

**Interdisciplinary Research (IDR) Origination Awards – 2021**

## Cover Letter

**Project Title:** Examining COVID-19 Vaccine Hesitancy among Faith Communities of Color**Principal Investigators:**

<b>Role</b>	<b>Investigator</b>	<b>Department</b>	<b>Institutions/Colleges</b>
PI	Kari O’Grady	Psychology	FHSS
Co-PI	Len Novilla	Public Health	Life Sciences
Co-PI	Sherinah Saasa	Social Work	FHSS
Co-PI	Natalie Blades	Statistics	Physical & Mathematical Sciences
Consult	Bill Tayler	Accountancy/ Exec MBA	Marriott School of Business

**Track:** Track two**Abstract**

Within the U.S., the COVID-19 outbreak provided a brutal audit, surfacing again the institutional disparities baked into U.S. social, economic, political, and healthcare systems. The U. S. Department of Health and Human Services (HHS) faces an urgent and wicked problem: for the U.S. to resiliently respond to C19, the U.S. population must be vaccinated, yet a large percentage of the population is vaccine hesitant. Solving this problem requires examination of tightly held sensemaking narratives -- or global schemas for making sense of what has happened, what is happening, and what will happen -- of those who are vaccine hesitant. More specifically, HHS is concerned with data indicating many in faith-infused communities of color hold sensemaking narratives prohibitive of C19 vaccination. These same communities are dying from C19 at disproportionately higher rates than their White counterparts. The unique lens of this research team is on how historical, recent, and current injustices experienced by minority faith-infused communities exacerbate negative impacts of catastrophes. The current study will investigate sensemaking processes in vaccine hesitancy among Black, Hispanic, and Indigenous faith communities based on the five resilience sensemaking processes of catastrophes. In particular, this study focuses on deeply transmitted sensemaking narratives of these communities and how those narratives contribute to C19 vaccine hesitancy in the U.S. Findings will be leveraged to secure HHS (and other) funding to respond to the urgent request from HHS for social science-driven strategies to decrease vaccine hesitancy and increase U.S. societal resilience more broadly.

**Summary of Plans for External Funding:**

<b>Grant Title</b>	<b>Amount</b>	<b>Date</b>
American Psychological Foundation (APA) Visionary Grant	20,000	April 1, 2021
(APA) Foundation COVID-19 Rapid Response Grant	20,000	May 1, 2021
NIH, HHS NOSI: Vaccine Hesitancy, Uptake, & Implementation among Populations that Experience Health Disparities	175,000	Sept, 2021
Robert Wood Johnson Foundation: Building a Culture of Health	120,000	Rolling
National Science Foundation Rapid Response Grant	150,000	Jan. 17, 2022
Templeton Foundation Grant	450,000	Rolling

### **Problem Statement**

A large percentage of Black, Hispanic and Indigenous faith communities experience historically informed distrust towards U.S. healthcare systems. This distrust inhibits uptake of the C19 vaccination. Accurate information about the safety and usefulness of the vaccine can be helpful but is insufficient for addressing deeply transmitted narratives of medical abuse.

Faith community leaders have traditionally played a pivotal role in vaccine distribution during disease outbreaks, especially in urban and rural communities, due to the trust they engender in community members (Fauci et al., 2021; Vlahov, 2007). The Department of Health and Human Services; however, is encountering a barrier to this traditional distribution mechanism for vaccination. A large percentage of Black, Hispanic, and Indigenous populations are C19 vaccine hesitant. One reason for this vaccine hesitancy is historically informed and ongoing distrust towards U.S. healthcare systems within communities of color.

Religious organizations have long functioned as centers for sensemaking among communities of color, with religious leaders serving as the organizers, knowers, and teachers of their people. The powerful organizing role of religious communities and leaders has situated them as places of shelter from injustices and enablers of societal change. Religious leaders have often been leveraged, but not often enough listened to, when addressing public health concerns in the U.S.

Investigating resilience sensemaking processes involved in historically transmitted narratives of medical and societal distrust among these specific communities is essential for designing interventions that generate healing narratives and restorative actions at the individual, organizational, community and national levels.

