimating Essential Elements to Speak your Program's Truth: A Demonstration Using Practice-based Sexual Violence Prevention Strategies. American Evaluation Association, Cleveland, OH.
- 2018 Vo, L., Chowdhary, P., Biello, S., **Freire, K.**, Ottley, P., Barranco, L., Coats, J. How to Institutionalize Rapid Feedback Evaluation (RFE) into a Program Life Cycle for Internal Quality Improvement and Knowledge Translation. American Evaluation Association, Cleveland, OH.
- 2018 **Freire, K.**, Vo, L., Ottley, P., Stocking, M., McKool, M. & Payne, G. Monitoring Implementation and Outcomes for the Centers for Disease Control & Prevention's National Initiative to Prevent Sexual Violence. World Safety Conference, Bangkok, Thailand.
- 2018 Vo, L., **Freire, K.**, Stocking, M., Chowdhary, P., Biello, S., Ahmed, K., Fowler, D., Payne, G. A National Implementation of Sexual Violence Prevention through the Rape Prevention Education Program. American Public Health Association, San Diego.
- 2018 **Freire, K.**, Vo, L., Bishop, N., Stocking, M., Lesesne, C., Osuji, T., and Payne, G. Identifying Practice-Based Sexual Violence Prevention Strategies through the Systematic Screening and Assessment Method. American Public Health Association, San Diego.

- 2018 Ottley, P., Barranco, L., Bishop, N., Rusiecki, L., **Freire, K.** Increasing the Evaluation Capacity of State Health Departments to Assess Sexual Violence Outcomes. Safe States, Charleston, SC.
- 2018 **Freire, K.**, Vo, L, Bishop, N., Stocking, S. & Payne G. Identifying Practice-Based Prevention Strategies through the Systematic Screening and Assessment Method. SAVIR, Ann Arbor, MI.
- 2017 Barranco, L., Bishop, Natalie, Chowdhary, P., **Freire, K.**, Payne, G. Developing Guidance to Support Implementation of Division of Violence Prevention’s Technical Package Strategies. Safe States, Aurora, CO.
- 2017 Bishop, N., **Freire, K.**, Stocking, M., Osuji, T. Identifying Essential Elements of Practice-based Strategies Ready for More Evaluation. American Evaluation Association, Washington, D.C.
- 2016 **Freire, K** and Lee. D. Using essential program elements to guide program selection, delivery, adaptation, and evaluation. National Sexual Assault Conference, Washington, D.C.
- 2016 Perkinson, L., **Freire, K** and Stocking, M. Meeting local community needs without compromising outcomes: using essential elements to guide program selection, delivery, and adaptation. Safe States Conference, Albuquerque, NM.
- 2015 **Freire, K.** and Perkinson, L. Examining how stakeholders use implementation data for program improvement and development. Futures Without Violence Conference. Washington, D.C.
- 2014 Jaime, M.C., Lippy, C., **Freire, K.**, Perkinson, L., Ciaravino, S., Stocking, M., Miller, E. Adaptations of Coaching Boys Into Men: exploring the role of messengers in presenting a dating violence prevention program, American Public Health Association, New Orleans
- 2014 **Freire, K.**, Perkinson, L., Lippy, C., Romney, S., Jaime, M.C., Miller, E., Morrel-Samuels, S., Hutchison, P., Leviton, L. Implementing evidence-based violence prevention strategies in real-work settings, American Public Health Association, New Orleans
- 2014 **Freire, K.**, Perkinson, L. Implementation of evidence-based violence prevention strategies: examining how stakeholders use implementation for program improvement and development, Futures Without Violence, Washington, DC
- 2014 Jaime, M., O’Connor, B., Stocking, M., Perkinson, L., Miller, E., **Freire, K.** Implementing evidence-based interventions in real-world settings: the journey of Coaching Boys into Men, Futures Without Violence, Washington, D.C.
- 2013 Perkinson, L., **Freire, K.**, Miller, S., Kan, M., Hawkins, S., Supporting quality adaptations of evidence-based interventions: A review of adaptation guidance and a decision-making process for violence prevention practitioners, American Public Health Association, Boston, MA
- 2013 **Freire, K.**, Clinton-Sherrod, M., Herman-Stahl, M., Robbins, E. and Kuoh, H., Building local capacity for evidence-based intervention in violence prevention: The dating matters capacity assessment planning tool, American Public Health Association, Boston, MA
- 2013 **Freire, K.**, Lippy, C., Perkinson, L., Adaptation of evidence-based interventions in violence prevention: Are fidelity and flexibility compatible? American Public Health Association, Boston, MA
- 2013 Leviton, L., Perkinson, L., **Freire, K.**, Gibbs, D., Ozer, E., Naoom, S. Adaptation of evidence-based interventions: perspectives, research and resources, Society for Prevention Research, San Francisco, CA

