

# MAHMOODA KHALIQ PASHA, PhD, MHS, CPH

Department of Global, Environmental and Genomic Health Sciences  
College of Public Health, University of South Florida  
13201 Bruce B Downs Blvd. MDC 56, Tampa, FL 33612  
Tel: 813.974.4390 Email: [mkpasha@usf.edu](mailto:mkpasha@usf.edu)

---

## EDUCATION

- 2011-2016    **Doctor of Philosophy (PhD)**  
University of South Florida, College of Public Health, Tampa, FL  
Dissertation Title: *Investigating Pakistan's contraception rate plateau: A multilevel analysis to understand the association between community contextual factors and modern contraception use.*
- 2001-2003    **Masters in Health Sciences (MHS)**  
Johns Hopkins University Bloomberg School of Public Health, Baltimore, MD
- 2001-2002    **Graduate Certificate in Humanitarian Assistance**  
Johns Hopkins University Bloomberg School of Public Health. Center for International Emergency, Disaster and Refugee Studies (CIEDRS).  
Baltimore, MD
- 1997-2001    **Bachelors of Arts (BA) in Physiology and Political Science**  
University of Minnesota, Twin-Cities. Minneapolis, MN  
*Magna Cum laude, Phi Beta Kappa*

---

## PROFESSIONAL EXPERIENCE

- 2022-Present    **Associate Professor**  
Department of Global, Environmental, and Genomic Health Sciences  
College of Public Health,  
University of South Florida, Tampa, FL
- 2023-Present    **Director**  
World Health Organization Collaborating Center on Social Marketing & Social Change  
University of South Florida, Tampa, FL
- 2019-Present    **Research Faculty**  
Center for Urban Transportation, College of Engineering  
University of South Florida, Tampa, FL
- 2016-2022    **Assistant Professor**  
Department of Community and Family Health, College of Public Health,  
University of South Florida, Tampa, FL

- 2014-2023     **Associate Director**  
World Health Organization Collaborating Center on Social Marketing &  
Social Change  
University of South Florida, Tampa, FL
- 2016-Present   **Training & Evaluation Lead**  
Florida Prevention Research Center  
University of South Florida, Tampa, FL
- 2015-2016     **Deputy Director**  
Florida Prevention Research Center  
University of South Florida, Tampa, FL
- 2014-2015     **Social and Behavioral Researcher**  
Florida Prevention Research Center  
University of South Florida, Tampa, FL
- 2013            **Consultant**  
World Health Organization – Western Pacific Region  
Manila, Philippines
- 2011-2014     **Center Administrator**  
Florida Prevention Research Center  
University of South Florida, Tampa, FL
- 2009-2011     **Grant Writer/Evaluator** (*independent consulting*)  
New Port Richey, FL
- 2007-2009     **Program Administrator**  
School of Social Work  
University of Michigan, Ann Arbor, MI
- 2006-2007     **Technical Advisor for Reproductive Health** (*Uganda Child Spacing Program*)  
WellShare International, Minneapolis, MN
- 2004-2006     **Program Coordinator** (*Somali Child Spacing Program*)  
WellShare International, Minneapolis, MN
- 2003-2004     **Health Program Specialist**  
WellShare International, Minneapolis, MN

---

## RESEARCH SUPPORT

*Awarded*

- 2025-2027 Artificial Intelligence – Integrated Social Marketing for Social Change. USF College of Public Health Research Initiatives Award. \$15,000. *Role: Principal Investigator*
- 2025-2026 Use of AI to preserve historical knowledge and communication coaching. Center for Urban Transportation Research at University of South Florida. \$10,000. *Role: Co-Investigator*
- 2025-2027 State safety office vital few safety campaigns – Social Marketing. Florida Department of Transportation (FDOT). \$212,049. *Role: Principle Investigator*
- 2024-2025 DIScovering competencies for disease intervention professionals. Association of School and Programs of Public Health (ASPPH). \$150,000. *Role: Co-Investigator*
- 2024-2026 CLEAR Water Quality: Convergent learning to enhance the analysis of risk on water quality. Interdisciplinary Research Awards (IDRA) – University of South Florida. \$500,000 *Role: Co-Principle Investigator*
- 2024-2029 Sunshine Education and Research Center. Centers for Disease Control and Prevention (CDC). \$9,000,000 *Role: Co-Investigator/Deputy Director for Social Marketing*
- 2024-2029 Morehouse School of Medicine Prevention Research Center – Advancing health equity and justice through community powered implementation science. Centers for Disease Control and Prevention (U48DP006802). \$5,000,000. Subaward to USF - \$75,338. *Role: Principle Investigator*
- 2024-2025 State safety office vital few safety campaigns – Social Marketing. Florida Department of Transportation (FDOT). \$247,155, 212,049. *Role: Principle Investigator*
- 2023-2024 Florida Commuter Choice Training Program – Social Marketing. Florida Department of Transportation (FDOT). \$129, 999 *Role: Co-Principle Investigator*
- 2023-2024 Formative research to explore acceptability and feasibility of a social marketing intervention prototype aimed at increasing HPV vaccination promotion efforts among oral health providers and parents/caregiver of children age 9-12 years attending rural dental clinics. University of South Florida – College of Public Health (Internal Award). \$18,000 *Role: Co-Investigator*

- 2022-2026 Social Marketing and Hillsborough Health Equity Plan Implementation. Florida Department of Health (FDOH). \$274,240. *Role: Principal Investigator*
- 2022-2026 Disease Intervention Specialist Workforce Development. Florida Department of Health (FDOH). \$8,024,852. *Role: Co-Investigator*
- 2022-2023 Capacity building in Social Marketing for public health professionals and technical assistance to guide implementation of salt reduction campaigns. Pan American Health Organization (PAHO). \$42,000. *Role: Principal Investigator*
- 2022-2026 Investigating the contextual and behavioural determinants of sodium intake among adult Canadians. Canadian Institutes of Health Research (CIHR). \$623,476 CAD. *Role: Co-Investigator*
- 2021-2024 IRES Track 1: Convergent research to support provision of safe water in eastern coastal Madagascar (NSF 20-598). National Science Foundation (NSF). \$288,759. *Role: Co-Principle Investigator*
- 2021-2022 State safety office vital few safety campaigns – Social Marketing. Florida Department of Transportation (FDOT). \$89,293. *Role: Principle Investigator*
- 2021 Social Marketing Training and Technical Assistance to Latin American and Caribbean Region. Pan American Health Organization (PAHO). \$26,463. *Role: Principle Investigator.*
- 2020-2022 Social, Ethical, and Behavioral Implications (SEBI) Research on COVID-19 Testing and Vaccine Uptake among Rural Latino Migrants in Southwest Florida. National Institutes of Health (AT010661). \$598,000. *Role: Co-Investigator*
- 2020-2023 The National COVID-19 Resiliency Network (NCRN): Mitigating the Impact of COVID-19 on Vulnerable Populations. US Department of Health and Human Services – Office of Minority Health. \$14.6 Million (Morehouse University School of Medicine). Subaward to USF: \$2.3 million. *Role: Co-Principle Investigator*
- 2020-2021 Using Social Marketing to Reduce Premature Death from Cardiovascular Disease in Lower Naugatuck Valley. Yale University- Prevention Research Center. \$15,000. *Role: Principle Investigator*
- 2020-2022 Florida Commuter Assistance Program Evaluation – Behavioral Economics. Florida Department of Transportation (FDOT). \$212,746. *Co-Principle Investigator*

- 2020-2021 Florida Commuter Choice Training Program – Social Marketing. Florida Department of Transportation (FDOT). \$110,374. *Role: Co-Principle Investigator*
- 2020-2021 Building institutional capacity to reduce childhood lead exposure in Tampa Bay & Sub-Saharan Africa. University of South Florida – Strategic Investment Pool (SIP) Awards. \$100,000. *Role: Co-Investigator*
- 2019-2021 Reducing childhood lead exposure in Madagascar by remediation of lead-containing hand pump components. Pure Earth. \$29,880. *Role: Co-Investigator.*
- 2019 Reducing childhood lead exposure in Madagascar by replacement of lead-containing hand pump components. Jammin’ 4 Water – Water Charities. \$9,000. *Role: Co-Investigator*
- 2019 “If you build it, they won’t come:” Increasing demand for lead-free values in pitcher-pumps through social marketing in Toamasina, Madagascar. College of Public Health, University of South Florida. \$28,000. *Role: Principle Investigator*
- 2018-2020 Build country capacity for cardiovascular disease prevention and support programs and actions to reduce dietary salt/sodium intake, by using the best scientific evidence and knowledge translation. American Heart Association grant received by the Pan American Health Organization (PAHO). \$50,000. *Role: Investigator/Social Marketing content expert (In-Kind)*
- 2017 Community Health Needs Assessment of Pinellas County, Florida. Florida Department of Health. \$74,000. *Role: Principle Investigator.*
- 2016-2019 Scaling-up and Evaluating Salt/Sodium Reduction Policies and Program in Latin American Countries. International Development Research Centre (IDRC). \$179,550. *Role: Principle Investigator*
- 2015-2016 Social Marketing Training and Technical Assistance to Build Capacity for Dietary Sodium Reduction. World Health Organization Collaborating Center on Social Marketing and Social Change. Pan American Health Organization. \$50,000. *Role: Principle Investigator*
- 2015-2016 Building Research Capacity on Participatory Processes Research and Health Education to Transform Women’s Health (*Social Marketing Training and Technical Assistance in Panama*). Government of the United Kingdom. \$6,500. *Role: Social Marketing Trainer*