### **Background**

Global “big physical science” responded rapidly to the need to create vaccines in response to the C19 outbreak; it is unclear whether or not “big social science” will be able to respond to the numerous challenges that must be overcome in order to accomplish a successful vaccination project. The C19 outbreak is a brutal audit (Lagadec, 1993) that reveals more clearly the institutional abuse baked into the U.S. political, economic, and healthcare systems – but also provides a significant opportunity to build a more equitable U.S. healthcare system. For instance, a recent Census Bureau Household Pulse Survey of 68,348 U.S. citizens found stark differences in vaccine enthusiasm, ambivalence, hesitancy, and resistance between Black and White respondents. Data collected between January 6-18, 2021, revealed that 55.5% of White, non-Hispanic participants indicated they would “definitely” get vaccinated, compared to 29.6 % of Black, non-Hispanic participants; 21.9 % of White participants indicated they would “probably” get vaccinated compared to 33.8% of Black participants; 13.2% of White participants indicated they would “probably not” get vaccinated compared to 21.9% of Black participants; and 9.4% of White participants indicated they would “definitely not” get vaccinated compared to 14.7% of Black participants (January, 27, 2021).

C19 is a global pandemic, and as such requires access to deep expertise and longstanding partnerships with national and international scholars on resilience sensemaking in catastrophes of all types. Working with faith leaders to heal a people and facilitate resilient communities and societies will require expertise in both religious communities and communities of color (O’Grady et al., 2016).

Dr. O’Grady was invited to attend (virtually) a January 13, 2021 event at which the incoming Surgeon General (Dr. Vivek Murthy) spoke to faith leaders about C19 vaccination challenges:

The last challenge I want to frame for you is a challenge we face about . . . how to repair and rebuild the connections between us -- recognizing there is deep mistrust that has been sown over time partly as a result of a long-standing and deeper racism.... It has infiltrated medical research and led to the Tuskegee .... that have really destroyed trust that many people have in the medical system . . . and so we have to grapple with that. We have to confront that, we have to see it for

what it is and figure out how to heal despite those offenses of the past, because in very literal ways our lives depend on that right now . . . . People of faith understand that building a connection with people, building a relationship, is how we start to build trust. We don’t build trust with pamphlets, and information, and flyers and websites . . . We build trust through conversation, through listening deeply, through witnessing what people are experiencing, by showing up in their lives -- especially in times of need. There are few people that know that better than faith leaders across the country.

Faith leaders are experts in building trust in communities of color. They belong to, listen to, and speak for their communities, thus making these leaders a vital resource for addressing underlying narratives of medical and social distrust (see Gustafsson et al., 2020). The expertise and background of this grant team uniquely qualifies them to address the challenge articulated by Dr. Murthy. The IDR grant will provide necessary resources for the team to leverage additional funding to address the challenge.

**Team Makeup**

Team Name	Disciplinary	Methodological	Roles
Kari O’Grady (Lead PI)	Psychology (Resilience, Psych. of Religion and Diversity)	Qualitative research methods, interviews and focus groups	(L) Focus Groups (L) Meta-analysis (A) Interviews (L) Faith Com. Interventions
Len Novilla (Co-PI)	Public Health	Research methods, Systematic reviews, Surveys, Interviews, Focus Groups	(L) Archival Data Analysis (A) Focus Groups (A) Interviews (L) Translate to Health Policy
Natalie Blades (Co-PI)	Biostatistics	Quantitative, Survey	(L) Survey Instrument (L) Public Health Implications
Sherinah Saasa (Co-PI)	Social Work	Community-engaged research	(L) Interviews (A) Focus Groups (L) Cultural Mistrust Interventions

