
BIOGRAPHICAL SKETCH

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NAME: Webb, Fern J.

eRA COMMONS USER NAME (credential, e.g., agency login): fjureidi

POSITION TITLE: Associate Professor, Department of Community Health and Family Medicine

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
University of South Florida	B.A.	5/92	Interdisciplinary Sciences
Alabama Agriculture & Mechanical University	M.S.	5/95	Food and Science Technology
University of South Florida	Ph.D.	5/01	Public Health/ Epidemiology

A. Personal Statement

For almost 25 years, I have led efforts to decrease chronic disease health disparities by serving in all research capacities including but not limited to lead epidemiologist, community engagement lead investigator, data collector and analyst, program evaluator, and independent reviewer. I currently am an associate professor and the research director at the University of Florida in the Department of Community Health and Family Medicine, Jacksonville (CHFM/Jax), and a Co-Director at UF's Urban Health Alliance of Jacksonville designed to improve health using a social determinants of health (SDOH) model for disparity reduction. As a community-engaged researcher and health advocate, I am committed to conducting research aimed at reducing health disparities among underserved and at-risk populations. As such, I continue to collaborate with others equally committed to improving population health and decreasing health disparities; and implementing health programs designed to increase engagement of underrepresented individuals in health programs and research studies.

My work is multifaceted since, as an epidemiologist, I assist with research design, implementation and evaluation of projects conducted in clinical and community settings. I have led and collaborated to research investigations conducted in both clinical and community settings that examine cancer, diabetes, hypertension and obesity. I have also led and contributed to research examining screening awareness and uptake (i.e., cancer), holistic health interventions, and patient centered medical homes. As a researcher committed to promoting community engagement best practices, I employ community engagement and participatory research models such as Community Impact Theories, community health worker(CHW) models, and multi-directional and interactive models focused on under-served and under-engaged populations. My independent research agenda examines intrinsic motivators to understand ways to reduce the incidence and prevalence of chronic diseases in the population. I also am committed to community service and health advocacy and am active member in several civic and nonprofit organization in Jacksonville, Florida. As such, I am uniquely qualified to serve as lead of the Community Outreach Core n Jacksonville, Florida under the direct leadership of Dr. Folakemi Odedina, Principal Investigator.

B. Positions and Honors

Positions and Employment

2012-Present Joint Faculty, UF Department of Epidemiology, Gainesville, FL
2013-2017 Project Coordinator, UF HealthStreet Jacksonville
2015-Present Associate Professor, UF CHFM/Jax, Jacksonville, FL

2016-Present	Research Director, UF CHFM/Jax, Jacksonville, FL
2017	Affiliate Faculty, CHEQR, Jacksonville, FL
2019-Present	Co-Director, UF Urban Health Alliance of Jacksonville, Jacksonville, FL

Other Professional Activities

2015-Present	Co-founder & Member, Minority Women in Research Network
2015-2017	Oversight Committee, NIH NIDDK NMRI
2016	Reviewer, American Public Health Association Program, APHA 2016 Annual Meeting and Expo
2016-Present	Member, Community Research Collaborative Coalition
2017-Present	Delegated Member, Area Advisory Council IV, Duval County Public Schools

C. Contribution to Science

1. Community Engagement with Diverse Populations

I received a Diversity Supplement to work with Dr. Cottler to conduct community-engaged research to increase minority participation in research. Specifically, my supplement was designed to increase community members' participation in NIH NIA funded research projects while understanding whether those who used marijuana were as likely to participate as non-marijuana users. This work resulted in several publications that showed that African-American marijuana users were willing to participate in research and that community engagement research strategies can be effective tools to engage minorities in NIH NIA funded research.

