

CERON O. FORD

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EDUCATION

- Expected 2025** Health Services, Policy & Administration, Doctor of Philosophy, Health Policy Area of Emphasis, University of Minnesota Twin Cities, Minneapolis, MN
- 2019** Master of Public Health, Morehouse School of Medicine, Atlanta, GA
Thesis: Perceived Racism and Reported Depression Among U.S. Non-Hispanic Black and Non-Hispanic White Men
- 2017** Public Health, Bachelor of Science, Baylor University, Waco, TX

RESEARCH AND TEACHING INTERESTS

Public Health, Health Policy, Health Services Research, Public Health Ethics, Health/Healthcare Disparities and Inequities, Community-Engaged Research, Structural Racism, Health Administration, Aging, Long-Term Care

PROFESSIONAL EXPERIENCE

Graduate Research Assistant, Department of Health Policy & Management, University of Minnesota, Minneapolis, MN, Principal Investigator: Dr. Shekinah-Fashaw Walters, Jan 2022 – Present

Teaching Fellow, Department of Health Policy & Management, University of Minnesota, Minneapolis, MN, Aug 2022 – Dec 2022

Graduate Assistant, C2DREAM Community Engagement Core, Department of Family Medicine and Community Health, University of Minnesota, Minneapolis, MN, Jan 2022 – Sep 2022

Teaching Associate, School of Public Health, Morehouse School of Medicine, Atlanta, GA, Jul 2019 - Sep 2021

- Provided instructions to students in the development of proper study habits and test-taking strategies.
- Disseminated score reports on subject examinations to Course Directors.
- Assisted in the tracking of the overall student performance and prepares reports of those factors, which may predict success in the curriculum.
- Reviewed research theses for accuracy in revision and format, provided academic support to core faculty, and prepared articles, reports, presentations.
- Conducted literature reviews, collected, and analyzed data, and prepared materials for submission to granting agencies and foundations.

Correspondence Agent, GDIT/MAXIMUS Federal, U.S. Centers for Disease Control and Prevention, Atlanta, GA, Jan 2018 - Aug 2019

- Expended CDC resources to respond to health and disease related inquiries at General Dynamics Information Technology (GDIT)/Maximus.
- Arbitrated information on health-related diseases, conditions, sentinel events, and outbreaks within the U.S. and abroad.
- Consulted with varying CDC Divisions to deliver information to the public, medical professionals, and special audiences for CDC-INFO.

Research Intern, Learn to Grow, Inc., Atlanta, GA, Jan 2018 - May 2019

- Through advocacy, research, education, and activities such as Kick Butts Day, World No Tobacco Day, The Campaign for Tobacco Free Kids Youth Advocacy Symposium, and the Great American Smoke Out, Learn To Grow, Inc.'s Interns disseminate helpful information to the community about the reasons they shouldn't smoke.
- Reported information about the harmful effects of tobacco use, local tobacco and smoking policies, health disparities associated with exposure to second-hand smoke, and awareness training about tobacco marketing to communities of low socio-economic status.

Research Intern, Georgia Watch, Atlanta, GA, May 2018 - Sep 2018

- Georgia Watch is the State's leading nonprofit consumer advocacy organization working on matters that impact all Georgians' quality of life.
- Conducted research on healthcare industry practices and policies.
- Collaborated on Healthcare Access Plan and Energy Equity to benefit Georgia consumers
- Corresponded with community stakeholders, health providers, lobbyists, etc.
- Administered meetings (identifying venues or potential community partners, etc.) in and outside of Atlanta.
- Authored research memorandums, business plans, reports, workshop materials, presentations, and consumer-friendly resources.

Research Intern, Waco-McLennan County Public Health District, Waco, TX, Jun - Jul 2017

- Introduced and developed programs that aim to reduce obesity rates within children and adults in Waco, Texas by providing knowledge, resources, skills, and self-efficacy to under-resourced populations.
- Conducted research and evaluations on health related and public health issues.
- Coordinated health education strategies, community interventions, and programs with WMCPHD.
- Served as a health education resource person.