**Competitive Advantage of the Team**

In May 2020, Principal Investigator Dr. O’Grady was in a position – as the incoming President of the American Psychological Association’s Division 36, the Psychology of Religion and Spirituality (the third BYU faculty member to hold that position) – to be asked for help on a wicked problem. Officials in the Department of Health and Human Services asked her to start thinking about vaccine hesitancy in faith communities of color in the context of the C19 pandemic. Leveraging her position as an internal board member on BYU’s Healthcare Leadership Collaborative, Dr. O’Grady was able to recruit quickly three talented Co-Principal Investigators from three requisite disciplines for this invited, urgent, and challenging study: Statistics, Public Health, and Social Work. Great care was given to the construction of what turned out to be an all-female research team, none of whom have conducted research together in the past, in order to create an egalitarian research culture capable of effective collaboration across multiple academic disciplines in order to maximize the development of small wins addressing to the U.S. Government’s wicked problem. Dr. Talyer serve as a grant application and outcome consultant for the team. The research team, thus, has three competitive advantages over other proposed research projects: (1) the team’s research problem is urgent, complex, and requested; (2) the team members are experienced research experts from five distinct academic disciplines, providing a high potential for cross-disciplinary innovation; and (3) the research team was designed to maximize the interdisciplinary collaboration that will be necessary to secure additional funding.

**Kari O’Grady.** Dr. O’Grady’s long-term inclusion in these national strategic discussions -- first as a member of the diversity, equity, and inclusion sub-committee of the American Psychological Association’s governing board, second as the current president of the APA’s division focused on the

Psychology of Religion and Spirituality, and third as an advisor to the faith-based and community partnerships office of HHS – helps bridge the gap between the available international scholarship and the urgent U.S. policy challenges, such as the one articulated by Dr. Murthy. Her research focuses on resilience sensemaking processes in under-resourced national and international communities encountering large-scale crises. Dr. O'Grady's academic work on diversity issues and resilience with leaders of various faith traditions globally, her service as an interfaith specialist for the Church of Jesus Christ of Latter-day Saints in Washington DC, and her long-time assembly membership in the Interfaith Conference of Washington grants her access and partnerships with faith leaders and their communities. Drs. O'Grady and Novilla Internal Board Members for BYU's Marriott School Healthcare Leadership Collaborative.

**Len Novilla.** Dr. Novilla's research focuses on social determinants of family and community health, linking public health and primary care by addressing health inequities, and building cultures of health through an interdisciplinary approach that transcends traditional disciplinary bounds. She is particularly interested in defining the role of the family as the linking and sustaining framework in improving population health, health equity, and health systems within chronic diseases. Her current research focuses on vaccine hesitancy and on COVID-19 medical frontliner burnout and resilience. Dr. Novilla serves in various committees including the State of Utah Multicultural Commission, Multicultural Subcommittee of the Utah COVID-19 Task Force, and the Thrasher Research Fund.

**Natalie Blades** (Statistics). Dr. Blades research activities focus on applications of statistics in public health and medicine. A large fraction of her time is spent collaborating; she is currently working on a study of social vulnerability and COVID-19 risk as it relates to voting rights. Dr. Blades has expertise in addressing issues of study design, analytical methodology, data acquisition and data quality issues, and developing modifications to the analytical approach as dictated by observed data.

**Sherinah Saasa** (Social Work). Dr. Saasa has research and clinical experience working with marginalized and minority populations in community-based and mental health settings. Her research broadly focuses on exclusionary mechanisms and factors that facilitate negative socio-economic and health outcomes for Black immigrants in the United States. Her current projects include examining COVID-19 impacts on economic, social and psychological well-being of immigrant populations in the United States. To build understanding of lived experiences, scope of disadvantage and service needs, she utilizes quantitative and qualitative methodologies. Dr. Saasa is a Licensed Clinical Social Worker in Utah and the state of Georgia. Her training, practice and teaching emphasize the role of context and social environments on life quality and wellbeing across the life course.

**Bill Tayler** (BYU School of Accountancy). Dr. Tayler is a Certified Management Accountant specializing in healthcare research and consulting, specifically population health. He also specializes in professional judgment and decision making, behavioral biases, performance measurement, the assignment of decision rights, and incentive compensation. Bill has presented his research as an invited speaker at universities and conferences globally. His work has been published in the top accounting, finance journals, business journals, and medical journals (such as the Journal of the American Medical Association-Internal Medicine and the Journal of General Internal Medicine). Bill currently serves as the chair of the BYU Healthcare Leadership Collaborative, as a research journal editor and on multiple editorial boards, and as a director of the Institute of Management Accountants Research Foundation.

