

Kimberly Snodgrass

Health Communications Analyst

Education

MPH, Public Health in Health Behavior and Health Education, University of Michigan, 2022

BA, Biopsychology, Cognition, and Neuroscience, University of Michigan, 2020

Professional Experience

Center for Health and Research Transformation, Ann Arbor, MI (February 2022 – present)

Research Analyst 9/2022 to present

- Manage communication projects for two clients to educate the public of community resources and policy changes.
- Write and disseminate annual reports for three organizations sharing impact, accomplishments, and project progress.
- Facilitate and analyze interviews, focus groups, and other forms of qualitative data and synthesize findings.

Health Communications Intern 10/2020 to 8/2022

- Facilitated meetings with 24 organizations to educate them about new mental health and substance use services.
- Conducted key informant interviews, facilitated focus groups, and analyzed results to guide the development of an intergenerational public health program seeking to combat social isolation in rural Washtenaw County.
- Implemented a new communication strategy to inform residents of services available at Community Mental Health.
- Managed projects, monitor budgets, track deliverables, delegate tasks using Monday, Gantt charts, and RACI charts.

Research Assistant 5/2021 to 5/2022

- Evaluated environmental change initiatives for a CBPR project in Flint, MI by monitoring the work of our community partners, developing processes for data collection, and managing out relational database.
- Designed logic models, conducted intake interviews with partners, and qualitatively coded and analyzed transcripts.
- Wrote website content, fact sheets, and manuscripts to inform people of the center's progress and accomplishments.



President, Walk Chair 4/2018 to 6/2020

- Initiated Programming Committee tasked with reaching out to community organizations to plan education events resulting in over 500 of students being trained in suicide prevention skills.
- Managed student organization of over 100 members by directing leadership meetings, organizing over 12 mass meetings, over 20 fundraisers and educational events, and serving as liaison to the Michigan Area Director.
- Communicated with over 900 fundraising walk participants to coach them in reaching personal and team fundraising goals, enabling our organization to raise over \$221,000 in three years.

Research Intern – Brigham and Women’s Hospital 2013 to 2016

- Promoted use of rapid HIV testing in the emergency department by presenting the benefits to administration staff, Epic software engineers, and physicians resulting in implementation of rapid testing
- Improved persuasive communication intervention for emergency department patients who refused rapid HIV testing by creating a brochure and making informational video more understandable to increase testing
- Developed pilot study to test for alcohol and substance use disorder in emergency department patients to better understand population’s use of substances, screen patients for substance misuse, and link patients to care.

Professional Affiliations

- Wolverine Support Network – Peer Facilitator
- University of Michigan Mental Health Advocate Award
- 6-time University Honors recipient