- 2015-2016 Social Marketing Training and Technical Assistance on Community Based Prevention Marketing for Policy Development. Florida Prevention Research Center. Florida Department of Health (FDOH) Pinellas County. \$20,000. *Role: Principle Investigator*
- 2014-2019 Community-Based Prevention Marketing for Systems Change. Florida Prevention Research Center. Centers for Disease Control and Prevention [1-U48-DP-005024]. \$4.5 Million. *Role: Investigator/Deputy Director*
- 2013-2014 Using Social Marketing to Understanding Current Newborn Practices and the Barriers to the Implementation of First Embrace in the Western Pacific Region (*Project with World Health Organization (WHO) in Manila, Philippines*). University of South Florida, College of Public Health Faculty/Staff Professional Development Award. \$5,000. *Role: Co-Principle Investigator*
- 2013-2015 Accelerating Uptake of Modern Family Planning Methods through Village Health Teams (VHT) and Community-Based Access to Injectable Contraceptives (CBA2I) in Yumbe and Arua Districts in Uganda. WellShare International. United Nations Family Planning Fund (UNFPA). \$200,000. *Role: Grant Writer*
- 2009-2014 Community-Based Prevention Marketing: Bridging the Gap from Research-to-Practice. Centers for Disease Control and Prevention [1U48DP001900]. \$3.4 Million. *Role: Program Administrator/Social Behavioral Researcher.*
- 2005-2009 Communications Campaign to Prevent IPV Among Metro Detroit Asian Community. University of Michigan, School of Social Work. Centers for Disease Control and Prevention [CE000507]. \$ 2 Million. *Role: Program Administrator*
- 2006-2009 Wellshare International, Uganda Child Spacing Project/Community Based Family Planning. United States Agency for International Development (USAID) [GSM-005]. *Role: Co-Principle Investigator*
- 2003-2006 Wellshare International, Somali Child Spacing Program. Minnesota Department of Health, Family Planning Special Projects. *Role: Co-Principle Investigator*

*Not Awarded*

Community-Based Prevention Marketing (CBPM) for translation science: Reducing Cancer disparities through innovative partnerships. Centers for Disease Control and Prevention. \$3,750,000. *Role: Co-Investigator, Unit Lead: Training, Translation and Dissemination.*

Social Marketing Training and Technical Assistance to Build Capacity for Hypertension Prevention and Control in the Caribbean. World Health Organization Collaborating Center on Social Marketing and Social Change. Pan American Health Organization. \$1.5 Million. *Role: Principle Investigator*

Community Based Policy Development: Framework to Improve Access to Healthy Foods. Florida Prevention Research Center. Centers for Disease Control and Prevention-Special Interest Project. \$1.25 Million *Role: Co-Principle Investigator.*

---

## TEACHING EXPERIENCE

### *Curriculum Development*

2025-Present AI-Integrated Social Marketing for Social Change (AIMS)

- *New curriculum that seeks to bridge traditional public health planning with emerging AI technologies. Developing this in collaboration with Wichita State University – Community Engagement Institute.*

2020-Present Social Marketing in Transportation Certificate

- *Multi-module course developed during COVID-19 pandemic. Transitioned in person training academy into a virtual environment. Course developed meets weekly September-March. Focus on developing background statement, selecting behavior/audience, conducting formative research and translation of research into marketing mix. Course for transportation demand management professionals from all around the United States.*

2019-Present Introduction to Social Marketing for Public Health.

- *Five courses consisting of around 5-6 modules each for global public health workforce, that introduce concepts of social marketing, its application and the process. Used by Pan American Health Organization/World Health Organization. **Between 2020-2025, the courses has been completed by almost 23,000 people and is the most highly accessed course in PAHO virtual course history.***

2018-Present How to think like a Social Marketer.

- *Two-day training sessions comprised of 16 sessions that introduces social marketing and difference from other social change approaches, segmenting audience, selecting a behavioral focus, conducting research, development the marketing mix and concept testing and pretesting. Training academy uses a mix of live case studies and interactive group exercise to help in understanding and in amplifying impact. Currently is held over a two day period in collaboration with the USF Social Marketing Conference (2016, 2018, 2022), and more recently the North America Social Marketing Conference (2024).*

- 2018 Introduction to Social Marketing
- *Online course for public health professionals. Includes an introduction to social marketing, importance of research, data analysis, developing marketing mix and strategy.*
- 2016 Building Capacity for Community Engagement in Salt Reduction: Applying Social Marketing
- *Eight modules online course on Social Marketing for Latin America countries.*
- 2015 Building Capacity for Community Engagement in Salt Reduction: Applying Social Marketing
- *Four module online course developed for Caribbean public health professionals.*

*Instructor*

2022-Present **Faculty Instructor**

University of South Florida, College of Public Health, Tampa, FL

Advanced Social Marketing (PHC 6461)

*Designed to prepare student to use social marketing and related theoretical frameworks to analyze public health problems and design program solutions.*

2019-Present **Faculty Instructor**

University of South Florida, College of Public Health, Tampa, FL

Formative Research Methods in Social Marketing (PHC 6705)

*Designed to familiarize student with basic principles and techniques in conducting formative research for social marketing program development. Topics covered include: principles of formative research design, survey design, qualitative and quantitative data collection methods, interviewing techniques, qualitative data analysis, and pretesting.*

2018 **Faculty Instructor**

University of South Florida, College of Public Health/Department of Community and Family Health, Tampa, FL.

Health Education Intervention Methods (PHC 6507)

*Service learning course, allowing students to develop, implement and evaluate a health education/promotion intervention in a local community.*

2017-Present **Faculty Instructor**

University of South Florida, College of Public Health/Department of Community and Family Health, Tampa, FL.



Introduction to Social Marketing for Public Health (PHC 6411)  
*Overview of social marketing process, research methods and application of process to a health outcome.*

2013-2014     **Faculty Adjunct Instructor**  
University of South Florida, College of Public Health/Department of Community and Family Health, Tampa, FL.

Foundations of Maternal and Child Health (HSC 4579)  
*Overview of maternal and child health issues and trends, with emphasis on health assessment and interventions for families and children.*

*Teaching Assistant*

2015            **Faculty Adjunct Instructor**  
University of South Florida, College of Public Health/Department of Community and Family Health, Tampa, FL.

Social and Behavioral Sciences Applied to Health (PHC 6410)  
*Developed and taught lectures on Systems Thinking, Social Epidemiology and Social Marketing.*

2013            **Teaching Assistant**  
University of South Florida, College of Public Health/Department of Community and Family Health, Tampa, FL.

Health Behavior and Society (HSC 4211).  
*Introduce students to an ecological perspective of health, with particular focus on the determinants of health.*

2000-2001     **Teaching Assistant**  
University of Minnesota, Department of Political Science, Minneapolis, MN.

Political Development and Power and Politics.

*Social Marketing Trainer*

2024            American Public Health Association Annual Meeting: Learning Institute. Social Marketing Strategies: Understanding behavior change frameworks to develop marketing tactics that motivate and realize healthier personal and community choices. Minneapolis, MN. October 2024 (1 day training)

2024            Social Marketing Training Academy. University of South Florida, Social Marketing Group. Clearwater, FL. June 2018 (2 day training)

- 2022 Social Marketing Training Academy. University of South Florida, Social Marketing Group. Clearwater, FL. June 2018 (*2 day training*)
- 2019 American Public Health Association Annual Meeting: Learning Institute. Social Marketing for Real World Application. Philadelphia, PA. November 2019 (*1 day training*)
- 2018 Social Marketing Training Academy. University of South Florida, Social Marketing Group. Clearwater, FL. June 2018 (*2 day training*)
- 2017 Introduction to Social Marketing. InterAmerican Heart Foundation. December 2017 (*1 hour training webinar*)
- Introduction to Social Marketing. Center for Application of Prevention Technologies. Pine Bluff, AR. November 2017 (*2 day training*)
- Social Marketing: Encouraging Behavior Change. Training developed for the Illinois Critical Access Hospital Network. April 2017 (*1 hour training*)
- 2016 Social Marketing Training Academy. University of South Florida, Social Marketing Group. Clearwater, FL. June 2016 (*2 day training*)
- 2015 Building Research Capacity on Participatory Processes Research and Health Education to Transform Women's Health (*Social Marketing Training and Technical Assistance in Panama*). Government of the United Kingdom. (*5 day training with 2 day follow-up in 2016*)
- 2014 Social Marketing Training Academy. University of South Florida, Social Marketing Group. Clearwater, FL. June 2016 (*2 day training*)
- 2012 Social Marketing Training Academy. Presentation on Journey Mapping. University of South Florida, Social Marketing Group. Clearwater, FL. June 2016 (*1 hour training*)

---

## PROFESSIONAL AND COMMUNITY SERVICE

### *University Service*

- 2025- Member, Search Committee for College of Engineering Open Rank position.
- 2021- Member, Asian Pacific Islander Desi Association (APIDA) Council, University of South Florida