### **Project Methodology**

The unique and complex nature of resilience sensemaking processes during catastrophes of all types (including pandemics) requires gathering participant information that cannot be obtained through quantitative research methods, requiring mixed-method research and community-engaged research.

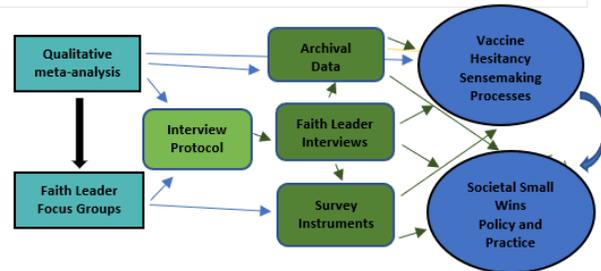
**Mixed-Method Study.** The team will employ a mixed-method research methodology to triangulate and contextualize findings (Lin et al., 2006). Dr. O’Grady’s background teaching advanced qualitative and mixed-methods doctoral seminars and Dr. Blades’ background in biostatistics provides the necessary expertise for a large-scale mixed methods study.

**Community Engagement.** The identified external grant agencies (especially HHS) are prioritizing community engaged research (CEnR). CEnR is the process of working closely with stakeholders to investigate areas of focus directly affecting their well-being (Balls-Berry & Acosta-Pérez, 2017). This research approach is consistent with previous research conducted by team members.

Working from a CEnR approach, the team will collaborate with U.S. religious leadership in communities of color throughout the research process through focus groups and individual interviews to gain contextualized insights about vaccine hesitancy, medical distrust, cultural mistrust, and additional psycho-social-spiritual sensemaking processes involved in vaccine hesitancy (Anderson et al., 2012). The research team will also work with religious leaders to identify appropriate survey instruments and to locate community members to take the surveys. All participants will be paid (see budget), which is especially important when conducting research within under-resourced populations (Grady, 2019).

Figure 1

Mixed-methods approach to investigating sensemaking processes in vaccine hesitancy in faith communities of color resulting in societal small wins.



**Data and Measures**

**Qualitative meta-analysis.** Dr. O’Grady’s Organizational Psychology and Societal Resilience lab at BYU has been analyzing 300 articles on resilience sensemaking processes during catastrophes including pandemics. The qualitative data analysis is about 75% complete and will guide the research approach, selection of the qualitative interview protocol and the quantitative item selection and inform the findings through abductive research methodologies. Dr. Novilla has recently completed a metanalysis on disease hesitancy that will also inform the focus group questions, interview protocol, selection of quantitative measures and data interpretation.

**Focus groups.** Dr. Saasa, Dr. Novilla, and Dr. O’Grady will conduct focus groups of 6-7 faith leaders with each of the three populations under investigation. Focus groups will take place over an electronic platform and will last 60-90 minutes. The focus groups will inform interview questions and selection of survey instruments. Faith leaders for the focus groups and interview study will be identified through the HHS Partnership Office and the research team’s long-standing relationships with faith leaders from Black, Hispanic and Indigenous communities.

**Interviews.** Students from Dr. O’Grady’s lab, Dr. Novilla’s lab, and students in BYU’s Marriott School of Business Healthcare Industry Research Collaborative will conduct interviews with 200-225 faith leaders of Black, Hispanic, and Indigenous faith populations. Interviews will mainly be conducted over an electronic platform and will last 30-45 minutes.

**Survey Instrument.** Each faith leader will recommend 10 members of their community interested in filling out a survey. The survey tool will contain 5 instruments assessing cultural mistrust, vaccine hesitancy, and spiritual coping and will take 35 minutes to complete. This will produce 2,000–2,225 completed surveys. Dr. Blades will oversee this portion of the study.

**Archival Health Data.** Archival health data of target populations will be gleaned from data banks. The archival data will be utilized for comparative information and will contribute to overall findings.

