

Melanie L. Shefchik, MA, RN, CHES, CLC

Education:

DrPH in Leadership, Practice, & Research Expected 05/25
Rutgers University

Graduate Certificate – Public Health Awarded 08/18
University at Albany

A.S. in Nursing Awarded 01/15
State University of New York-Rockland

M.A. in Health Education Awarded 05/07
Montclair State University

B.S. in Community Health Services Awarded 01/06
Montclair State University

Professional Experience:

Ounce of Prevention Consulting, Clifton, NJ

Owner & Independent Consultant 01/15-Present

- Provide public health nursing, grant-writing, strategic planning, community health assessment, workforce development training, program evaluation, and coalition-building services to a variety of clients in the tri-state region including the Clifton Health Department, Rockland Alliance for Health, Passaic County Public Health Partnership, Boys and Girls Club of Clifton, and The Food Evolution

Montclair State University, Montclair, NJ

Instructional Specialist, Department of Public Health 09/14-Present

- Instruct graduate and undergraduate courses including Applied Program Planning & Evaluation, Health Education Methods, Health Promotion, Study of Human Disease, Population Approaches to Diet & Activity, Maternal Health, Injury Prevention & Emergency Care, Introduction to Professionalism, Internship & Culminating Experience
- Develop new courses, modify curricula, serve on committees and complete projects consistent with the departmental vision, mission and accreditation requirements

Rockland County Department of Health, Pomona, NY

Program Specialist, Public Health Education 06/11-08/14

- Managed the Creating Healthy Places to Live, Work, and Play Worksite grant, providing technical assistance to employers for the completion of results-oriented wellness strategies
- Implemented countywide campaign to reduce sugary drink availability and consumption, including procuring grant funding from NYSACHO for policy and media development
- Established a Farm to Work program, connecting regional farmers to local employers to create Community Supported Agriculture (CSA) programs and onsite markets
- Collaborated with all facets of the community to promote policy, systems, and environmental changes that improve health and prevent disease

- Successfully wrote and edited grant applications within the Division of Health Promotion, resulting in over two million dollars of funding

Public Health Educator

07/07-05/11

- Managed the evidence-based Chronic Disease Self-Management Program, developed by Stanford University, including the recruitment and training of program leaders, course facilitation, and supervision of program sites
- Implemented social media applications including Twitter, Facebook, and Nixle
- Initiated and coordinated countywide Worksite Wellness program with over 45 employers, and a reach of 15,000 employees
- Designed educational programs on a variety of topics including smoking cessation, weight loss, nutrition, diabetes, stress management and physical activity
- Served on the Public Information Office (PIO) team, responsible for risk communication and social media during emergency events

Montclair State University, Montclair, NJ

Adjunct Professor

03/07-05/14

- Courses Taught: Foundations of Health Education, Personal Health Issues, Senior Seminar/CHES Preparation, Health Counseling, Observations of Health Agencies, Fieldwork

Graduate Research Assistant

01/06-06/07

- Developed survey instruments, performed qualitative and quantitative data entry and analysis, and assisted with publications and the presentation of research for the Good Fit Project, funded by the National Cancer Institute, focusing on adolescent eating and physical activity constructs

Patient Care, Inc., West Orange, NJ

Accounting Clerk/Assistant Accountant

09/00-05/05

- Filed multi-state sales and property tax forms, performed monthly account analysis, reconciled bank accounts, and completed quarterly write-offs

Medical Billing & Data Entry Clerk

06/99-09/00

- Verified patients insurance status, applied payments & submitted billing documentation

Certifications & Licenses:

- Building Expertise in Administration & Management (BEAM) Certificate, 2/23, U. of Miami
- Certified Lactation Counselor (CLC), 12/18, Academy of Lactation Policy & Practice
- Wilderness First Aid Certification, 10/18, Emergency Care & Safety Institute
- Registered Professional Nurse (RN), 02/15, NY, NJ State Boards of Nursing
- Certified Tai Chi for Arthritis Instructor, 04/12, Tai Chi for Health Institute
- Basic Life Support (BLS) Certification, 02/11, American Heart Association
- Certified Tobacco Treatment Specialist, 04/09, UMDNJ: Tobacco Dependence Program
- Certified Wellness Program Manager, 02/09, National Wellness Institute
- Chronic Disease Self-Management Workshop Master Trainer, 03/08, Stanford University

- ServSafe Food Protection Manager Certification, 05/07, National Restaurant Association
- Certified Health Education Specialist (CHES), 10/05, NCHEC, Inc.

Professional & Community Service:

Vaccination Clinic Volunteer, Passaic County Medical Reserve Corps, 2021

Stakeholder Committee Member, New Jersey Breastfeeding Strategic Plan, 2019

Co-Founder, Facilitator and Maternal Health Workgroup Leader, Steps to a Healthier Clifton Coalition, 2018 – present

Clinical Mentor, Maternal Morbidity & Mortality Code-a-thon, New Jersey Innovation Institute & New Jersey Department of Health, January 2018

College Ambassador, National Commission for Health Education Credentialing, 2016 – present

Community Advisory Board Member, St. Mary's Hospital, 2014 – present

Academic Presentations & Publications:

Dinour LM, Shefchik M. **Representation matters: Content analysis of breastfeeding images in a commercial stock image bank.** *J Racial Ethn Health Disparities*. 2024 Jan 29. doi: 10.1007/s40615-024-01910-8. Epub ahead of print. PMID: 38286977

Liu, SY, Shefchik, M & Vilar-Compte, M. **Multilevel analysis of state-level structural sexism and post-partum maternal health outcomes.** Poster Presentation at the American Public Health Association annual meeting, Atlanta, GA, November 2023.