- a. Jones A, **Webb F**, Lasopa S, Striley C, Cottler L. The Association between Religiosity and Substance Use Patterns among Women Involved in the Criminal justice System. *Journal of Drug Issues*, February 2018 pgs. 1-10, DOI: 10.1177/0022042618757208.
- b. **Webb F**, Striley C, Cottler L. Marijuana Use and Its Association with Participation, Navigation, and Enrollment in Health Research among African Americans. *Journal of Ethnicity in Substance Abuse* Online. July 25, 2015. <http://www.tandfonline.com/doi/full/10.1080/15332640.2014.986355>
- c. **Webb F**, Striley C, Ruktanonchai C, Cottler L. Marijuana users' perceptions of health research. Abstract published in the College on Problems of Drug Dependence's 2013 conference proceedings: *Journal of Drug and Alcohol Dependence*, July 2014.
- d. **Webb F**, Striley C, Cottler L. Poster presentation, Diversity Supplement, presented to NIDA Workshop for Diversity Supplement Recipients, Bethesda, Maryland, April 10-11, 2014.
- e. **Webb F**, Striley C, Ruktanonchai C, Cottler L. Marijuana users' perception of health research. College on Problems of Drug Dependence 75th Annual Conference, San Diego California, June 15-20 2013.

2. Health Disparity Research & Epidemiology

For the past 20 years, I have led and coordinated research studies implemented using community-based participatory research and community engaged research methodology. Specifically, I served as the project coordinator on the Longitudinal Optic Neuritis (LONS) Treatment Trial and the Hillsborough Elder African-American Life Study (HEALS). As the coordinator, I was responsible for ensuring data quality and monitoring study progress. My contribution to these projects directly contributed to successful study completion and the creation of valid data, resulting in more than 100 peer-reviewed articles using these data. Since 2010, I have conducted and led work that employs a Community Health Worker (CHW) model to engage community members who are traditionally excluded from health program programs and/or research efforts.

- a. **Webb FJ**, Khubchandani J, Striley CW, Cottler LB. Black-White Differences in Willingness to Participate and Perceptions about Health Research: Results from the Population-Based HealthStreet Study. *Journal of Immigrant and Racial Health*, March 2018. <https://doi.org/10.1007/s10903-018-0729-2>
- b. Price JH, Khubchandani J, **Webb FJ**. Poverty and Health Disparities: What an Public health Professionals Do? *Health Promotion Practice* published online: January 2018, 19(2): pgs. 170-174; issue published March 2018 <https://doi.org/10.1177/1524839918755143>.
- c. **Webb F**. Founders' Forum: Increased Community and Patient Engagement in Research Workshop. Presented at the Minority Women in Research Network Workshop funded by PCORI, October 9, 2017, Jacksonville, Florida.

- d. Stanford J, Biba A, **Webb F**, Rathore M, Khubchandani J. Community-Engaged Strategies to Promote Hepatitis B Testing and Linkage to Care in Immigrants of Florida. *J Epidemiol Glob Health*. 2016 Dec; 6(4):277-284.
- e. Balls-Berry J, Khubchandani J, Price, **Webb F**. Community-Engaged Strategies to Increase Diversity of Participants in Health Education Research. *Health Promotion Practice*. August 2016; 18(3). <http://hpp.sagepub.com/content/early/2016/04/15/1524839916644713.full.pdf+html>

3. Health Education Interventions

As an African American woman, I see firsthand the barriers and challenges that other African American women have when seeking to lose and maintain a healthy weight. Just as important, African American women, regardless of socioeconomic statuses and resource availability, often find it difficult to lose weight although they seek to practice healthy lifestyles (i.e., proper nutrition and exercise). Given this, my research explores implementing health interventions that equip women with practical strategies to reduce and maintain healthy weights, which naturally led to 1) examining community-engagement research efforts and 2) motivators for change as it relates to any disease state. My contribution to the science was the conduct of the Listening to Our Voices Study (LOVS) designed to learn more about motivators for change among African-American living throughout Florida. Findings from LOVS supported the need to develop the Winning Over Weight Wellness program (W.O.W. Wellness). Through the implementation of W.O.W., I learned how to adapt evidence-based interventions and test their effectiveness to improve health of underserved individuals. Additionally, I learned how to modify interventions, using a scientific approach, to better meet the needs of the target/participating population as well as facilitate focus groups that create the foundation for developing interventions.