COMMUNITY ENGAGEMENT

Learn to Grow, Inc. Town Hall Meeting, Atlanta, GA, Jan 2018 – May 2019

- Arranged and orchestrated the alcohol abuse and misuse town hall meeting, which included speakers from the U.S. Centers for Disease and Prevention, Alcohol Anonymous, and etc.
- Wrote, starred in, and helped direct alcohol abuse and misuse public service announcement.

Mother Hubbard Christmas Toy Drive, Atlanta, GA, Dec 2017 & 2018

- Provided Christmas gifts for students at Mother Hubbard Daycare to ensure that each child has at least one gift to unwrap during the Christmas Holiday.

Mother Hubbard Thanksgiving Luncheon, Atlanta, GA, Nov 2017 & 2018

- Orchestrated Thanksgiving meal for the students, staff, and families of Mother Hubbard Daycare in Southwest Atlanta.

Community Engagement Day, Atlanta, GA, Oct 2017 & 2018

- Facilitated valuable health screenings, fitness classes, educational workshops, healthy food shopping, live entertainment and more.
- Presented fresh fruit and vegetables to community residents.

Festival of Lights, Atlanta, GA, Oct 2017 & 2018

- Partnered with community partner, the Historic Westside Cultural Arts Council, to host the Annual Festival of Lights.

- Recognized and celebrated the English Avenue community and shed “light” on the good that the community has to offer by promote health and wellness.
- Facilitated games with the children, provided snacks (popcorn, cotton candy, etc.), judged various talent competitions, participated in a parade, and conducted blood pressure screenings.

National Public Health Week, Atlanta, GA, Apr 2018 & 2019

- Prepared the “Public Health Jamboree” where MPH students held a tabling event with Public Health trivia, prizes, and involvement.
- Prepared Social Media Day where MPH students took photos and videos with #IAmPublicHealth signs to post on Social Media to promote public health awareness.

Community Health and Wellness Fair, Atlanta, GA, Apr 2018 & 2019

- Partnered with several community partners, organizations, churches, and local businesses throughout Atlanta.
- Provide health and healthy lifestyle information and services to the public.
- Prepared sacks of fresh produce donated by the Berean Seventh Day Adventist Church.

Mother Hubbard Takeover, Atlanta, GA, Apr 2018 & 2019

- Exposed local children, from Mother Hubbard Daycare (a daycare in Southwest Atlanta) to collegiate experience.
- Administered a tour of Morehouse School of Medicine for the children.
- Provided lunch and participated in field day activities and games.

Move East Waco Event, Waco, TX, Jul 2017

- Helped plan and organize a family fitness event for the East Waco community at a local Waco park.
- Organized Zumba classes and boxing classes to promote health and wellness for all ages within the East Waco community.
- Coordinated with organizations and vendors to provide giveaways and prizes for community residents.

Indian Springs Middle School Student Mentor, Waco, TX, 2016 - 2017

- Mentored and tutored local middle school students on classroom assignments and homework.

Boys & Girls Club of America (BGC) of Waco, TX, Waco, TX, 2014 - 2017

- Mentored and played sports with local elementary and teenage kids in East Waco.
- Provided new gym equipment for the BGC facility.
- Orchestrated holiday events for the BGC facility.

Baylor Steppin’ Out Service Program, Waco, TX, 2014 - 2017

- Volunteered services to paint, pick up trash and debris, and attend workshops for the betterment of the Waco community

Mission Waco Health Fair, Waco, TX, Apr 2015 & 2016

- Organized a women’s health and dental health presentations to advocate healthier lifestyles for underserved and vulnerable communities.
- Promoted health awareness and resources to under-resourced populations.

STARS Program at Trinity Mother Frances Hospital, Tyler, TX, Jun - Jul 2012

- Shadowed healthcare professionals in the Emergency Room, Cardiology Department, Oncology Department at Trinity Mother Frances Hospital.

- Earned hands on experience and was familiarized with a hospital setting and medical professionals.