**Project Timeline**

**Year One**

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
IRB												
Meta-analysis												
Focus Groups												
Interviews												
Surveys												
Archival data												
Data analysis												
Policy Brief												

**Year Two**

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Publication												
Conferences												
Town Halls												
Media Outreach												

**Outcomes.**

Consistent with CEnR, the team will discuss findings, including potential community intervention strategies, with leaders and members of faith communities of color in town halls and media outreach efforts. Findings will be disseminated through funding proposals, professional conferences, journal publications, and policy-shaping reports to diverse academic and healthcare outlets, the Health and Human Services Partnership Center, and the White House Office of Faith-based and Neighborhood Partnerships.

**Outcome 1 (Scientific Communities).** We will increase understanding in the scientific community of the underlying processes that lead to cultural and medical mistrust, including C19 vaccine hesitancy, in communities of color through presentations at professional conferences and peer-reviewed publications.

**Outcome 2 (Healthcare Communities).** In partnership with BYU’s Healthcare Leadership Collaborative, we will increase understanding of the underlying processes and practices that lead to medical mistrust and vaccine hesitancy in communities of color through publications and online educational modules aimed at those involved in the healthcare industry.

**Outcome 3 (Local Communities).** In partnership with faith leaders and other community leaders, we will discuss individual, organizational, and community-level implications of the research findings through Town Halls. Evidence-based, grassroots, small win interventions will be shared through community engagement events and media platforms.

**Outcome 4 (U.S. Federal Government).** In partnership with faith community stakeholders, we will design strategic and well-aligned community and national-level small win interventions to address cultural mistrust and vaccine hesitancy among communities of color and generate healing narratives and practices that address medical and cultural abuse in communities of color. The research findings, implications, and suggested interventions will be described in a policy brief for the Health and Human Services Partnership Center and the White House Office of Faith-based and Neighborhood Partnerships.

**Budget and Budget Narrative**

<b>Proposed Budget Item</b>	<b>IDR Request</b>	<b>Leveraged</b>	<b>Total</b>
Focus Group Award (20 x \$30)	<b>\$600</b>		<b>\$600</b>
Student Transcription of Focus Groups (90 hours x \$11.00)		<b>\$990</b>	<b>\$990</b>
Interview Award (220 x \$20)	<b>\$4400</b>		<b>\$4400</b>
Student Transcription of Interviews (600 hours x \$11.00)	<b>\$3600</b>	<b>\$3000</b>	<b>\$6600</b>
Survey Award (2200 x \$10.00)	<b>\$22000</b>		<b>\$22000</b>
Additional Student Hours and Wages (450 x \$13.00)	<b>\$4,000</b>	<b>\$1850</b>	<b>\$5850</b>
Journal and Conference Fees	<b>\$2000</b>		<b>\$2000</b>
Student and Faculty Travel (pending travel ban change)	<b>\$1300</b>		<b>\$1500</b>
Community Outreach Efforts	<b>\$2,500</b>		<b>\$2500</b>
<b>TOTALS</b>	<b>\$39950.</b>	<b>\$5840</b>	<b>\$45790</b>

***Budget Narrative***

The proposed research will not be possible without BYU IDR funding because of the costs associated with the community-engaged process-focused research and outreach needed to secure external funding and address urgent national concerns.

Team members have committed to offset costs of undergraduate and graduate researcher wages by supplementing the undergraduate and graduate wages from Dr. O'Grady's lab budget, Dr. Novilla's research assistant budget, and the Healthcare Leadership Collaborative research assistant budget. Students will be employed to transcribe and analyze faith leader focus group interviews (90 hours x \$11.00 in undergraduate wages), to transcribe faith leaders interviews (600 hours x \$11.00 in undergraduate wages), and to analyze qualitative and quantitative data (450 x \$13.00 in graduate wages).

Funds will also be required to support research participant awards. Each participant of the three focus groups of faith leaders will be awarded a \$30 Amazon gift card (20 x \$30) for participation. Faith leaders will be awarded \$20 Amazon gift cards for individual interviews (220 x \$20). Finally, individuals from the three target populations will be awarded \$10 Amazon gift cards each for filling out surveys (2200 x \$10).