- a. **Webb F**, Khubchandani J, Hannah L, Doldren M, Stanford J. The Perceived and Actual Physical Activity Behaviors of African American Women. *Journal of Community Health*. 2015;41(2):368-375. DOI 10.1007/s10900-015-0106-1 <http://link.springer.com/article/10.1007/s10900-015-0106-1>
- b. **Webb F**, Doldren M, Blanchard S. Reports from the field. Winning over Weight Wellness: A culturally Relevant Interactive Health Program for Underserved Faith Based Groups. Chapter 12 in *Obesity Interventions in Underserved U.S. Populations: Evidence and Directions*. November 2014. ISBN 13: 978-1-4214-1545-1.
- c. **Webb F**, Khubchandani J, Doldren M, Balls-Berry J, Blanchard S, Hannah L, Stanford J and Webster-Bass S. African American Women's Eating Habits and Intention to Change: A Pilot Study. *Journal of Racial and Ethnic Health Disparities*, June 2014. doi: 10.1007/s40615-014-0026-2. <http://link.springer.com/article/10.1007/s40615-014-0026-2>.
- d. Doldren M & **Webb F**. Facilitators of and barriers to healthy eating and physical activity for Black women: a focus group study in Florida, USA. *Critical Public Health*, 2012. DOI: 10.1080/09581596.2012.753407.
- e. **Webb F**, Khubchandani J, Balls-Berry J. *African American Women's Readiness to Change Eating Habits: Results from the Listening to Our Voices Study*. Oral presentation to Society for Public Health Education's (SOPHE's) 62nd Annual Meeting (Leveraging the Power of Health Education: Changing Systems), October 27-29 2011, Arlington VA.

Complete List of Published Work in MyBibliography:

<https://www.ncbi.nlm.nih.gov/myncbi/fern.webb.1/bibliography/public/>

D. Research Support **Ongoing Research Support**

CDC

Grewal (PI)

10/1/2017-9/30/2020

"Delivering Healthcare using Telemedicine for Patients Living with HIV." The goal of this demonstration project is determine whether telemedicine can be used to retain persons living with HIV (PLWH), particularly minority PLWH, in healthcare. I serve as the lead evaluator / epidemiologist to triangulate data obtained from various sources, including but not limited to the university's electronic medical record system, to evaluate the program's effectiveness

Role: Co-Investigator/Lead Evaluator

PCORI**Tucker (PI)****10/1/2017-9/30/2020**

“Culturally Sensitive, Primary Care Clinic-Based Interventions by Community Health Workers and Trained Physicians to Promote and Sustain Weight-Loss among Obese Black Women Patients.” The goal of this research is to decrease weight in Black Women using the Health-Smart program implemented by clinical community health workers. I serve as the lead Community Health Worker (CHW) supervisor/organizer for a 15-member Community Health Worker team who are trained to implement the Health-Smart program as well as track progress of the 640 African American women participants, who are participating at one of 20 Family Medicine centers throughout Jacksonville Florida.

Role: Co-Investigator/Lead Community Health Worker Supervisor

NIH**Pahor (PI)****1/1/2018-12/31/2023**

“The University of Florida Jacksonville Aging Studies Center (JAX-ASCENT).” Community engagement research model designed to create a research infrastructure in an urban community, and to establish a registry that can readily identify and enroll older persons into various types of health research specifically designed to contribute to healthy aging. I serve as the lead Community Engagement expert and Community Health Worker (CHW) supervisor for a 3-member Community Health Worker team who conducts outreach throughout the Jacksonville Florida communities, to include but not limited to the surrounding counties.

Role: Co-Investigator

Completed Research Support**NIH NIDA 5R01DA027951-03****Cottler (PI)****6/01/2014-5/31/2016**

“Research Supplements to Promote Diversity in Health-Related Research.”

Transformative Approach to Reduce Research Disparities Towards Drug Users

The goal of this research is to increase Dr. Webb’s research capacity and skills required to conduct meritorious community engaged research. Role: Principal Investigator/Mentee