

LINDA ABENA (BAFFO) ANIMASHAUN, DrPH, MPH, CHES®

Stone Mountain, GA | info@amammereconsulting.com

EXPERIENCE

Amammere Consulting, LLC, Founder and CEO

09/2021 – Present

Atlanta, GA

- Lead the evaluation of [Hand, Heart, + Soul Project's](#) (HHSP) United States Department of Agriculture SNAP-Ed grant, assessing the implementation and impact of Farm to Early Care and Education, Farm to School, and coalition activities to improve food access and nutrition in under-resourced communities.
- Support efforts to expand [Inside Edge Consulting Group's](#) (Inside Edge) initiatives in clinical research and community health education beyond the U.S., driving strategic partnerships to enhance diversity and representation in Canada and Europe.
- Lead collaborative efforts with nonprofits and other organizations to develop logic models and theory of change frameworks, ensuring strategic alignment with their health equity and social impact goals.
- Facilitated resident focus groups in Clayton County for the USDA Farmer's Market Promotion Program (FMPP) Marketing Project, collecting vital data on food environments and purchasing behaviors to directly inform the upcoming mobile market's targeted communication strategy.
- Conducted key informant interviews with community leaders and execute environmental assessments for the Healthy Food Financing Initiative (HFFI) Healthy Retail Feasibility Study, successfully translating field research into actionable insights for viable healthy food options.
- Co-facilitated a Technology of Participation (ToP®) strategic planning initiative for [View Point Health](#), resulting in a prioritized set of goals and actionable strategies focused on improving community access and promoting overall health and quality of life.
- Co-led the evaluation of [Grove Park Renewal's](#) multilevel strategy addressing systemic racism in Atlanta housing and its impact on health as part of the Robert Wood Johnson Foundation's Interdisciplinary Research Leaders Program, shaping insights to drive policy change.
- Drafted the evaluation module for a community engagement curriculum on behalf of the Mecklenburg County (NC) Public Health Department, ensuring alignment with best practices in equity-driven public health initiatives.
- Delivered training sessions on developing indicators, effective data collection strategies, and evaluation methods to strengthen community-based interventions for HHSP, Inside Edge, and staff from other organizations.
- Analyzed pre- and post-survey data from community events co-hosted by Inside Edge to determine increased knowledge and awareness of health topics and the importance of diversity in clinical research.
- Led qualitative evaluations, conducting in-depth interviews with staff from community-based organizations and synthesizing findings to assess the effectiveness of the [American Heart Association's](#) (AHA) National Hypertension Control Initiative in advancing health equity.
- Conducted qualitative analyses of focus groups and interviews with AHA HeartCorps Program members and host sites, evaluating the program's success in enhancing hypertension prevention and treatment capacity in rural and under-resourced communities.
- Facilitated message-testing focus groups in New York, Detroit, and Atlanta with people of African descent living with chronic kidney disease, shaping culturally responsive health education campaigns to improve engagement and outcomes.
- Moderated community roundtables and forums through Inside Edge's Community Health Builders program, empowering community leaders in Greensboro, NC, by connecting them to national- and regional-level resources.

Booz Allen Hamilton, Inc., Associate

05/2021 – 11/2024

Atlanta, GA

- Conducted interviews and focus groups with jurisdictions funded by the Centers for Disease Control and Prevention's (CDC) Overdose Data to Action Program (OD2A) to assess their implementation of innovative approaches and overdose prevention strategies.
- Conducted thematic analyses on indicators highlighting opioid overdose prevention strategies and major activities across 66 CDC OD2A-funded jurisdictions.
- Drafted report on how CDC OD2A-funded jurisdictions implemented opioid overdose prevention awareness and harm reduction activities.
- Co-led the Atlanta Public Health Workgroup, a local group that supported business development and professional skill-building of staff with public health backgrounds.
- Facilitated focus groups and interviews with adolescent health researchers and youth-serving organizations on behalf of the Health and Human Services' Office of Population Affairs (OPA) to gather data for the National Strategic Plan on Adolescent Health and Well-being.