PROFESSIONAL SERVICE AND ACTIVITIES

Professional

- Member, Health Equity Interest Group Advisory Committee, AcademyHealth, University of Minnesota Twin Cities, 2022 – Present
- Presenter, APHA Annual Conference, Association of Accredited Public Health Programs, 2019
- MPH Intern, JUST Energy Circle, 2018
- MPH Intern, Georgia Community Health Worker Advocacy Coalition, 2018

Departmental

- Staff Advisor, Morehouse School of Medicine MPH Student Government Association, 2019 - 2020
- Member, Executive MPH Program Course Committee, 2019 - 2020

University

- AcademyHealth Liaison, Student Chapter, University of Minnesota Twin Cities, 2022 - Present
- Chair, National Public Health Week, Morehouse School of Medicine, 2018 – 2019
- Member, Senior Coordinator of Student Organizations Search Committee, Baylor University, 2017
- Table Presenter, APHA Annual Conference, Morehouse School of Medicine, 2017

Community

- Member, Alpha Phi Alpha Fraternity, Inc., 2014 – Present
- Member, Learn to Grow, Inc., Atlanta, GA, 2018 – 2019
- Community Planning Team Member, Move East Waco, Waco, TX, 2017
- Health Fair Planning Team Member, Church Under the Bridge, Waco, TX, 2015 – 2016
- Volunteer, Boys & Girls Club of America, Waco, TX, 2014 – 2017

LEADERSHIP EXPERIENCE

- **Vice President of Internal Affairs**, Morehouse School of Medicine Student Government Association, 2018 – 2019
- **President**, Morehouse School of Medicine MPH Student Government Association, 2018 – 2019
- **Vice President**, Morehouse School of Medicine MPH Student Government Association, 2017 – 2018
- **Advertising Co-Chair**, Student Wellness Committee (SWC), 2017 – 2018
- **Tau Alpha Chapter President**, Alpha Phi Alpha Fraternity, Inc., 2016 – 2017
- **Tau Alpha Chapter Vice President**, Alpha Phi Alpha Fraternity, Inc., 2015 – 2016
- **Tau Alpha Treasurer**, Alpha Phi Alpha Fraternity, Inc., 2014 – 2015
- **Finance Chair**, The Big XII Council on Black Student Government, 2015 – 2017

PUBLICATIONS

In-Preparation

- Fashaw-Walters, S., Rahman, M., Gee, G., Mor, V., Rivera-Hernandez, M., **Ford, C.**, & Thomas, K. Potentially More Out of Reach: Public Reporting Exacerbates Inequities in Home Health Access. Submission accepted to *Milbank Quarterly*.

Abstracts and Presentations at Conferences

- **Ford, C.O.** (2019, November) *Intergenerational Communication: What Public Health Educators, Students, and Practitioners Need to Know*. Invited speaker for Association of Accredited Public Health Programs. American Public Health Association Conference, Philadelphia, PA.

- **Ford, C.O.**, Alema-Mensah, E., Archie-Booker, E., Warren, R. (2020, October) Perceived Racism and Reported Depression Among US Non-Hispanic Black and Non-Hispanic White Men. Oral presentation for Black Caucus of Health Workers at the American Public Health Association Conference, Virtual.

Non-Refereed Commentaries, Papers, and Reports

- Hing, A., Chantarat, T., Motachwa, R., **Ford, C.**, Fashaw-Walters, S., & Hardeman, R. Report on the State of Research Measurements of Structural Racism. Submitted to Robert Wood Johnson Foundation Evidence for Action on April 29, 2022.

MEDIA & PRESENTATIONS

INVITED PRESENTATIONS

- Fashaw-Walters, S., & **Ford, C.** *Creating the Change We Need: Colorblind vs. Race-Conscious Health Care Policies*. Arnold Ventures. (2022).
- **Ford, C.O.** *Oh, So You Think You Know the Community? - Community Service from a Public Health Perspective*. Invited for Southeastern Greek Leadership Association Annual Conference. Atlanta, GA. (2020).
- **Ford, C.O.** *Intergenerational Communication: What Public Health Educators, Students, and Practitioners Need to Know*. Invited for MPH 505 - Fundamentals of Public Health Course. Morehouse School of Medicine Master of Public Health Program. Atlanta, GA. (2019).
- **Ford, C.O.** and Green, K. *Public Health 101*, Invited for National HIV Testing Day. Morehouse School of Medicine. Atlanta, GA. (2018).
- **Ford, C.O.** and Green, K. *Public Health 101*, Invited for Health Careers Day. Meadowcreek High School. Atlanta, GA (2018).