- 2021-2024 Faculty Senate Representative, Digital Learning Ecosystem Workgroup, University of South Florida
- 2020-2021 Member, Faculty Success and Professional Development, Spring and Summer 2021 Planning Workgroup, University of South Florida
- 2020-2021 Member, Task Force USF Digital Communities Building Socially Connected Networks, University of South Florida
- 2019-2025 Ex-Officio, Faculty Senate Executive Committee, University of South Florida
- 2019-2025 Member, Faculty Senate, University of South Florida
- 2019-2025 Ex-Officio, Information Technology Management Council (ITMC), University of South Florida
- 2019-2025 Chair, Council on Technology for Instruction and Research USF Faculty Senate, University of South Florida.
- 2018-2019 Member, Council on Technology for Instruction and Research USF Faculty Senate, University of South Florida

*College Service*

- 2025- Chair Area Committee – Global Health Planning and Practice for Department of Global, Environmental, and Genomic Health Sciences. College of Public Health, University of South Florida.
- 2020-2020 Search Committee Member, Faculty for Disaster Preparedness Programs College of Public Health, University of South Florida
- 2018-2021 Member, Annual Promotion and Tenure Committee College of Public Health, University of South Florida
- 2018- Reviewer, College Scholarship Committee College of Public Health, University of South Florida
- 2018- Member, Doctoral Admissions Committee, Community and Family Health Concentration, College of Public Health
- 2017-2018 Member, Curriculum Committee Department of Community and Family Health, College of Public Health
- 2017- Member, Graduate Certificate in Social Marketing Department of Community and Family Health, College of Public Health

*Professional/Community Service*

2025-	Associate Editor, Social Marketing Quarterly
2024	Subject Matter Expert on Behavior Change – Safety Focus Groups to inform the development of 20255 Florida Transportation Plan (FTP)
2023-2024	Regional Editor, Journal of Social Marketing
2022-	Expert panel member, World Health Organization (WHO) working group: Development of best practice criteria for public education and communication campaigns to promote physical activity
2022-2022	External Reviewer, University of Kentucky College of Public Health – Department of Health Behavior and Society self-study reviewer
2021	Health Equity Task Force, Office of Minority Health and Health Equity, Hillsborough County Department of Health
2019-	<i>Editorial Board</i> – Social Marketing Quarterly (SMQ)
2016-	Social Marketing Technical Advisor – Pan American Health Organization (PAHO), Technical Advisory Group (TAG), Washington, DC
2015-	Tampa Bay Health Advisory Board – Nutrition and Healthy Behaviors Subcommittee (Technical Expert on Social Marketing and Research)
2014-2019	Healthy Pinellas Consortium (Technical Expert on Social Marketing)
2012-2014	Art of Sex Fundraising Committee Member Planned Parenthood, Tampa, FL.
2012-2013	Facilitator University of South Florida - Explorers Program, Tampa, FL.
2003-2010	Executive Committee & Board of Director Humanity First USA, Silver Springs, MD.
2005-2006	Board of Director Minnesota Public Interest Research Foundation (MPIRF), Minneapolis, MN.
1998-2001	Representative to the State & Local Board of Directors Minnesota Public Interest Research Group (MPIRG), Minneapolis, MN.
1999-2001	President & Student Representative to CIC/WISE Steering Committee

Women in Science and Engineering (WISE), Minneapolis, MN.

1999-2001     President  
International Study and Travel Center (ISTC), Minneapolis, MN.

1999-2001     Student Coach  
Take Charge Program, Minneapolis, MN.

*Journal Reviewer*

Health Communication  
Social Marketing Quarterly  
Journal of Social Marketing  
Health Promotion Practice  
Public Health  
Annals of Epidemiology  
BMC Pregnancy and Childbirth  
Journal of School Health  
Obstetrics and Gynecology  
Hydrogeology Journal  
Journal of Environmental Management  
Environmental Science & Technology  
Journal of Public Policy and Marketing  
City and Environment Interactions  
Appetite  
Journal of Public Health Research  
American Journal of Public Health

*Reviewer for Scholarly Conferences*

2013-            American Public Health Association (APHA) Annual Conference  
2012-            Social Marketing in Public Health Conference and Training Academy

*Conference Planning Committee*

2012-Present   Social Marketing in Public Health Conference and Training Academy

---

**PEER REVIEWED PUBLICATIONS**

\*Ghali, R.A., Tahir, S., Vogel, E., **Khaliq, M.**, Bafagih, S., Arcand, J. (2025) “Nobody is talking about it, so maybe it is not that important.” A qualitative study examining Canadian adults’ perceptions and experiences with dietary sodium. *Appetite*. 216, 108265. <https://doi.org/10.1016/j.appet.2025.108265>.

Biroscak, B., **Khaliq, M.**, Schneider, T., Dash-Pitts, L., Aguado Loi, C., Ewing, A., Hovmand, P., Bryant, C.A., Parvanta, C. (2025) Integration of social marketing and systems dynamics modeling to address health disparities: An academic-community partnership case study. *Journal of Social Marketing*. 15(4):579-600  
<https://doi.org/10.1108/JSOCM-02-2025-0025>

\*Sommariva, S., Wimbish, D., Mayes, S., Makris, A., Liddel, V., **Khaliq M.** (2025) Systematic review of social marketing as a behavior change agent in salt reduction. *Global Heart*. 20(1):100. <https://doi.org/10.5334/gh.1478>

\*Judah, L.A., Andriambololonirina, C., Rakotoarisoa, L., Barrett, L.J.P., **Khaliq, M.**, Mihelcic, J.R., Cunningham, J.A. (2024) Occurrence and mitigation of bacterial contamination of stored household water in easter coastal Madagascar. *Water*, 16(11), 1592. <https://doi.org/10.3390/w16111592>

**Khaliq, M.**, Wimbish, D. and Makris, A. (2024), "Tackling the social marketing formative research bottleneck: comparative analysis of the complementary nature of community-generated personas and focus groups", *Journal of Social Marketing*, Vol. 14 No. 2, pp. 187-209. <https://doi.org/10.1108/JSOCM-06-2023-0141>

\*Buerck, A. **M.**, **Khaliq, M.**, Alfredo, K., Cunningham, J. A., Barrett, L. J. P., Rakotondrazaka, R., ... & Mihelcic, J. R. (2023). Reductions in children's blood lead levels from a drinking-water intervention in Madagascar, Sub-Saharan Africa. *Environmental Science & Technology*, 57(43), 16309-16316.

\*Sommariva, S., Beckstead, J., **Khaliq, M.**, Daley, E., & Martinez Tyson, D. (2023). An approach to targeted promotion of HPV vaccination based on parental preferences for social media content. *Journal of Social Marketing*, 13(3), 341-360.

\*Buerck, A. M., **Khaliq, M.**, Rakotondrazaka, R., Rakotoarisoa, L., Paul Barrett, L. J., Sommariva, S., & Mihelcic, J. R. (2023). Convergence of Social Marketing and Engineering: A Lead Mitigation Study in Madagascar. *Social Marketing Quarterly*, 29(1), 87-104.

\*Champion, W. **M.**, **Khaliq, M.**, & Mihelcic, J. R. (2022). Advancing Knowledge to Reduce Lead Exposure of Children in Data-Poor Low-and Middle-Income Countries. *Environmental Science & Technology Letters*, 9(11), 879-888.

\*Champion, W.M., Buerck, A.M., Nenninger, C., Yusuf, K., Barrett, L.J.P., Rakototarisoa, L., Rakotondrazaka, R., Alfredo, K., Cunningham, J., **Khaliq, M.**, Mihelcic, J.R. (2022) Childhood blood lead levels and environmental risk factors in Madagascar. *Environmental Science and Pollution Research*. 1-14.

**Khaliq, M.**, Sommariva, S., Buerck, A. M., Rakotondrazaka, R., Rakotoarisoa, L., Barrett, L. J. P., & Mihelcic, J. R. (2021). Midstream Players Determine Population-Level Behavior Change: Social Marketing Research to Increase Demand for Lead-Free Components in Pitcher Pumps in Madagascar. *International Journal of Environmental Research and Public Health*, 18(14), 7297. <http://dx.doi.org/10.3390/ijerph18147297>

\*Buerck, A., Usowicz, M., Cunningham, J., **Khaliq, M.**, Barrett, L., Rakotoarisoa, L., Rakotondrazaka, R., Alfredo, K., Sommariva, S., Mihelcic, J. (2021) Health and Economic Consequences of Lead Exposure Associated with Products and Services Provided by the Informal Economy. *Environmental Science & Technology*. 55(12), 8362-8370. <https://doi.org/10.1021/acs.est.0c08127>

\*Makris, A., **Khaliq, M.**, Perkins, E.A. (2021) A scoping review of behavior change interventions to decrease health care disparities for patients with disabilities in primary care setting: Can Social Marketing play a role? *Social Marketing Quarterly*. 27(1), 48-63. doi:10.1177/1524500421992135

\*Skerletopoulos, L., Makris, A., Khaliq M. (2020) “Trikala quits smoking:” A citizen co-creation program design to enforce the ban on smoking in enclosed public spaces in Greece. *Social Marketing Quarterly*. <https://doi.org/10.1177/1524500420942437>