Community outreach and dissemination efforts will require \$2500 for materials and services involved in social media messaging and the development of healthcare industry education modules. Data collection will occur online, but a small travel fund (\$1,300) is requested to offset travel costs associated with in-person Town Hall discussions and other community leader collaboration efforts if travel is permitted. Dissemination of findings to scientific communities will require conference fees for students and faculty (\$1500) and journal fees (\$500).

**Plans for External Funding**

<b>Grant</b>	<b>Funding</b>	<b>Due Date</b>	<b>Notes</b>
<b><i>Year One</i></b>			
American Psychological Foundation Visionary Grant	20,000	April 1, 2021	C19 vaccine hesitancy is a natural experiment in 2020-2024 that can be leveraged to learn more about the use of “psychology to solve social problems in ... Understanding the connection between behavior and health”
American Psychological Foundation COVID-19 Rapid Response Grant	20,000	May 1, 2021	A more thorough understanding of vaccine hesitancy in minority faith communities “will provide insights that will help psychologists to work with individuals, families and groups who are struggling to cope during these challenging times.”
NIH, HHS Notice of Special Interest (NOSI): Research to Address Vaccine Hesitancy, Uptake, and Implementation among Populations that Experience Health Disparities	175,000	July. 7, 2021	Trust-building, trust-preserving, and trust-repairing are central catastrophe management processes. core challenge for the DHHS in 2020-2024 will be the identification of strategies to “address the barriers to increasing reach, access, and uptake of vaccinations among health disparity populations at high risk and likely to experience vaccine hesitancy.”
<b><i>Year Two</i></b>			
National Science Foundation Rapid Response Grant	175,000	Jan. 17, 2022	The Rapid Response Grant is designed to facilitate timely collection of “perishable data,” such as C19 vaccine hesitancy data.
Robert Wood Johnson Foundation Pioneering Ideas: Exploring the Future to Build a Culture of Health	150,000	Rolling	“This FOA seeks proposals that are primed to influence health equity in the future.” The C19 outbreak is a brutal audit that makes it possible to see more clearly the institutional abuse baked into the U.S. political, economic, and healthcare systems – but also provides a significant opportunity “to influence health equity in the future.” <sup>ii</sup>
Templeton Grant	450,000	Rolling	The C19 outbreak is an opportunity to advance understanding of the complex role of “spirituality in the public sphere.”

## References

- Anderson, E. E., Solomon, S., Heitman, E., DuBois, J. M., Fisher, C. B., Kost, R. G., Lawless, M. E., Ramsey, C., Jones, B., Ammerman, A., & Ross, L. F. (2012). Research ethics education for community-engaged research: a review and research agenda. *Journal of empirical research on human research ethics : JERHRE*, 7(2), 3–19. <https://doi.org/10.1525/jer.2012.7.2.3>
- Balls-Berry, J. E., & Acosta-Pérez, E. (2017). The use of community engaged research principles to improve health: Community academic partnerships for research. *Puerto Rico health sciences journal*, 36(2), 84–85.
- Fauci, A. S., Braxton, B. R., Freeman, B. G., Hickman, D., Hickman Sr, D., Hrabowski, F. A., ... & Thomas, W. S. (2021). Faith, science, and trust: African American clergy & community conversation on COVID-19.
- Grady, C. (2020) The continued complexities of paying research participants. *The American Journal of Bioethics*, 19(9), 5-7. [doi.org/10.1080/15265161.2019.1643654](https://doi.org/10.1080/15265161.2019.1643654)
- Gustafsson, S., Gillespie, N., Searle, R., Hope Hailey, V., & Dietz, G. (2020). Preserving organizational trust during disruption. *Organization Studies*, 0170840620912705.
- Li, D., Gaynor, S. M., Quick, C., Chen, J. T., Stephenson, B. J., Coull, B. A., & Lin, X. (2020) Identifying US counties with high cumulative COVID-19 burden and their characteristics. medRxiv, 2020-12.
- Lagadec, P. (1993). Preventing chaos in a crisis. *Maidenhead: McGraw-Hill*.
- O'Grady, K. A., Orton, J. D., White, K., & Snyder, N. (2016). A way forward for spirituality, resilience, and international social science. *Journal of Psychology and Theology*, 44(2), 166-172.
- Orton, J. D., & O'Grady, K. A. (2016). Cosmology episodes: A reconceptualization. *Journal of Management, Spirituality & Religion*, 13(3), 226-245.
- Roysircar, G., Thompson, A., & Geisinger, K. F. (2019). Trauma coping of mothers and children among poor people in Haiti: Mixed methods study of community-level research. *American Psychologist*, 74(9), 1189.
- Vlahov, D., Coady, M. H., Ompad, D. C., & Galea, S. (2007). Strategies for improving influenza immunization rates among hard-to-reach populations. *Journal of Urban Health*, 84(4), 615-631.

