

# LILA GUTUSKEY

## EVALUATION SPECIALIST | DIRECTOR OF PUBLIC HEALTH FELLOW PROGRAM

### EDUCATION

- MICHIGAN STATE UNIVERSITY, BA, FINANCE
- WAYNE STATE UNIVERSITY, MED, COMMUNITY HEALTH
- WAYNE STATE UNIVERSITY, PHD, KINESIOLOGY, COMMUNITY HEALTH

### PROFESSIONAL POSITIONS

#### 2017 – PRESENT

##### **EVALUATION SPECIALIST**, MICHIGAN FITNESS FOUNDATION

Designs and conducts program evaluation to SNAP-Ed and external clients with a focus on nutrition and physical activity behavior change, social marketing evaluation, and empowerment approaches to community health programming and evaluation.

##### **DIRECTOR OF PUBLIC HEALTH FELLOW PROGRAM**, MICHIGAN FITNESS FOUNDATION

Recruit, supervise, and mentor early career professionals to build their expertise and prepare them for a career in Public Health.

#### 2010 – 2017

##### **CONSULTANT**, HEALTHY KIDS EVALUATION SERVICES

Supported clients with grant writing, program design, evaluation plan design and execution, and the dissemination of findings to various key stakeholder groups.

#### 2011 – 2015

##### **GRADUATE RESEARCH ASSISTANT**, WAYNE STATE UNIVERSITY

Program and evaluation responsibilities in Building Healthy Communities, a multi-component health program carried out in 20-45 Michigan elementary schools annually and Detroit Healthy Youth Initiative, a nutrition and physical activity program carried out in 9-14 Detroit high schools annually. Taught undergraduate and masters level community health courses in traditional classroom and online settings.

### SELECTED PUBLICATIONS

Scott, M., Gutuskey, L., Zwemer, T., & Gallington, K. (under review). Farmers Market Food Navigator Program: Key Stakeholder Perceptions and Program Outcomes. Health Promotion Practice.

Knoblack-Hahn, A., Medrow, L., Hand, R., Gutuskey, L., & Brown, K. (2017). The RD parent empowerment and supplemental food pilot program for improved food security, nutrition, and family behaviors. *Journal of the Academy of Nutrition and Dietetics*, 117, 1114-1119, DOI: 10.1016/j.jand.2016.09.020

Gutuskey, L., McCaughtry, N., Shen, B., Centeio, E., & Garn, A. (2016). The Role and Impact of Student Leadership on Participants in a Healthy Eating and Physical Activity Programme. *Health Education Journal*, 75, 27-37, DOI: 10.1177/0017896914561878.

Fahlman, M.M., Hall, H.L., & Gutuskey, L. (2015). Minority youth, physical activity and fitness levels: Targeted interventions needed. *American Journal of Health Education*, 46, 338-346.

Centeio, E., McCaughtry, N., Gutuskey, L., Garn, A., Somers, C., Shen, B., Martin, J., & Kulik, N. (2014). Physical activity change through comprehensive physical activity programs in urban elementary schools. *Journal of Teaching in Physical Education* 33, 573-591.

Fahlman, M.M., Hall, H.L., & Gutuskey, L. (2013). The impact of completing a health methods class on pre-service teachers' self-efficacy and intent to teach health. *American Journal of Health Education* 44, 316-323.

## **SELECTED PRESENTATIONS**

Gutuskey, L., Zwemer, T., DeLisio, A., & Gallington, K. Equity in access: Nutrition education and farmers markets. Panel presented at the Society for Nutrition Education and Behavior (SNEB) Annual Conference, San Diego, CA (now virtual), July 2020.

Foerster, S., Bruno, P., Draper, C., Gutuskey, L., DeMarco, M. LeGros, T., Younginer, N., & Keller, K. Connecting agriculture and population health – Demonstrating success, building support and helping to reduce disparities through the Farm Bill and SNAP-Ed. Paper presented at the Association of SNAP Nutrition Education Administrators Annual Conference, Arlington, VA, February 2020.

Walker, B., Zubieta, A.C., Gutuskey, L., & Funderburk, K. Utilizing evaluation to improve social marketing messages and approaches: Lessons learned from three states conducting social marketing to promote healthy eating and physical activity behaviors among low-income target audiences. Panel presented at the SNEB Annual Conference, Orlando, FL, July 2019.

Scott, M., Gutuskey, L., & Wolford, B. Evolution of a statewide nutrition and physical activity social marketing campaign: They learn from watching you. Paper presented at American Public Health Association (APHA) Annual Meeting & Expo, San Diego, CA, November 2018.

## **PROFESSIONAL SERVICE**

### **2019 – PRESENT**

**CO-CHAIR**, SOCIAL MARKETING COMMITTEE, ASSOCIATION OF SNAP NUTRITION EDUCATORS ADMINISTRATORS (ASNNA)

### **2019**

**COMMITTEE MEMBER**, JAKE FOOTE, MS IN NUTRITION AND DIETETICS, MICHIGAN STATE UNIVERSITY

### **2017 – PRESENT**

**MEMBER**, EVALUATION COMMITTEE, ASNNA

## **PROFESSIONAL MEMBERSHIPS**

- American Evaluation Association (AEA)
- American Public Health Association (APHA)
- Association of SNAP Nutrition Education Administrators (ASNNA)
- Michigan Association for Evaluation (MAE)
- Society of Public Health Education (SOPHE)
- Society for Nutrition Education and Behavior (SNEB)