Biroscak, B.B., Bryant, C.A., **Khaliq, M.**, Schneider, T., Panzera, A.D., Courtney, A., Parvanta, C., Hovmand, P. (2019) Using systems dynamics modeling to evaluate a community-based social marketing framework: A computer simulation study. *Journal of Social Marketing*. 9(1), 53-76. <https://doi.org/10.1108/JSOCM-01-2018-0014>

Mayer, A.B., McDermott, R.J., **Khaliq, M.**, Courtney, A.H., Bryant, C.B. (2016) An instrument development process for assessing community coalition uptake of innovation. *Health Behavior and Policy Review*. 3(4), 396-409

Biroscak, B.J., **Khaliq, M.**, Truong, S., McDermott, R.J., Lindenberger, J., Schneider, T., Mayer, A.B., Panzera, A.D., Courtney, A.H., Martinez-Tyson, D., Aguado Loi, C., Bryant, C.A. (2015). Social Marketing and Policy Making: Tools for Community-Based Policy Advocacy. *Social Marketing Quarterly*. 1-9 DOI10.1177/1524500415609880

Whiteford, L., **Khaliq, M.**, Legetic, B., Merritt, R., Lindenberger, J. (2015) Global health, medical anthropology, and social marketing: Steps to the ecology of collaboration. *Collegium Anthropologicum*. 39(2), 285-288

Demment, M.M., Peters, K., Dykens, J.A., Dozier, A., Nawaz, H., McIntosh, S., Smith, J.S., Sy, A., Irwin, T., Fog, T.T., **Khaliq, M.**, Blumenfeld, R., Massoudi, M., De Ver Dye, T. (2015) Developing the evidence base to inform best practice: A scoping study of breast and cervical cancer review in low- and middle-income countries. *PLoS One*. 10(9), e0134618

Biroscak, B.J., Schneider, T., Panzera, A.D., Bryant, C., McDermott, R.J., Mayer, A.B., **Khaliq, M.**, Lindenberger, J., Courtney, A.H., Swanson, M.A., Wright, A.P., Hovmand, P.S. (2014). Applying systems science to evaluate a community-based social marketing innovation: a case study. *Social Marketing Quarterly*, 20(4), 247-267.

Bryant, C.A., Courtney, A.H., McDermott, R.J., Lindenberger, J.H., Swanson, M.A., Mayer, A.B., Panzera, A.D., **Khaliq, M.**, Schneider, T., Wright, A.P., Lefebvre, C, & Biroscak, B.J., (2014) Community-Based Prevention Marketing for policy development: A new planning framework for coalitions. *Social Marketing Quarterly*. 20(4), 219-247.

Yoshihama M, Ramakrishnan A, Hammock AC, **Khaliq M.** Intimate Partner Violence Prevention Program in an Asian Immigrant Community: Integrating Theories, Data and

Community. Violence Against Women. Vol 18 Issue 7, pp 763-783, August 2012 doi: 10.1177/1077801212455163

Buesseler, H., DuBois, D.K., **Pasha, M.K.**, Jama, S. (2007) Designing a culturally appropriate family planning program for refugees: the Somali Child Spacing Project. *Contraception*. 76(2), 176-177

Brodie, C.R., **Khaliq, M.**, Yin, J.CP., Clark, B., Orr, H.T., Boland, L.M. (2004) Overexpression of CREB reduces CRE-mediated transcription: Behavioral and cellular analyses in transgenic mice. *Molecular and Cellular Neuroscience*. 25(4), 602-611

Patz JA, **Khaliq M.** Global Climate Change and Health: Challenges for Future Practitioners. (2002) *Journal of the American Medical Association (JAMA)*. 287, 2283-2284

*Scholarship under review/In press/In preparation*

Hoare, I., Turner, D., **Khaliq, M.**, Greene K., De Oliveira Rocha, B., Somboonwit, C. (2026) “Everyday is different, and it is worthwhile:” Developing competencies for disease intervention professionals. *Public Health Reports*. *(Submitted)*

Buro, A., Roman Candelaria, K., Wimbish, D., Vazquez Ruiz, S., Rancourt, D., Gray, H., Rodriguez, C., **Khaliq, M.**, Bailey, R., Stern, M., Redwine, L. (2025) Building trust through culturally tailored health messaging: Lessons from COVID-19 testing and vaccination in rural Latino communities. *Health Promotion Practice*. *(Submitted)*

Khan, L., Sander, Z., Beckstead, J., **Khaliq, M.** (2025) A mixed-methods approach to investigating factors influencing young male drivers’ intentions to engage in distracted driving. *Traffic Psychology and Behaviour*. *(Submitted)*

Khaliq, M., Wimbish, D., Hammond, R., Winter, P., Wang, Y. (2025) Making it stick: Improving effectiveness of communication messages and materials using Neuromarketing. *Case Studies in Transport Policies*. *(Submitted)*

\*Trigg, M., Khaliq, M., Curry, D., Calvo, A. (2024) A systematized review of types of violence experienced by women in Latin America and the Caribbean in the wake of COVID-19. *Global Health Action*. *(Submitted)*

\*Silverman, I., Khaliq, M., Mihelcic, J., Rakotondrazaka, R. (2023) Social determinants of household point-of-use disinfection and their catalyst for long-term behavior change in Madagascar. *The Journal of Water, Sanitation and Hygiene for Development* *(In preparation)*

\*Tucker, C., **Khaliq, M.** (2021) Achieving behavior change in bicycle safety: A scoping literature review of the use of social marketing. *Journal of Transport and Health* *(In preparation)*



Yoshihama, M., Hammock, A.C., **Khaliq, M.**, Ramadrishnan, A. (2021) Community readiness assessment and phased implementation of Intimate Partner Violence prevention in an Asian Indian community. *Prevention Science (Submitted)*

Khaliq, M., Sommariva, S., Makris, A., Duane, S., Whiteford, L., Lindenberger, J., Legetic, B., Bryant, C. (2021) Modern Caribbean Woman: Formative research on reducing salt in four Caribbean countries using social marketing. *Pan American Journal of Public Health (Submitted)*

MacCarthy, M.F., Bowers, C.E., **Khaliq, M.** (2020) Engineering and Social Marketing: Understanding and improving a sustainable household water system market. *Environmental Engineering Science (Submitted)*

Yoshihama, M., Hammock, A., **Khaliq, M.**, & Ramakrishnan, A. (2019) A ‘Slow food’ campaign for socioculturally relevant domestic violence prevention: Locally grown and consumed messages and action. Submitted to *American Journal of Community Psychology. (Under Review)*

**Khaliq, M.**, Merritt, R.K., Menzies, S., Sobel, H. Understanding current newborn practices and the barriers to the implementation of the Essential Newborn Care within the Philippines and Lao PDR: A formative research study with healthcare professionals. To be submitted to *Social Science and Medicine*

**Khaliq, M.**, Truong, S., Mayer, A.B., Rella, N., Schneider, T., Lindenberger, J.H., Bryant, C.B. Development of a user-centered website: Lessons learned from the Community-Based Prevention Marketing for Policy Development training website. To be submitted *International Journal of Telemedicine and Applications.*

---

## BOOK CHAPTER/ARTICLES

**Khaliq, M.** (2025) What about AI? *Social Marketing Quarterly*, 31(4), 329-330.  
<https://doi.org/10.1177/10892532251393850>

Holliday, R., Willock, R.J., **Khaliq, M.**, Francis, S., Hull, S., Parvanta, C. (2025) Health Communication and Social Marketing. In Akintobi, T.H., Miles-Richardson, S. *Community-Centered Public Health: Strategies, Tools, and Applications for Advancing Health Equity.* Springer Publishing DOI: 10.1891/9780826189462

Luque, J.S & **Khaliq M.** (2023) Community-Engaged Approaches to Health Promotion and Social Marketing. In J. Coreil (3rd Ed.) *Social and Behavioral Foundations of Public Health.* Sage Publications.

McDermott, R., Mayer, A., Martinasek, M., Aguado-Loi, C., Vamos, S., **Khaliq, M.**, McDaniel, J.T. (2023) Community Based Interventions. In Nolan. M.B., Wegner, M.V., Remington, P.L. (5th Ed.) *Chronic Disease Epidemiology, Prevention, and Control.* American Public Health Association.

**Khaliq, M.**, (2022) Case 11: Decreasing Lead in Water. In: Lee, N.R., & Kotler, P. (2022). Success in Social Marketing: 100 Case Studies From Around the Globe (1st ed.). Routledge. <https://doi.org/10.4324/9781003272106>

**Khaliq M.**, Boddupalli S., Parvanta C., Bryant C. (2022) Community-Based Prevention Marketing (CBPM): Evolution from Programming to Policy Development to Systems Change. In: Fourali C., French J. (eds) *The Palgrave Encyclopedia of Social Marketing*. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-14449-4\\_91-1](https://doi.org/10.1007/978-3-030-14449-4_91-1)

**Khaliq M.**, Sommariva S., Bryant C. (2021) Advancing Social Marketing at the University of South Florida. In: Fourali C., French J. (eds) *The Palgrave Encyclopedia of Social Marketing*. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-14449-4\\_34-1](https://doi.org/10.1007/978-3-030-14449-4_34-1)

Alfonso, M., **Khaliq, M.** Martinesek, M. (2020) Social marketing and consumer-based approaches in Public Health. In Shi, L., & Johnson, J.A. *Novick & Morrow's Public Health Administration: Principles for population-based management*. (pp. 423-448). Burlington, MA: Jones & Bartlett Publishers.