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- Instructed OPA Project Team on qualitative research methodologies, including codebook development, intercoder agreement, coding, analysis, and reporting.
- Led codebook development and ensured intercoder agreement for OPA Adolescent Health Project.
- Developed and presented key findings from OPA Adolescent Health focus groups and interviews, informing strategic decision-making.
- Designed qualitative data collection methodologies for the National Institutes of Health Office of the Director's (NIH/OD) UNITE Committee to assess NIH staff and external partners' perceptions of structural racism within NIH and identify strategies for mitigation.
- Drafted report on the findings from the NIH UNITE Committee's Request for Information, analyzing public perceptions of structural racism within NIH, its impact on the biomedical workforce, and potential solutions.
- Conducted thematic analysis on NIH/OD's UNITE Committee data calls to highlight Institute and Center activities aimed at increasing diversity and advancing health disparities research in the biomedical sciences.
- Managed the day-to-day activities across six Communities of Practice (CoP) on behalf of the Training Programs in Epidemiology and Public Health Interventions Network (TEPHINET).
- Monitored TEPHINET virtual CoP forums and fostered information sharing among CoP members.
- Facilitated TEPHINET CoP live sessions with subject matter experts on global COVID-19 mitigation strategies.

ICF, Senior Research Scientist

03/2018 – 04/2021

Atlanta, GA

- Co-led the ICF Health Disparities Workgroup, expanding staff knowledge about theory and practice for eliminating health disparities and enhancing ICF's capacity to contribute to health disparities research and evaluation through facilitated discussions on culturally responsive evaluation and research in underrepresented populations.
- Led a case study on behalf of CDC's Division for Heart Disease and Stroke Prevention (DHDSP), examining how stroke systems of care policy interventions impacted geographic and racial/ethnic inequities in stroke mortality.
- Oversaw participant enrollment and retention for the *Shift Into Better Health 2021* study, a CDC Division of Diabetes Translation (DDT) demonstration study assessing the retention of over-the-road professional drivers in a CDC-recognized virtual National Diabetes Prevention Program lifestyle change program.
- Implemented formative research for CDC's DDT, analyzing health behaviors and media use patterns of over-the-road professional drivers to inform the development of audio podcasts and a demonstration study focused on type 2 diabetes prevention and improving participation in virtual CDC-recognized lifestyle change programs.
- Drafted process and outcome evaluation plan for CDC's DDT, assessing how over-the-road professional drivers engaged with audio podcasts and whether podcast use enhanced enrollment and retention.
- Designed a logic model and evaluation framework for CDC's Division of Healthcare Quality Promotion's (DHQP) *Clostridioides difficile* (*C. diff*) educational efforts, providing a structured approach to measure the effectiveness of healthcare provider interventions to improve antibiotic prescribing behaviors.
- Managed a \$92,000 subcontract with TTI Health Research & Economics to conduct rapid evaluations of lifestyle interventions in partnership with the CDC's DHDSP, ensuring strategic use of resources to assess program effectiveness.
- Evaluated two lifestyle intervention programs focused on reducing blood pressure on behalf of DHDSP, identifying priority populations and refining strategies to improve health outcomes.
- Developed a publicly available, six-page brief describing the Total Worker Health® model, outlining its benefits and implementation strategies for small businesses to promote workplace well-being.

ICF, Research Associate

11/2010 – 03/2018

Atlanta, GA

- Coordinated a demonstration project aimed at building the capacity of Hispanic/Latino-serving organizations to implement the *Kit El camino hacia la buena salud* (Road to Health), a type 2 diabetes prevention toolkit, for the DDT's National Diabetes Education Program (NDEP).
- Led a pilot test of *New Beginnings: A Discussion Guide for Living Well with Diabetes* on behalf of NDEP, working with diabetes educators, health educators, and community health workers to assess its use in community settings and identify areas for improvement before public dissemination.
- Wrote an evaluation guide and developed data collection instruments used by community health workers facilitating the NDEP *Road to Health* Toolkit throughout the United States.
- Drafted a process evaluation plan and executed an evaluation for the American Cancer Society's (ACS) *Partnering for Life* (PFL) project, focusing on engaging African American churches to advance initiatives to reduce breast and colorectal cancer screening disparities.

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- Provided evaluation capacity building for Sisters Network, Inc. (SNI), an African American breast cancer survivorship organization, to enhance psychosocial and reproductive health support for African American women diagnosed with breast cancer at 40 years or younger on behalf of CDC's Division of Cancer Prevention and Control (DCPC).
- Oversaw and contributed to developing SNI's Young Sisters Initiative (YSI): A Guide to a Better You! Workbook and website, which provided medically accurate information on the social, emotional, and reproductive health considerations for young, African American breast cancer survivors.
- Conducted user testing on the YSI website with African American breast cancer survivors on behalf of CDC's DCPC to assess its cultural relevance and determine whether the site addressed their informational needs.