SELECT MEDIA

1. Ford, C.O. (2017). QR FIT Trail Systems in Waco Parks.
<http://www.actlocallywaco.org/2017/08/30/qr-fit-trail-systems-in-waco-parks/>
2. Ford, C.O. (2017). Live Well Waco Asset Map: The Road to a Healthier Lifestyle.
<http://www.actlocallywaco.org/2017/07/20/roadmap-to-health/>
3. Change Your Attitude... Change Your Narrative. Learn to Grow Alcohol Abuse & Misuse Public Service Announcement. <https://youtu.be/xdDL7HdHH3o>

TEACHING EXPERIENCE

COURSES

University of Minnesota Twin Cities

- PHAP Master's Project Seminar, Course Instructors: Cynthia Pando, MA & Riley Shearer, Fall 2022

Morehouse School of Medicine

- Public Health Emergency Preparedness and Disaster Management, Teaching Associate, Course Director: Dr. Reinetta Waldrop (Executive M.P.H. Program), Summer 2021

- Strategic Planning in Health Administration, Teaching Associate, Course Director: Dr. Stephanie Miles-Richardson (Executive M.P.H. Program), Summer 2021
- Health Administration, Management, and Policy, Teaching Associate, Course Director: Dr. Reinetta Waldrop, Spring 2021
- Public Health Emergency Preparedness and Disaster Management, Teaching Associate , Course Director: Dr. Reinetta Waldrop (Online), Spring 2021
- Strategic Planning in Health Administration, Teaching Associate, Course Director: Dr. Stephanie Miles-Richardson (Executive M.P.H. Program), Summer 2020
- Health Administration, Management, and Policy, Teaching Associate, Course Director: Dr. Reinetta Waldrop, Spring 2020
- Spheres of Ethics, Teaching Associate, Course Director: Dr. Rueben Warren, Spring 2020
- Public Health Emergency Preparedness and Disaster Management, Teaching Associate, Course Director: Dr. Reinetta Waldrop (Online), Spring 2020
- The Politics of Health Policy, Teaching Associate, Course Director: Dr. Reinetta Waldrop, Fall 2019 & 2020
- Financial Management for Public Health Managers, Teaching Associate, Course Director: Dr. Reinetta Waldrop, Fall 2019 & 2020
- M.P.H. Seminars, Fall 2019 & Spring 2020

MASTER'S RESEARCH COMMITTEE

Member, Dr. Kelsey Comeaux, Morehouse School of Medicine, 2019 - 2020
 Member, Akil-Vuai Gregory, Morehouse School of Medicine, 2019 - 2020
 Member, Donquez Hogan, Morehouse School of Medicine, 2019 - 2020
 Member, Gretchen Ingram, Morehouse School of Medicine, 2019 - 2020
 Member, Amber Jefferson, Morehouse School of Medicine, 2019 - 2020
 Member, Nylah Littles, Morehouse School of Medicine 2019 - 2020
 Member, Marshawn Shelton, Morehouse School of Medicine, 2019 - 2020
 Member, Kylan Simpson, Morehouse School of Medicine, 2019 - 2020
 Member, Daijah Thibodeaux, Morehouse School of Medicine, 2019 – 2020
 Member, Dionne Bailey, Morehouse School of Medicine, 2020 – 2021
 Member, Jada Dauphin, Morehouse School of Medicine, 2020 – 2021
 Member, Kayla Lloyd, Morehouse School of Medicine, 2020 – 2021
 Member, Capella Sagastume, Morehouse School of Medicine, 2020 – 2021
 Member, Daryl Whitehurst, Morehouse School of Medicine, 2020 - 2021
 Fellow, Adey Fentaw, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Xiomara Santana, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Bob Libal, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Kortni Cloud, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Mila Centrella, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Phoebe Chastain, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
 Fellow, Praise Emukah-Brown, University of Minnesota Twin Cities, Sep 2022 – Dec 2022