**Khaliq, M.**, (2020) Salt Reduction in the Americas. *Sight and Life Magazine*. 34(1), 145-149. [https://sightandlife.org/wp-content/uploads/2020/03/SightandLifeMagazine\\_2020\\_Consumer\\_Insights\\_Salt-Reduction-in-the-Americas.pdf](https://sightandlife.org/wp-content/uploads/2020/03/SightandLifeMagazine_2020_Consumer_Insights_Salt-Reduction-in-the-Americas.pdf)

Mayer, A., Lefebvre, R., McDermott, R., Bryant, C., Courtney, A., Lindenberger, J. A., Swanson, M.A., Panzera, A.D., **Khaliq, M.**, Biroscak, B.J., Wright, A.P. (2015) Social marketing approach for increasing community coalitions' adoption of evidence-based policy to combat obesity. In L. Brennan, W. Binney, L. Parker, & T. Watne (Eds.), *Behavior change models: Theory and application for social marketing*. Cheltenham, UK: Edward Elgar Publishers.

*Scholarship under review/In press/In preparation*

---

## TECHNICAL REPORTS

**Khaliq, M.**, Makris, A., Erasme, N., Rocha, B., Maldonado, Y. (2025) Social Marketing for Public Health: A compendium guide for applying Social Marketing to the development of health interventions. Pan American Health Organization (PAHO). Washington, DC.

Erasme, N., **Khaliq, M.**, Hendricks, S., Winters, P. (2025) *Summary of interviews with Hispanic community partners*. Florida Department of Transportation Safety Office. Tallahassee, Florida.

Rocha, B., Erasme, N., **Khaliq, M.** (2025). *PrEP and the patient-provider experience: FDOH PrEP task force formative research findings report*. Florida Department of Health – Hillsborough County. Tampa, FL

Hendricks, S., Khan, L., Winters, P., Erasme, N., **Khaliq, M.** (2025) Safety Culture at Florida Department of Transportation and other DOTs. Florida Department of Transportation Safety Office. Tallahassee, Florida.

Beckstead, J., Jones, R., Hendricks, S., **Khaliq, M.** (2024) State Safety Office Vital Few Safety Campaign - Analysis of Phase 1 Baseline and Post-Campaign Survey Results for English Speaking Primary Audience. Florida Department of Transportation Safety Office. Tallahassee, Florida.

Winter, P., **Khaliq, M.**, Wimbish, D. Florida Commuter Assistance Program Evaluation, September 1, 2020 through August 31, 2022. (2023) Florida Department of Transportation. Tallahassee, Florida.

**Khaliq, M.**, Makris, A. (2023) Community Based Prevention Marketing (CBPM) Training and Technical Assistance – Grant Summary 2020-2023. National COVID-19 Resiliency Network (NCRN) at the Morehouse School of Medicine. Atlanta, GA.

**Khaliq, M.**, Makris, A. (2021) Community Based Prevention Marketing (CBPM) Training and Technical Assistance Summary Report. National COVID-19 Resiliency Network (NCRN) at the Morehouse School of Medicine. Atlanta, GA

Bewe, J.M., Boddupalli, S., Ingram, A., Jain, D., Liddell, V., Makris, A., Zemen, R., Parvanta, C., **Khaliq, M.** (2021) Literature review to support communication to priority populations: Hispanic/Latino/Latinx, Hispanic food processing employees and Alaskan Native/American Indian. National COVID-19 Resiliency Network (NCRN) at the Morehouse School of Medicine. Atlanta, GA

Madriz K., Ramos E., Blanco-Metzler A, Saavedra L., Nilson Eduardo, Tiscornia V., Canete F., Vega J., Montero MA., Benavides K., Sequera G., Benítez G., Turnes C., Samman N., Ponce V., Meza M., Bistriche E., Tavares A., Allemandi L, Castronuovo L., Guarnieri L., Ríos B., L’Abbe M., Arcand J., **Khaliq M.**, Grajeda R. , Franco B., Padilla J. (2020) Policy Brief: The Challenge of Reducing Dietary Salt / Sodium Intake in Latin American Countries. Costa Rican Institute of Research and Teaching in Health and Nutrition (INCIENSA). Tres Ríos, Costa Rica

**Khaliq, M.**, Sommariva, S., Bardfield, L. (2019) Salt Reduction in Latin America: A Regional Social Marketing and Communication Plan. University of South Florida, College of Public Health. Tampa, FL

Mihelcic, J., Cunningham, J., Buerck, A., **Khaliq, M.**, Usowicz, M., Barrett, J.J.P., Rakotoarisoa, L.N. (2019) Health impacts of exposure to lead-contaminated water obtained

from hand pumps in Madagascar. White paper. University of South Florida, Civil and Environmental Engineering and College of Public Health, Tampa, FL.

Mihelcic, J., Usowicz, M., Buerck, A., **Khaliq, M.** (2019) Reducing Lead exposure by replacement of Lead-containing hand pump components in Tamatave, Madagascar. University of South Florida, Civil and Environmental Engineering and College of Public Health. Tampa, FL

**Khaliq, M.** & Adegoke, K. (2017) Pinellas County Community Health Needs Assessment (CHNA) 2017 data book. University of South Florida, College of Public Health. Tampa, FL

**Khaliq, M.**, Duane, S., Lindenberger, J.H., Bryant, C.A. (2015) Social Marketing Plan to Reduce Salt Intake in the Caribbean. University of South Florida, World Health Organization Collaborating Center for Social Marketing. Tampa, FL

**Khaliq, M.**, Duane, S., Lindenberger, J.H., Bryant, C.A. (2015) Strategy Development Workbook for Salt Reduction in the Caribbean. University of South Florida, World Health Organization Collaborating Center for Social Marketing. Tampa, FL

Bryant, C.A., Lindenberger, J.H., **Khaliq, M.**, Schneider, T., Rella, N. (2012) Social Marketing Plan to Promote Long Acting Reversible Contraceptives. University of South Florida, Social Marketing Group. Tampa, FL

**Khaliq, M.**, Yoshihama, M. (2008) Building a Stronger Community: Taking Action Against Domestic Violence. The Shanti Project. (Training Curriculum)

**Khaliq, M.**, Yoshihama M. (2008) Family Communications Workshop. The Shanti Project. June 2008. (Training Curriculum)

**Khaliq, M.**, Singleton, J., DuBois, D. (2006) Flexible Fund Family Planning Survey Report: Uganda Child Spacing Program. Minnesota International Health Volunteers (MIHV).

**Khaliq, M.**, Abdirahman, S., DuBois, D. Decisions About Child Spacing: Focus Groups with Somali Community Members. (2006) Minnesota International Health Volunteers (MIHV).

**Khaliq, M.**, DuBois, D., Herrel, N. (2004) Community Responses to HIV/AIDS: Focus Groups with Somali Community Members. Minnesota International Health Volunteers (MIHV) & Distinctive Leader Options, Inc.

**Khaliq, M.**, DuBois, D., Wood, A., Ssewamuwe, M., Ssonko, P. (2003) Child Survival Training for Ugandan Health Authorities & American Refugee Staff: Child Survival Training Curriculum. Minnesota International Health Volunteers (MIHV). (Training Curriculum)

---

## HEALTH EDUCATION PRODUCTS & TOOLS

**Khaliq, M.**, Hull, S. (2025) Centering the Voice of the Community: Experiences With Community-Based Prevention Marketing (Podcast 11.1). In Akintobi, T.H., Miles-Richardson, S. Community-Centered Public Health: Strategies, Tools, and Applications for Advancing Health Equity. Springer Publishing DOI: 10.1891/9780826189462

Bryant CA, Lindenberger J, McDermott R, Mayer AB, Rella N, **Khaliq M**, Panzera A, Schneider T. (2014) Community Based Prevention Marketing for Policy Development. Florida Prevention Research Center (FPRC) at University of South Florida. (*Interactive training website for community coalitions*)

**Khaliq, M.**, Yoshihama, M. (2008) Shanti Talk: Building a Stronger Community, It Starts at Home. University of Michigan - The Shanti Project. (*Interactive card game on intimate partner violence prevention*)

**Khaliq, M.**, Burkland, H., DuBois, D., Ehrlich, L., Elabe, J., Jama, S., Noor, S. (2007) My Body: Human Reproductive Anatomy (Jirkayga: Habbdhiska Taranka Jirka Bini-aadamka). Minnesota International Health Volunteers (MIHV).

Kluznik, J., **Khaliq, M.**, DuBois, D. 2007 Somali Health Calendar. (2006) Minnesota International Health Volunteers (MIHV).

