As IHEER's Director, CEO, and Principal Investigator, Dr. Ma'at with several accolades and achievements. She specializes in social science and behavioral health research, health education, prevention and promotion, and community engagement. Her work extends across the United States, including VA; DC; Twin Cities, MN; KY; ND; UT; CO; MD; NJ; PA; and NY. and internationally in Sierra Leone, Bangladeshi, and India. She brings a leadership-driven approach to designing and implementing **community-focused** and **culturally grounded, inclusive, and equitable evidence-based research initiatives, prevention programs and interventions**. With a proven track record of proactively addressing critical community and public health challenges, Dr. Ma'at is dedicated to fostering meaningful impact within and for diverse low-income and underserved communities. She is renowned for her work within **geographies where people's homes, workplaces and gathering spaces are concentrated**.

EXPERT LEADERSHIP

Dr. Ma'at's expertise spans multiple health areas such as **social determinants of health**, **built environments**, **cardiovascular disease**, **biomedical science**, **psychological distress**, **racial stress**, **reproductive, perinatal, and infant health**, **maternal mental health**, **behavioral health**, **infectious disease and cancer control and prevention**. She spearheaded the development, implementation, and evaluation of innovative prevention initiatives, including the implementation of **Keepin' it R.E.A.L** curriculum for substance use prevention among middle school students, a SAMSHA awarded program now used by D.A.R.E across the nation. Implementing community-based participatory research in collaboration with a parent advisory, Dr. Ma'at developed the **Set the Rules smoking restrictions education intervention** for parents of infants and young children 6 months-5 years old to prevent related mortality and morbidities. Dr. Ma'at led a **multi-city evaluation** on MN state smoking policies for **Blue Cross Blue Shield**, using community-based participatory research and collaborating with stakeholder advisory board that **enhanced smoking interventions for the insurer**.

Notably, she was funded by the **American Cancer Society** and **Prevention Cancer Foundation** to conceive and led the development and usability testing of a digital quit smoking platform, **No Smokin' Hood** (beta version) to motivate unmotivated inner-city menthol smokers to seek cessation treatment. Dr. Ma'at has also received funding to collaborate with Children's Hospital in DC to assess breastmilk cytokines as markers of stress in an initiative to reduce postpartum depression and increase infant health outcomes. This work builds of her pioneering peer-reviewed published research to evaluate the **role of stress-related adaptive coping** (i.e., Superwoman Schema/SBW) in **maternal mental health** and **birth outcomes**.

Her leadership in as a public health communication strategist in the **development, implementation, and evaluation** of a **COVID-19 social marketing intervention**, including **community-focused message design** to increase vaccination rates in CO and **digital HPV education via health site kiosk** has advanced **Planned Parenthood's public health efforts** on a broad scale. Dr. Ma'at participated in Healthy Families Initiative's workgroup that developed a **digital platform for the prenatal assessment** for Medicaid recipients in NJ and

developed **Community-Placed Pop-Up Wellness Clinics (PUCs): Prevention Intervention for Overweight/Obese Women of Childbearing Age and Expectant Mothers** in NJ. In VA, Dr. Ma'at was a **member of the task force** to **reduce perinatal health disparities** (e.g., cesarean section) at **INVOA Health System**.

Her tenure with the state-level public health departments enabled the **development of the health equity commission** in CO under Obama and refined the evaluation of diverse Centers for Disease Control and Prevention **cancer prevention programs awarded to public health offices** across NJ. Additionally, Dr. Ma'at led efforts to train various stakeholders in the assessment of **digital health information/tools** and to combat social **mediated medical misinformation** enhance access to credible health and science communication regionally, nationally, and globally. Dr. Ma'at presented her innovative collaborative research on **Ebola across the diaspora before the Health Minister of Sierra Leone** that garnered her nonprofit CAAHDER an **international center research award**.

Dr. Ma'at has enhance local capacity to address health inequities and improve resource access within underserved populations. These efforts are exemplified in her work with the **Trenton Housing Authority** and other subsidized housing properties in NJ where she led the **Senior Health & Wellness Taskforce** with residents to learn about and enhance residents' capacity to **address housing and administrative challenges**. This initiative led to a large-scale quantitative housing assessment of senior health, funding from the NJ Dept. of Public Health, and an **increase in residential organizations** and the development of **safe walkable areas** and **greater access to nutritious foods for 3,200 THA residents**. She has also worked with the University of Kentucky, School of Health Professions to assess **cardiovascular illnesses** and barriers and assets to cardiovascular health that lead to a **culturally grounded food as science intervention using the DASH Diet** within **Lexington, KY public housing communities**.

TRAINING AND PROFESSIONAL DEVELOPMENT

Dr. Ma'at is known for developing and facilitating comprehensive **training and professional development programs** and **professional standards** and **project management systems** for community health workers and community health navigators in reporting, evaluation, and health self-advocacy program. She has conducted workshops with staff of the **Environmental Protection Agency** in community-engaged communication strategies and trained administrators in public health offices and private foundations on health communication techniques and strategies to support public health initiatives. Within her health equity efforts, Dr. Ma'at integrates university/college undergraduate and graduate students and health professionals to experientially learn how to conduct health equity research and implement community and public health prevention and promotion strategies. She has received honors for her mentoring efforts, having supported the **success of dozens of university/college students** who have entered **medical programs** and **esteemed public health programs**.

COLLABORATIONS

Collaboration, teamwork, and successful product delivery is at the heart of Dr. Ma'at's work. She partnered on team-based endeavors with a broad range of stakeholders, including **epidemiologists**, **clinical psychologists**, **biomedical and nursing researchers**, as well as **public health agencies**, **medical schools**, **health systems**, **childcare centers**, **safety net health centers**, **homeless advocacy groups**, **vocational training centers**, **housing authorities**, **veterans' groups**, and **low-income communities**. She has also facilitated international partnerships to teach research methods, train professionals and conduct research. These collaborations

support aspiring leaders, mobilize communities, advocate for housing and health rights, and driven policy reform.

RESEARCH COMMUNICATION & DISSEMINATION

Dr. Ma'at is highly proficient in presenting scientific health information to diverse audience in diverse formats utilizing various channels. In addition, she is advanced in authoring and publishing peer-reviewed publications, in-depth literature reviews, literature synthesis presenting evidence on health disparities, interventions, and prevention strategies, ensuring that that programs are rooted in the latest research, regionally, nationally, and globally. She co-writes grant proposals (academic, local, state, federal), pre (e.g., Human Subjects Review) and post (e.g., reporting, dissemination) grant management, project protocol and implementation, process and outcomes evaluation.

STRATEGIES, METHODS, & DIVERSE RESEARCH METHODOLGIES

Dr. Ma'at is an expert in community and public **health and science communication strategies**, **implementation science**, **community-academic partnership processes and communication**, **community-based study design**, **participatory research**, **ethnodrama**, **qualitative and quantitative research methods**, **survey design**, and **diverse mixed-methods** and **analytical approaches**. She has led dozens of **funded and unfunded** research investigations and health promotion and efforts to create organizational, patient, and community-centered solutions.

Overall, Dr. Ma'at's role as health professional, educator, academic, and consultant is to empower clients, aspiring health leaders, and organizations align their vision and mission to reach targeted goals and foster sustainable improvements through applying her expertise to delivering results-driven, collaborative solutions that make a lasting impact for the unique health needs and challenges of low-income and underserved populations.