Georgia Southern University's Ghana Study Abroad Program, Doctoral Student

07/2017

Statesboro, GA

- Moderated a focus group discussion with 12 community members to gather insights on how the community can support individuals managing chronic illness.
- Oversaw ten key informant interviews with patients at Komfo Anokye Teaching Hospital's diabetes clinic in Ghana to identify strategies for community support in chronic disease self-management.

Centers for Disease Control and Prevention (CDC), ASPH/CDC Fellow

07/2009 – 11/2010

Atlanta, GA

- Collaborated with CDC Project Officers to provide project oversight and technical assistance for state coalitions implementing adolescent reproductive health programming funded through the Promoting Science-Based Approaches Project, a five-year cooperative agreement. Key tasks included site visits and reviewing strategic and evaluation plans to ensure alignment with project goals.
- Served as a former member of the Adolescent Reproductive Health Team's Health Equity Workgroup, contributing to developing strategic plans and collaborating with workgroups focused on social determinants and strategies to reduce sexual and reproductive disparities among youth. Led efforts to draft literature reviews on the relationship between social determinants and teen pregnancies in African American, Mexican-American, and Native American/Alaskan Native youth.
- Drafted case studies of the San Juan Basin and Mesa County Health Departments (Colorado) and their experiences with the PSBA Project, including developing interview guides, conducting key informant interviews, and collaborating with PSBA partners in Colorado to capture insights and lessons learned.

Teach For America (Alief Independent School District), Fifth Grade Educator

07/2004 – 08/2007

Houston, TX

- Analyzed, disaggregated, and evaluated student data to track academic progress, effectively communicating outcomes with students, caregivers, and administrators.
- Motivated students to excel academically, contributing to the district's second-highest statewide math test scores.
- Improved student achievement on statewide testing, leading to the school's academic rating of "Recognized."
- Collaborated with administrators and educators to determine effective instructional strategies to enhance student learning outcomes.

EDUCATION

Giann-Ping Hsu College of Public Health, Georgia Southern University

Statesboro, GA

Doctor of Public Health, Community Health Behavior and Education

Dec. 2018

Dissertation: *Facilitators and Barriers to Implementing Farm to School Programs in Rural GA: Perspectives of School Nutrition Directors*

Rollins School of Public Health, Emory University

Atlanta, GA

Master of Public Health, Behavioral Sciences and Health Education

May 2009

Columbia University

New York, NY

Bachelor of Arts, African American Studies

May 2004

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PROFESSIONAL AFFILIATIONS

American Evaluation Association	Member	Feb. 2009 – Present
	Access, Engagement, and Belonging Task Force	
Atlanta-area Evaluation Association	Member	Oct. 2009 – Present
	2023 Past President	
	2022 President	
	2021 President-Elect	
	Communications Committee Chair	
Omicron Delta Kappa Honor Society	Member	Nov. 2016 – Present
Delta Omega Honor Society	Member	Apr. 2020 – Present
Girls Flow Free USA	Board Member	Jan. 2021 – Present
American Public Health Association	Member	Sept. 2016 – Oct. 2024
Georgia Society for Public Health Education	Advisory Board Committee Member	April 2021 – Dec. 2022
Society for Public Health Education	Member	Feb. 2016 – Jan. 2021

PUBLICATION

Animashaun, L.A., Greener, J.R., Seyfried, J., & Botwe, E. (2025). Community health builders program: a collaborative model connecting national health thought leaders with community-level champions. *Health Promotion Practice*, 26(1), 17–19. <https://doi.org/10.1177/15248399241245052>

PRESENTATIONS

Guest Lectures

Animashaun, L. (2025, October). *Career Journey of a Public Health Entrepreneur*. Guest Lecture at Emory University's Introduction to Research Methods course.

Animashaun, L. (2025, January). *Career Talk: Experiences of a Health Equity-focused Evaluator*. Guest Lecture at Agnes Scott College's Program Evaluation course.

Animashaun, L. (2024, November). *Program Evaluation*. Guest Lecture at Mercer University's Public Health Across the Lifespan course.