**Khaliq, M.**, Ehrlich, L., DuBois, D. 2006 Somali Health Calendar. (2005) Minnesota International Health Volunteers (MIHV). (*Culturally-appropriate calendar for the Somali community*)

Ehrlich, L., **Khaliq, M.**, DuBois, D. (2005) Caafimaadkeena - Our Health. Minnesota International Health Volunteers (MIHV). (*Health education video*)

DuBois, D., Olevitch, L., Benavides, E., **Khaliq, M.**, Maliga, S., Laughlin, K. (2004) Healthy Moms, Healthy Babies: Somalis Give Birth in America. MIHV and Park Nicollet Institute. (*Health Education video*)

---

## PROFESSIONAL PRESENTATIONS (*selected*)

Yazdani Arani, M., Wells, C., **Pasha, M.**, & Alfredo, K. (2025) RHI, Beyond Violations: A Nationwide Framework for Cumulative Health Risk Assessment in U.S. Drinking Water Systems. The Water Quality Technology Conference (WQTC). Tacoma, Washington (Nov 2025).

Jaskela, M., Spivey, C., Hoare, I., Khaliq, M., Somboonwit, C., Levine, M. (2025) From concept to practice: An application of the ADDIE model for constructing a Disease Intervention Specialist (DIS) curriculum and training program in Florida. NACCHO 360 Conference. July 14-July 18, 2025. Anaheim, CA.

Khan, L., Hendricks, S., Winters, P., Erasme, N., Khaliq, M. (2025) Shaping safer roads: Understanding traffic safety culture in the US: How states influence roadway behaviors and lessons learned. USF Health Research Day. February 28, 2025 (Poster)

Sanders, Z., Jones, R., Beckstead, J., Hendricks, S., Khaliq, M., Erasme, N., Khan, L., Winters, P. (2025) Belief and behaviors on Florida's roads: A theory of reasoned action approach to young men's risky driving. USF Health Research Day. February 28, 2025 (Poster)

Khaliq, M., Wimbish, D., Hammond, R., Winters, P., Wang, Y. (2024) At the intersection of transportation and health communication: Improving Effectiveness of Communication Messages and Materials Using Neuromarketing. American Public Health Association (APHA) 2024: Annual Meeting & Expo. Minneapolis, MN. October 28, 2024 (Oral)

Erasme, N., Mayes, S., Bakhet, S., Khaliq, M. (2024) Implementing a community engaged approach in a virtual setting: Adapting community based prevention marketing to address PrEP initiation in Hillsborough county, FL American Public Health Association (APHA) 2024: Annual Meeting & Expo. Minneapolis, MN. October 28, 2024 (Poster)

Makris, A., Khaliq, M. Applying the learnings of a USF/PAHO social marketing capacity building course in the real world. Using social marketing to decrease excessive salt consumption in Aruba and St. Maarten. 2024 North America Social Marketing Conference. Clearwater, FL. May 18, 2024. (Oral)

Khaliq, M., Wimbish, D., Hammond, D., Winters, P. Making it stick: Improving effectiveness of communication messages and materials using neuromarketing. 2024 North America Social Marketing Conference. Clearwater, FL. May 18, 2024. (Oral)

Maldonado, Y., Makris, A., Erasme, N., Khaliq, M. Training public health professionals in the Caribbean and Latin America to use social marketing for decreasing non-communicable diseases: Lessons learned and future opportunities. 2024 North America Social Marketing Conference. Clearwater, FL. May 18, 2024. (Oral)

Khaliq, M., Wimbish, D., Makris, A. A Social Marketing Approach to Tackle The Formative Research Bottleneck: A Study of Two Data Gathering Methods to Understand a Priority Research Population at a Time of Crisis. 2024 North America Social Marketing Conference. Clearwater, FL. May 18, 2024. (Oral)

Erasme, N., Mayes, S., Bakhet, S., Khaliq, M. Implementing a community engaged approach in a virtual setting: Adapting Community Based Prevention Marketing to address PrEP initiation in Hillsborough County, FL. 2024 North America Social Marketing Conference. Clearwater, FL. May 17, 2024. (Oral)

Erasme, N., Mayes, S., Bakhet, S., Khaliq, M. Implementing a community engaged approach in a virtual setting: Adapting Community Based Prevention Marketing to address PrEP initiation in Hillsborough County, FL. 2024 Florida HIV CPR Conference. Tampa, FL. April 17, 2024. (Poster)

Walsh, E., Jimenez, C., Champalou, M., Randriamanantena, R., Thomas, OA., Khaliq, M., Cunningham, J, Mihelcic, J. Convergent research to support provision of safe drinking water in eastern coastal Madagascar: Social marketing. USF Health Research Day. Tampa, FL. March 1, 2024 (Poster)

Maldonado, Y., Makris, A., Erasme, N., Khaliq, M. Using social marketing to train public health professionals to decrease non-communicable diseases: Lessons learned and future opportunities. USF Health Research Day. Tampa, FL. March 1, 2024 (Poster)

Sterling, I., Jessurun, R., Wimbish, D., Richardson, S., Henry, M., Khaliq, M., Kampen, SCV. Designing a social marketing campaign for salt reduction in Sint Maarten: a formative research study. Lifestyle Medicine in Latin America and the Caribbean. Prevention of Non-Communicable Diseases. Willemstad, Curacao. February 23, 2024 (Poster)

Buerck, A., Khaliq, M., Kiefer, A. Community integration: Identification and mitigation of heavy metal exposure. American Chemical Society. August 16, 2023 (Oral)

Beltran, R., Champalou, M., Khaliq, M., Mihelcic, J., Cunningham, J., Barrett, L., Rakotoarisoa, L., Rakotoarison, R., Thomas, O. Social Marketing and behavioral research: Provision of safe drinking water in Madagascar. University of South Florida – Health Research Day, March 3, 2023. (Poster)

Buerck, A., Mihelcic, J.R., Khaliq, M., Barrett, L.J.P., Rakotoarisoa, L.N., Rakotondrazaka, R., “How Technology Innovation & Social Marketing Converge for Impactful Behavior Change: Pb Mitigation in Madagascar,” UNC Water & Health Conference, Chapel Hill, North Carolina, October 2022. (Oral) (Ranked as Top 20 Abstract of the conference)

Buerck, A., Khaliq, M., Barrett, L.J.P., Rakototarisoa, L.N., Rakotondrazaka, R., “A lead (Pb) Mitigation story from Madagascar: Technology Innovation, Public Health, & Social Marketing Converge for Impactful Behavior Change within an Informal Hand Pump Market,” OU International WaTER Conference, Norman, Oklahoma, September 2022. (Oral)

Buerck, A.M., Khaliq, M., Mihelcic, J. (2022) Engineering and Social Marketing: Convergence research to reduce lead exposure in supplemental self-supply water source by handpumps in Madagascar. World Social Marketing Conference. Brighton, United Kingdom

Buerck, A.M., Khaliq, M., Mihelcic, J. (2022) Convergence Research: A transdisciplinary integration of engineering, social science, and public health to achieve sustainable lead (Pb) mitigation. Association of Environmental Engineering and Science Professors. St. Louis, MO.

Cunningham, J., Khaliq, M., Mihelcic, J., Buerck, A. (2022) Convergent research to support the provision of safe water in eastern coastal Madagascar. Association of Environmental Engineering and Science Professors. St. Louis, MO.

Biroscak, B., Ray, E.R., Dias, E., Khaliq, M. (2022) Are there leverage points for increasing the influence and impact of Social Marketing? A conceptual model of the US Social Marketing system. USF Social Marketing Conference. Clearwater, FL.

Buerck, A.M., Khaliq, M., Sommariva, S., Rakotondrazaka, R., Rakotoarisoa, L, Barrett, L., Mihelcic, J. (2022) Engineering and Social Marketing: Convergence research to reduce lead exposure in Madagascar. USF Social Marketing Conference. Clearwater, FL

Buerck, A.M., Khaliq, M., Sommariva, S., Rakotondrazaka, R., Rakotoarisoa, L, Barrett, L., Mihelcic, J. (2022) Engineering and Social Marketing: Transdisciplinary research to reduce lead exposure in Madagascar. USF Graduate Research Symposium. Tampa, FL.

Khaliq, M., Makris A., Wimbish, D., Parvanta, P. (2022, February 25). Persona Building an Agile User Centered Approach to Inform Public Health Interventions: Experience from the National COVID-19 Resilience Network (NCRN) Application of Community Based Prevention Marketing (CBPM) [Poster presentation]. University of South Florida Health Research Day, Tampa Florida, USA.

Ingram, A.M., Khaliq, M. & Wimbish, D.M. (2022). Risky business: Audience segmentation in transportation research. How have transportation researchers used data to inform segmentation? [Poster presentation]. USF Health 2022 Research Day, Tampa, FL, United States.

Champion, W., Rakotoarisoa, L., Rakotondrazaka, R., Khaliq, M., Cunningham, J., and Mihelcic, J. (2021) Lead Poisoning of Children in Madagascar in Relation to Drinking Water and Environmental Risk Factors. [Poster] University of North Carolina Water and Health Conference; October 4-8, 2021; Chapel Hill, NC (virtual).

Albizu-Jacob, A., Candelaria, K.R., Bailey, R., Luna, F., Khaliq Pasha, Mahmooda, Stern, M., Redwine, L. (2021) Social, Ethical, and Behavioral Implications (SEBI) research on COVID-19 testing and vaccine uptake among rural Latino migrants in southwest Florida. Florida Public Health Association Annual Meeting. Florida.