- 2012 **Freire, K.**, Lee, D., Townsend, S., Grove, J., O'Connor, B., Fidler, L., Emerging strategies aimed at preventing intimate partner and sexual violence perpetration, American Public Health Association, San Francisco, CA
- 2012 Clinton-Sherrod, M., Herman-Stahl, M., **Freire, K.**, Palen, L., Dalberth, B., et al., Dating Matters capacity assessment and planning tool: a comprehensive approach to assessing capacity for implementing evidence-based prevention," Society for Prevention Research, Washington, DC
- 2011 **Freire, K.**, Thigpen, S., Evaluating organizational and state capacity to support violence prevention initiatives, American Evaluation Association, Anaheim, CA
- 2011 **Freire, K.**, Hill, J., Brown, P., Wheaton, J., Zakocs, R., Building capacity to prevent intimate partner violence, American Public Health Association, Washington, DC
- 2010 **Freire, K.**, Zakocs, R., Hill, J., Wheaton, J., Fawcett, S., Schober, D., Evaluating key outcomes for organizational capacity to prevent intimate partner violence, American Public Health Association, Denver, CO
- 2009 Wheaton, J., **Freire, K.**, Hill, J., Building a national movement for intimate partner violence primary prevention," American Public Health Association, Philadelphia, PA
- 2007 **Freire, K.**, Davis, R., Mahannah, M., Umble, K., Hattori, A., Orton, S., Williams, M., Management academy for public health: developing entrepreneurial public health managers, American Public Health Association, Washington, DC
- 2006 Runyan, C., Martin, S., Umble, S., Sullivan, K., Johnson, E., **Freire, K.**, Impact of a violence Prevention training program for practitioners," American Public Health Association, Boston, MA
- 2006 **Freire, K.** Influence of parental socialization on adolescent alcohol misuse, National Research Service Award Fellows Conference (AHRQ), Seattle, WA
- 2005 Garrettson, M., **Freire, K.**, Sullivan, K.A., Umble, K., Runyan, C.W., Coyne-Beasley, T., Martin, S. Evaluation of the action learning component of PREVENT workshops for violence prevention practitioners, American Public Health Association, Philadelphia, PA
- 2005 **Freire, K.**, Casteel C., Dickens, P. & Nobles, C., Access for all: promoting accessibility among domestic and sexual violence services for women with disabilities, Women's Health Research Day, University of North Carolina, Chapel Hill, NC
- 2002 Strunin, L., Harris S.K., **Freire, K.**, Louis, S. & Hagan, D., Promoting parent-teen conversations about sex: implications from an abstinence media campaign, Society of Adolescent Medicine, Boston, MA
- 2001 **Freire, K.**, Harris, S.K. & Mermin, J. Partnership in action: the Massachusetts experience with teen pregnancy prevention coalitions, Society for Public Health Education, Atlanta, GA
- 2001 **Freire, K.**, Alu, T. & Rivera, A., Reaching out to young men with teen pregnancy Prevention," Teen Challenge Fund Conference, Worcester, MA
- 2000 **Freire, K.** & McManis, D., Success with numbers, Teen Challenge Fund Conference, Worcester, MA
- 2000 Kreiner, P. & **Freire, K.** Using a science-based model in prevention programs," Ounce of Prevention Conference, Marlboro, MA

## Professional Service

### Workgroup and Section Service

2020-2021	HHS Evidence & Evaluation Council
2020-2021	CDC's Fellowship Forum
2016-2021	Division of Violence Prevention Indicator Workgroup Chair
2017-2018	CDC National Center for Injury Prevention & Control Committee on Diversity
2007-2018	Injury Control and Emergency Health Section, American Public Health Association Nominations Committee Chair (2013) Chair (2012) Membership Chair and Section Councilor (2007-2011)
2013-2015	Interagency Planning Committee for External Validity Expert Panel (HHS agencies)
2012-2015	Interagency Program Developer Workgroup (HHS agencies)
2013-present	CDC Behavioral and Social Sciences Workgroup

### Editorial

2019	Editorial Board Member, College Sexual Assault Policy and Prevention Initiative (CSAPP Initiative), Department of Health and Human Services (DHHS), Office on Women's Health (OWH), <i>Health Education and Behavior Supplement</i> (2020)
2012-2014	Guest Editor, Catalyzing Primary Prevention of Intimate Partner Violence, <i>Health Education and Behavior Supplement</i> (August 2015)
2011-2012	Guest Editor, CDC Injury Center at 20 Years: Celebrating the Past, Protecting the Future, <i>Journal of Safety Research</i> , (2012), 43(4)

### Ad Hoc Reviewer

American Journal of Evaluation  
Health Education and Behavior  
Health Promotion Practice  
Journal of Interpersonal Violence  
Journal of Preventive Medicine

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