Dinour, L & Shefchik, M. **Seeing the light: Lack of skin color diversity among breastfeeding images in an image bank.** Poster Presentation at the Food and Nutrition Conference and Expo organized by the Academy of Nutrition and Dietetics, Denver, CO, October 2023.

Scherer, L, Dinour, L, & Shefchik, M. **Does skin exposure differ in breastfeeding images when taken in public vs. private spaces?** Poster Presentation at the New Jersey Academy of Nutrition and Dietetics' (NJAND) annual meeting, Freehold, NJ, April 2023.

Shefchik, M, Silvera, S and Lieberman, L. **Factors associated with vaccination status in a large public university's efforts to mitigate COVID-19.** Roundtable Presentation at the American Public Health Association annual meeting, Boston, MA, November 2022.

Shefchik, M and Dinour, L. **Factors associated with Registered Nurses' confidence in their ability to provide lactation counseling, guidance, and support.** Poster Presentation at the American Public Health Association annual meeting, Boston, MA, November 2022.

Silvera S, Shefchik, M, and Lieberman, L. **Correlates of Vaccine Confidence and Mask Use on a College Campus.** Oral Presentation at the American Public Health Association meeting, Boston, MA, November 2022.

Dinour, L and Shefchik M. **Factors associated with Registered Dietitians' confidence in their ability to provide lactation counseling, guidance, and recommendations.** Poster Presentation at the Food and Nutrition Conference and Expo organized by the Academy of Nutrition and Dietetics, Orlando, FL, October 2022.

Shefchik M, Jacobson M, Messinger L, and Boutelle A. **Partnering for employee health in Rockland County, NY: Evaluation findings and practice recommendations.** Poster presentation at the American Public Health Association annual meeting, Philadelphia, PA, November 2019.

Shefchik M, Navarro Silvera S. **Pairing public health students with community health departments to the benefit of both groups: Understanding and addressing the impact of variations in the built environment on community health.** Poster presentation at the American Public Health Association annual meeting, Philadelphia, PA, November 2019.

Shefchik M, Dinour L, Jacobson M. and Messinger L. **Breastfeeding at work: How health departments can promote worksite lactation programs.** Poster presentation at the American Public Health Association annual meeting, Philadelphia, PA, November 2019.

Monaghan T, Dinour L, Liou D, and Shefchik M. **Factors influencing the eating habits of hospital nurses during their shifts.** *Workplace Health and Safety*, 66(7), 331-342.

Shefchik ML, Jacobson M. **What works in worksite wellness: Recommendations from the evaluation of Creating Healthy Places to Live, Work, and Play.** Webinar Presentation by the New York Public Health Association. August 2017.

Shefchik ML, Jacobson M. **Worksite wellness: Implementation of successful fruit & vegetable access strategies.** Oral Presentation at the New York Public Health Association Annual Conference, Bolton Landing, NY, April 2015.

Shefchik ML. **Strategies for reducing sugar-sweetened beverage availability and consumption.** Oral Presentation at the 36th Annual WIC Nutrition Conference, Saratoga Springs, NY, April 2014.

Brisette IF, Shefchik ML. **Sugary beverages: Why the fuss and what you can do.** Live Broadcast from the University at Albany, School of Public Health, Public Health Live Continuing Education Series, Albany NY, January 2013.

Put It Out Rockland: A tailored approach to smoking cessation. Practice Notes: Strategies in Health Education. *Health Education & Behavior*, 37(3), 313-317

Ferretti LA, Shefchik ML. **Who, what, when, and how: Implementing the Chronic Disease Self-Management program in your community.** Live Satellite Broadcast from the University at Albany, School of Public Health, Public Health Live Continuing Education Series, Albany, NY, June 2008.

Shefchik ML. **The building blocks for making worksites healthier.** Oral Presentation at the Healthier Communities: Successful Strategies from Steps to a Healthier NY Conference held at the Weill Cornell Medical College, New York, NY, May 2008.

Shefchik ML, Birnbaum AS, Nichols TR, Birnel S. **Representations of adolescent eating in commercial image banks**. Poster presentation at the American Public Health Association annual meeting, Washington, D.C., November 2007.

Birnbaum AS, Nichols TR, Birnel S, Shefchik ML. **Refining a physical activity promotion model through formative evaluation: The Good Fit Project for multiethnic urban adolescents**. Oral presentation at the American Public Health Association annual meeting, Washington, D.C., November 2007.

Birnbaum AS, Nichols TR, Birnel S, Shefchik ML, Hyden C. **Perceptions of afterschool program leaders and adolescents on promoting afterschool physical activity**. Poster presentation at International Society of Behavioral Nutrition and Physical Activity annual meeting, Boston, MA, July 2006.

Awards:

Best Student Abstract, November 2022, American Public Health Association: Breastfeeding Forum.

Employee Distinction Award, May 2022, College of Education & Human Services, Montclair State University

Best Innovative Media, 2019, New Jersey League of Municipalities
City of Clifton Community Health Assessment, 2018
Co-Author/Project Consultant

Graduate Honors in Public Health, University at Albany, School of Public Health
Awarded to students who receive a GPA of 4.0 in their course of study

Public Health Works! Honor Roll, 2013, New York State Department of Health

Academic Excellence in Community Health, 2005, Montclair State University
Awarded to student with highest GPA in the major

Professional Memberships: American Public Health Association (APHA), New Jersey State Nurses Association (NJSNA), American Nurses Association (ANA), New Jersey Society for Public Health Education (NJSOPHE), New Jersey Public Health Association (NJPHA)

Software Proficiencies: Microsoft Office Applications, SPSS Statistical Software, JMP Statistical Software, StatCrunch, Blackboard Classroom Management System, Canvas Instructional Technology, Communicable Disease Risk Factor Surveillance System (CDRSS-NJ), CommCare