Khaliq, M., Makris, A., Parvanta, C., Bethea, B. (2021) Person-building a user-centered approach to understanding priority populations: Experiences from the National COVID-19 Resilience Network's application of Community-Based Prevention Marketing. American Public Health Association (APHA) Annual Meeting and Expo. Denver, CO



Buerck, A., Khaliq, M., Sommariva, S., Rakotoarisoa, L., Rakotondrazaka, R., Barrett, L., Mihelcic, J. (2021) Will social marketing get the lead (Pb) out: Evaluation findings from an interdisciplinary Pb mitigation project in Madagascar. American Public Health Association (APHA) Annual Meeting and Expo. Denver, CO

Bewe, J.M., Boddupalli, S., Ingram, A., Jain, D., Liddell, V., Makris, A., Zemen, R., Parvanta, C., Khaliq, M. (2021) Historical precedents, barriers, and facilitators to COVID-19 testing and vaccine confidence among Hispanic communities. American Public Health Association (APHA) Annual Meeting and Expo. Denver, CO

Buerck, A., Khaliq, M., Mihelcic, J., Cunningham, J., Barrett, L., Rakotoarisoa, L., Rakotondrazaka, R., Sommariva, S. (2021) Will social marketing get the lead (Pb) out: Evaluation findings from an interdisciplinary Pb mitigation project in Madagascar. USF Health Research Day. Tampa, FL

Bewa, J.M., Boddupalli, S., Ingram, A., Jain, D., Liddell, V., Makris, A., Zemen, R., Parvanta, C., Khaliq, M. (2021) How to encourage COVID-19 testing and vaccine uptake among racial minorities and occupational groups: A literature review to better understand historical precedents, barriers and facilitators. USF Health Research Day, Tampa, FL

Khaliq, M., Sommariva, S., Bryant, C.A. (2019) Training public health professional to use social marketing for dietary salt reduction in global settings: Lessons learned and future opportunities. 2019 American Public Health Association Annual Meeting and Expo. Philadelphia, PA.

Metzler, A.B., Arcand, J., L'Abbe, M.R., Tiscornia, V., Nilson, E.F., Saavedra, L., Canete, F., Grajeda, R., Khaliq, M., Ramos, E., Campos, M.A.M., Vega, J., Aguilar, K.B. (2019) Contributions of an IDRC-funded project for scaling-up and evaluating salt reduction policies and programs in Latin America. Health System Research (HSR) Pre-Congress in Canada: A Latin American and Caribbean perspective. Ottawa, Canada.

Buerck, A., Usowicz, M., Cunningham, J.A., Khaliq, M., Barrett, L.J.P., Rakotoarisoa, L.N., MacCarthy, M.F., Mihelcic, J.R. (2019) Lead (Pb) Mitigation in Pump Water in Madagascar: Technology Improvement, Water Quality, and Social Marketing. University of North Carolina Water and Health Conference 2019. Chapel Hill, NC.

Buerck, A.M., Mihelcic, J.R., Cunningham, J.A., Usowicz, M., Khaliq, M., Barrett, L.J.P., Rakototarisoa, L.N., MacCarthy, M.F. (2019) Examination of technology improvement and water quality of pump water in Madagascar to achieve sustainable lead mitigation. Oklahoma University International Water Conference. Norman, Oklahoma.

Khaliq, M., Sommariva, S., Makris, A., Liddell, V. (2019) Take it with a pinch of salt: A systematic review of efforts to limit excessive sodium consumption and the opportunity

for social marketing. 6<sup>th</sup> Annual World Social Marketing Conference. Edinburg, Scotland.

Sommariva, S., Beckstead, J., Daley, E., Khaliq, M., Martinez-Tyson, D. (2019) Enhancing promotion through conjoint analysis: Opportunities for research on social media and web-based communication. 6<sup>th</sup> Annual World Social Marketing Conference. Edinburg, Scotland.

Makris, A., Perkins, E., Khaliq, M. (2019) Social Marketing interventions aimed at physical activity to decrease health disparities for people with intellectual disabilities: A scoping review. 6<sup>th</sup> Annual World Social Marketing Conference. Edinburg, Scotland.

Buerck A., Mihelcic J., Cunningham J., Khaliq, M., Barrett L.J.P. Rakototarisoa L.N., MacCarthy M. (2019) Getting the Lead Out: Water, Health, and Culture in Madagascar. USF Graduate Research Symposium. Tampa, Florida.

Khaliq, M., Truong, S., Lindenberger, J., Mayer, A., Rella, N., Schneider, T., Panzera, A., Bryant, C.A. (2019) Development of a user-centered website: Lessons learned from Community-Based Prevention Marketing for Policy Development. 13<sup>th</sup> Annual National Conference on Health Communication, Marketing and Media. Atlanta, GA.

Khaliq, M., Bailey, R., Carmichael, Lindenberger, J.H., Truong, S., Bryant, C.A. (2018) Better Bites to Fun Bites: Dissemination of Community Based Prevention Marketing for Policy Development in Florida. American Public Health Association Annual Meeting and Expo. San Diego, CA.

Makris, A., Perkins, E., Khaliq, M. (2018) A scoping review of Social Marketing interventions to decrease health disparities for patients with disability in a primary care setting. Current status and future recommendations. 12<sup>th</sup> Annual National Conference on Health Communication, Marketing and Media. Atlanta, GA.

Schneider, T., Biroscak, B.J., Bryant, C.A., Lindenberger, J.H., Khaliq, M., Mayer, A., McDermott, R.J. (2015) Social marketing vs. social media: Unfolding the differences for health promotion audiences. 143<sup>rd</sup> American Public Health Association Annual Meeting and Exp. Chicago, IL

Khaliq, M. (2015) Systematic Review of Community Contextual Factors and Modern Contraception Use in Low-Middle Income Countries. Making Lifelong Connections. San Antonio, TX.

Khaliq, M., Kirby, R. (2014) Thinking Beyond the Individual in Reproductive Health. Evaluating the Determinants of Fertility through an Analysis of the 2011 Uganda Demographic and Health Survey. 2014 European Population Conference. Budapest, Hungary.

Khaliq, M., Merritt, R. Menzies, S., Sobel, H. (2014) Using Social Marketing to Reduce Newborn Deaths: Formative Research Findings. 23rd Annual Social Marketing Conference. Clearwater Beach, FL.

Mayer, A., McDermott, R.J., Courtney, A.H., Wright, A.P., Bryant, C.A., Biroscak, B.J., Khaliq, M., Panzera, A.D., Schneider, T. (2014) Community-Based Prevention Marketing for Policy Development. 23<sup>rd</sup> Annual Social Marketing Conference. Clearwater Beach, FL.

Khaliq, M. (2014) A Systematic Review of Community Contextual Factors and Modern Contraception Use in Low-Middle Income Countries. University of South Florida Health Research Day. Tampa, FL.

Schneider, T., Mayer, A., Khaliq, M., Bryant, C.A. Lindenberg, J.H., McDermott, R.J., Biroscak, B. J., Panzera, A.D. (2014) Adapting Community-Based Prevention Marketing for Policy Development (CBPM for Policy Development) to a web-based training platform for community coalitions. 142<sup>nd</sup> American Public Health Association (APHA) Annual Meeting and Expo. New Orleans, LA.

Rella, N., Bryant, C.A., Lindenberg, J.H., Khaliq, M., McDermott, R.J., Mayer, A., Panzera, A.D., Schneider, T. (2013) Adapting Community-Based Prevention Marketing to a web-based learning platform for community coalition uptake: Lessons learned from design to development. 141<sup>st</sup> American Public Health Association (APHA) Annual Meeting and Exposition. Boston, MA.

Bryant, C.A., Courtney, A.H., Khaliq, M., Lindenberg, J.H., Mayer, A., McDermott, R.J., Panzera, A.D., Schneider, T., Swanson, M.A., Rella, N., Wright, A.P., Biroscak, B.J. (2013) Implementation of two policy initiatives in conjunction with creation of a policy guiding framework: Community Based Prevention Marketing for Policy Development. 141<sup>st</sup> American Public Health Association (APHA) Annual Meeting and Exposition. Boston, MA.

Mayer, A., Khaliq, M., Panzera, A.D., McDermott, R.J., Courtney, A.H., Wright, A.P., Bryant, C.A., Biroscak, B.J. (2013) Assessing community coalition-academic partner collaboration for health policy development. 141<sup>st</sup> American Public Health Association (APHA) Annual Meeting and Exposition. Boston, MA.

Biroscak, B., Khaliq, M., Chalise, N., Kuhlberg, J. (2013) The Representation of System Dynamics Modeling Within Health Behavior Research. 13<sup>th</sup> Annual Scientific Meeting of the American Academy of Health Behavior. Sante Fe, NM.

Khaliq, M., Kirby, R. (2013) Factors Impacting Modern Contraceptive Use: An Analysis of the 2011 Uganda Demographic and Health Survey. University of South Florida Health Research Day 2013. Tampa, Florida.

Khaliq, M., Kirby R. (2012) Determinants of Fertility: An Analysis of the 2011 Uganda Demographic and Health Survey. 6th Winter Meeting of The International Consortium for Interdisciplinary Education about Health and the Environment. Human Health, Environmental Resources and Water: Perspectives for the Future. Cologne, Germany.

Khaliq, M., Schneider, T., Rella, N., Lindenberger, J.H., Bryant, C.A. (2012) Tweets, Likes, and SIMS: A systematic review of best practices in communication strategies for teen pregnancy prevention. 140th American Public Health Association (APHA) Annual Meeting and Exposition. San Francisco, CA.