Animashaun, L. (2024, January). *Program Evaluation*. Guest Lecture at Agnes Scott College's Program Evaluation course.

Baffo, L. (2023, March). *Qualitative Methods*. Guest Lecture at Clemson University's Policy Evaluation and Analysis course.

Baffo, L. (2023, January). *Program Evaluation*. Guest Lecture at Agnes Scott College's Program Evaluation course.

Baffo, L. (2022, October). *Career Talk: Health Equity*. Guest Lecture at Kennesaw State University's Introduction to Public Health Education course.

Baffo, L. (2022, January). *Program Evaluation*. Guest Lecture at Agnes Scott College's Program Evaluation course.

Baffo, L. (2021, November). *Program Evaluation*. Guest Lecture at Georgia Southern University's Jiann-Ping Hsu College of Public Health's Quantitative Analysis course.

Baffo, L. (2021, November). *Qualitative Design and Data Analysis*. Guest Lecture at Clemson University's Public Policy Evaluation course.

Baffo, L. (2021, November). *Program Evaluation*. Guest Lecture at Georgia State University's Program Evaluation, Data Analysis & Reporting course.

Baffo, L. (2021, March). *Qualitative Data Analysis*. Guest Lecture at Winston-Salem State University's Project REACH course.

Baffo, L. (2020, February). *Considerations for health equity in policies*. Guest Lecture at Georgia State University's Introduction to Policy Analysis course.

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Baffo, L. (2019, April). *Application of socioecological model*. Guest Lecture at Kennesaw State University's Behavioral Theory and Application course.

Conference/Meeting Presentations

Baffo, L., Hefele, J., Forbes, J., Carter, C. (2022, November). *What's Next for Health Equity?* Panel presentation at the 2022 American Public Health Association Conference.

Baffo, L. (2021, November). *Conducting Culturally Responsive and Equitable Evaluations*. Webinar presentation for Society for Public Health Education.

Baffo, L. (2020, October). *Rural school districts' considerations when implementing farm to school initiatives: a literature review*. Presentation at the 2020 American Public Health Association Conference.

Baffo, L. (2020, June). *Introduction to Evaluation Questions*. Presented as part of the Atlanta-area Evaluation Association Capacity Building Series for Nonprofit Organizations.

Skelton-Wilson, S. & **Baffo, L.** (2020, May). *Town Hall Discussion on Conducting Culturally Responsive Evaluations to Empower Marginalized Populations Responding to COVID-19*. Presented at the May Atlanta-area Evaluation Association virtual event.

Baffo, L. (2020, Jan). *Qualitative methods in evaluation and engaging stakeholders and interviewing strategies*. Presented at the 2020 CDC/Harvard Program Evaluation Practicum.

Baffo, L. (2019, May). *Facilitators and Barriers to Implementing Farm to School Programs in Rural Georgia: Perspectives of School Nutrition Directors*. Presented at the 2019 Georgia Public Health Association Conference.

Burgess, T., **Baffo, L.,** Mezzo, J., Johnson-Turbes, A., Thomas-Johnson, T., Morton, R., Riehman, K. (2014, October). *Using Qualitative Methods to Conduct a Culturally Responsive Evaluation of the American Cancer Society's (ACS) Partnering for Life Toolkit (PFL) Program for African American Churches in the South*. Paper presented at 28th Annual Conference of the American Evaluation Association, Denver, CO.

Fairley, T., Buchanan, N., Moore, A., **Baffo, L.,** Hall, M, Johnson-Turbes, A., Hodges, K., and Schover, L. (2014, October). *Using a Collaborative and Culturally-Responsive Evaluation Model for Evaluation Capacity Building to Address Breast Cancer Disparities*. Paper presented at 28th Annual Conference of the American Evaluation Association, Denver, CO.

Fairley, T., Schlueter, D., Johnson-Turbes, A., Moore, A. R., Buchanan, N., House, M., **Baffo, L.,** Hall, M., Hodges, K., and Schover, L. (2014, August). *Collaborative Development, Promotion and Evaluation of a Web-Based Intervention for African-American Young Breast Cancer Survivors*. Presentation at the 2014 National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Garalde, V. B., **Baffo, L. A.,** Kufile, O., & Williams, A. (2011, August). *Evaluation of the needs and utilization of social services in HIV positive clients in the southeastern United States*. Presentation at the 2011 National HIV Prevention Conference, Atlanta, GA.