Fellow, Sesen Kidane, University of Minnesota Twin Cities, Sep 2022 – Dec 2022
Fellow, Holly Hagstrom, University of Minnesota Twin Cities, Sep 2022 – Dec 2022

GUEST LECTURES

- **Ford, C.O.** *Racial Inequities in Mental Health Care*. Invited by Dr. Jane Strauss for Psychology Course. Macalester College. Saint Paul, MN. (2022).
- **Ford, C.O.** *Racial Inequities in Reproductive Health, Sexual Health, & Maternal Health*. Invited by Dr. Erica Kanewischer for Human Sexuality Course. St. Olaf College. Northfield, MN. (2022).
- **Ford, C.O.** *Racial Inequalities and Social Determinants of Health*. Invited for MPH 504 - Social & Behavioral Aspects of Public Health Course. Morehouse School of Medicine Master of Public Health Program. Atlanta, GA. (2019).

CERTIFICATIONS

- Social/Behavioral or Humanist Research Investigators and Key Personnel, CITI Program
- Toastmasters Speechcraft Certification
- Baylor EHS HIPAA Awareness Module
- Bloodborne Pathogens (BBP) Certification at Baylor University
- Health Insurance Portability and Accountability Act (HIPAA) Certification
- Equity Training by Texas Department of Health & Human Services

AWARDS & HONORS

- Gates Millennium Scholarship Program, 2013 – Present
- Dr. Bill Jenkins Achievement Award, Morehouse School of Medicine, 2019
- M.P.H. Leadership Award, Morehouse School of Medicine, 2019
- CDC INFO: Certificate of Appreciation, 2019
- MAXIMUS Federal: Certificate of Appreciation, 2018
- General Dynamics Information Technology Employee Recognition: Distinguished Performance, 2018
- Golden Legacy Award, Tau Alpha Chapter Alpha Phi Alpha Fraternity, Inc., 2017
- Pink & Green Pageant Support Appreciation, Pi Mu Chapter Alpha Kappa Alpha Sorority, Inc., 2017
- Executive Board Member of the Year, Big XII Council on Black Student Government, 2017
- Baylor University Gold Presidential Scholarship Recipient

CONFERENCES, CONVENTIONS, & WORKSHOPS

- AcademyHealth Annual Research Meeting, June 2022
- Mullan Institute (GWMI) Health Workforce Equity Summit, October 2020
- American Public Health Association's Annual Conference, October 2020
- Health Connect South, September 2020
- American Public Health Association's Annual Conference, November 2019
- JUST Energy Summit, September 2018
- A Payment Model for Sustaining Community Health Workers, June 2018
- Community Health Worker Sustainability Collaborative Webinar, June 2018
- Daniel S. Blumenthal Public Health Conference, April 2018
- Pan American Health Organization/World Health Organization (PAHO/WHO) Commission Meeting, March 2018
- American Public Health Association Annual's Conference, November 2017
- Making the Movement Matter, Big XII Conference on Black Student Leadership, February 2017
- The LeaderShape® Institute™, May 2016

- Alpha Phi Alpha Southwestern Regional Convention, April 2016
- Texas Council of Alpha Chapters District Convention, February 2016
- Liberating Our Minds: Unleashing Our Power, Big XII Conference on Black Student Leadership, February 2016
- Alpha Phi Alpha Southwestern Regional Convention, April 2015
- Texas Council of Alpha Chapters District Convention, February 2015
- IGNITE: Reawakening Our Momentum, Big XII Conference on Black Student Leadership, February 2015

SKILLS

STATA, SPSS, SAS, ATLAS.ti software, Microsoft Office, policy memo writing, business planning writing, business case writing, press release writing, online database search.

PROFESSIONAL ASSOCIATIONS

Member, American Public Health Association, 2017 – 2021

Member, Academy Health, May 2022 – Present