Bryant, C.A., Courtney, A., McDermott, R.J., Lindenberger, J.H., Swanson, M.A., Khaliq, M., Mayer, A., Panzera, A.D., Trainor, J.K., Wright, A. (2012) University-community partnership for co-creating a framework to increase adoption of evidence-based public health policies. 140<sup>th</sup> American Public health Association (APHA) Annual Meeting and Exposition. San Francisco, CA.

Bryant, C.A., Courtney, A.H., Lindenberger, J.H., Swanson, M.A., McDermott, R.J., Mayer, A., Panzera, A.D., Khaliq, M., Trainor, J.K., Wright, A.P. (2012) A social marketing approach for increasing community coalitions' adoption of evidence-based policy to combat obesity. Social Marketing and Research Training (SMART) Conference. Vancouver, BC, Canada.

Yoshihama, M., Hammock, A.C., Khaliq, M., Ramakrishnan. (2009) Catalyzing Change: Preventing Intimate Partner Violence in an Immigrant Community. 137th American Public Health Association (APHA) Annual Meeting & Exposition. Philadelphia, PA.

Yoshihama, M., Hammock, A.C., Ramakrishnan, A., Khaliq, M. (2009) Developing a Community-Based Communications Campaign for Prevention. 12th Biennial Conference of the Society for Community Research and Action. Montclair, NJ.

17th Annual Meeting of the Society for Prevention Research. Washington, DC. May 2009. Paper Title: The Shanti Project and Sustainable Community Engagement: Domestic Violence Prevention in an Asian Immigrant Community.

Council on Social Work Education Annual Program Meeting. Philadelphia, PA. November 2008. Paper Title: Theoretically-, Empirically- and Community-Based Domestic Violence Prevention in an Asian Immigrant Community.

DuBois, D., Burkland, H., Kluznik, J., Jama, S., Khaliq, M. (2007) Islam and Family Planning: A Somali Family Planning Case Study. 135th American Public Health Association (APHA) Annual Meeting. Washington, DC.

Khaliq, M., DuBois, D. (2006) Community-Based Family Planning Program: The Somali Child Spacing Program Child Survival Resources and Collaboration Group (CORE Group) Annual Spring Meeting: The Faces and Facets of Quality. Easton, Maryland.

Khaliq, M., Abdirahman, S., DuBois, D. (2005) Designing a culturally appropriate family planning program for refugees: A case-study of the Somali Family Planning/Child Spacing Program. 133<sup>rd</sup> American Public Health Association (APHA) Annual Meeting. Philadelphia, Pennsylvania.

Khaliq, M., Herrel, N., DuBois, D. (2005) Community Responses to HIV/AIDS: Focus Groups with Somali Community Members. 133<sup>rd</sup> American Public Health Association (APHA) Annual Meeting. Philadelphia, Pennsylvania.

DuBois, D., Herrel, N., Khaliq, M. (2004) Creating Culturally Sensitive Health Education Videos with Refugee and Immigrant Populations. 132<sup>nd</sup> American Public Health Association (APHA) Annual Meeting. Washington DC.

DuBois, D., Herrel, N., Khaliq, M. (2004) Healthy Moms, Healthy Babies: Somalis Give Birth in America. 4th Quality Health Care for Culturally Diverse Populations: Integrating Community Needs into the National Health Agenda. Washington DC.

DuBois, D., Herrel, N., Khaliq, M. (2004) Healthy Moms, Healthy Babies: Creating a Culturally Sensitive Childbirth Education Video for Somali Refugee and Immigrant Populations. Strategies for Addressing Health Disparities Summer Institute: Building Healthy Families and Communities. University of Minnesota. Minneapolis, MN.

***Invited Speaker/Panelist***

Uniting Minds, Inspiring Change - Improving effectiveness of communication messages and materials using neuromarketing. Understanding human responses through neuromarketing. (2024) North America Social Marketing Conference. Clearwater, Florida.

Communicating qualitative research to multiple audiences. (2023) Student Organization for Qualitative Methodologies. Tampa, Florida

Social Marketing and Social Behavior Change Communication (SBC): Coming together for good. (2022) World Social Marketing Conference. Brighton, United Kingdom

Revelations: A wake-up call – Information can change behavior. (2022) World Social Marketing Conference. Brighton, United Kingdom

---

**STUDENT ADVISING, SUPERVISION, MENTORSHIP & COMMITTEES**

***Doctoral Students***

***Major Professor***

Beatriz de Oliveira Rocha, MD, MHS (PhD – Fall 2024)

Oluwadamilola Olufunbi Olaogun (DrPH – Fall 2024)

Amy Artuso, DrPH (Graduated 2025)

Sametria McCammon, DrPH (Graduate 2023)

Monica Trigg, DrPH (Graduated 2023)  
Alice Musumba, DrPH (Graduated 2022)

*Co-Major Professor*

Angela Makris, PhD, MPH, MiM, CPH (Graduated 2025)  
Adaline Buerck, PhD, MS (College of Engineering – Graduated 2022)  
Angelia Saunders, DrPH, MPH, MA (Graduated 2021)

*Committee Member*

Maedeh Yazdani Arani (College of Engineering - Fall 2024)  
Christopher Nenninger, MS (Graduated 2025)  
Ethan Johnson (Graduated 2023)  
Silvia Sommariva, PhD, MSc, MPA (Graduated 2021)  
Shara Wesley, DrPH (Graduated 2020)

*Dissertation Proposal/Defense Chair*

Aldenise Ewing, MPH (“Cancer perceptions and cancer screening intention amongst recreational sports athletes” Graduated 2019)

*Masters Students*

*Social Marketing*

Paul Adrians (Graduated 2024)  
Emily Berry (Graduated 2025)  
Taylor Brown (Graduated 2024)  
Alyssa Blythe  
Taylor Brown  
Dimitri Dawson  
Ivory Hayes, MPH (Graduated 2023)  
Epiphany Jordan, MPH (Graduated 2023)  
Angela Makris, MPH, MiM, CPH (Graduated 2019)  
Janelle Marietta-Vasquez, MPH (Graduated 2018) University of Lethbridge  
Joshua Mincey (Graduated 2025)  
Angelica Ocasio  
Liberty Sales, MPH, CPH (Graduated 2023)  
Elizabeth Soto, MPH, CPH (Graduated 2024)  
Azanta Thukur, MPD, CPH (Graduated 2024)  
Corinne Tucker, MPH (Graduated 2019)

*Health Promotion and Behavior*

Diego Dulanto Falcon  
Teirza Kupka (Graduated 2025)  
Arman Goudarzi Nezhad

*Engineering/Civil Engineering and Sustainability*

Isabella Silverman (Graduated 2021)  
Elizabeth Vicario (Graduated 2021)

*Global Disaster Management, Humanitarian Relief and Homeland Security*

Casie Andersen, MPH (Graduated 2021)

Kathleen Coughlin, MPH (Graduated 2021)

Georgina Newman, MPH (Graduated 2020)

Meghan Peck, MPH (Graduated 2021)

Nicholas Studer, MD, MPH (Graduated 2021)

Joshua Sutton, MPH (Graduated 2021)

Patricia Tam, MPH (Graduated 2021)

Kelly Urban, MPH (Graduated 2021)

Kaila Yeager, MPH (Graduated 2021)

Antonio Ziherl, DO, MPH (Graduate 2021)

*Maternal and Child Health Leadership Training Program – Mentee*

Yadhira Maldonado (2023-2024 Faculty Mentor)

Sarah Bahkt, MPH (2022-2023 Faculty Mentor)

Linda Bomboka, PhD (2018-2019 Faculty Mentor)

---

**FELLOWSHIPS**

- 2014-2015     Maternal and Child Health Scholar  
University of South Florida, College of Public Health. Tampa, FL
- 2003-2003     Upper Midwest International Human Rights Fellow (Medtronic Fellow)  
University of Minnesota – Human Rights Center. Minneapolis, MN
- 2000-2001     Life Sciences Summer Undergraduate Research Program Fellow  
University of Minnesota – Twin Cities. Minneapolis, MN
- 1999-2000     Minnesota Campus Compact Fellow  
STAND AmeriCorps Leaders Grant. Minneapolis, MN

---

**HONORS & AWARDS**

- 2024     Silver Social Marketing Association of North America (SMANA) Social Marketing Award – *“Improving effectiveness of public transportation communication messages and materials using neuromarketing.”*
- 2014     International Research and Enrichment Scholarship
- 2014     Student Honorary Awards for Research and Practice (SHARP)
- 2013     Greg Alexander Scholarship in Maternal and Child Health
- 2013     Division Winner – 2012 Graduate Student Research Symposium
- 2013     Outstanding Graduate Student Poster Award. 2013 USF Health Research Day.
- 2012     Student Honorary Award for Research and Practice (SHARP)
- 2003     Johns Hopkins University Community Service Award.
- 2001     President’s Student Leadership & Service Award.
- 2000     President’s Student Leadership & Service Award.
- 2000     Sharon Doherty Award.

- 1999 President's Student Leadership & Service Award.
- 1999 President's Distinguished Faculty Mentor Program Academic Achievement Award.
- 1997 Robert C Byrd Scholar
- 1997 Governor Scholar