**Team Members BIOSCKETCH**

**Name:** Kari A. O'Grady  
**Position Title:** Visiting Associate Professor  
**Education:**

INSTITUTION	Degree	Completion Date	Field of Study
Brigham Young University	B.A.	2004	Psychology
Brigham Young University	Ph.D.	2008	Counseling Psychology
Utah Valley University Counseling Center	Postdoc.	2009	Clinical Counseling

**APPOINTMENTS:**

2019-2021 Visiting Associate Professor Brigham Young University  
 2016–2018 Associate Professor Loyola University Maryland  
 2010-2016 Assistant Professor Loyola University Maryland

**A. Personal Statement**

My research focuses on resilience sensemaking processes in under-resourced national and international communities encountering large-scale catastrophes. Recent research in my lab attends to the psycho-social-spiritual sensemaking intersections at play before, during, and after crisis or catastrophe has occurred with attention to the various stakeholders involved and how they impact one another. I, and my students, have conducted fieldwork in African nations and in the U.S. with Black American populations including protestors, police, politicians, educators, and pastors following the shooting of Michael Brown in Ferguson Missouri, refugees and religious leaders in Sierra Leone and the United States, rape survivors and the doctors, psychologists, and clergy that treat them at HealAfrica in the Democratic Republic of the Congo, and survivors of the Haiti earthquake of 2010. My teaching includes crisis intervention, research methods and issues of diversity. I designed BYU psychology department’s required undergraduate multicultural psychology course last year, and I serve on several university and private boards as a diversity advisor and healthcare advisor.

**B. Relevant Publications**

1. **O’Grady, K. A.** & Orton, J. D. (in process). *When all hell breaks loose: The psychology of resilience leadership*. West Conshohocken, PA: Templeton Press.
2. **O’Grady, K. A.**, Moorkamp, M., Torenvlied, R., & Orton, J.D. (in process). Resilience leadership judgment practices: Initial findings from a cosmology episode study of the 2014 shutdown of Amsterdam flight MH17. In A. B. Kayes & D. C. Kayes (Eds.), *Judgement and leadership: A multidisciplinary approach to concepts, practice, and development*. Edgar.
3. Aten, J. Smith, W., Davis, E. B., Van Tongeren, D. R., Hook, J. N., Davis, D. E., Shannonhouse, L., DeBlaere, C., Ranter, J., **O’Grady, K.**, & Hill, P. (2019). The psychological study of religion and spirituality in a disaster context: A systematic review. *Psychological Trauma: Theory, Research, Practice, and Policy*, 11(6), 597-613
4. **O’Grady, K.A.**, Orton, J.D., Christianson, L.J. (2018). Deep received cosmologies during sensemaking: A mixed-methods study of the 2008 Sichuan earthquake. Paper voted as a Bests Papers article and nominated for the Carolyn B. Dexter award by the Academy of Management.
5. Jangha, A. G., Magyar-Russell, G., & **O’Grady, K. A.** (2018). Power within the counselor identity development of African American women in pastoral counseling. *Counseling and Values*, 63(1),76-

90. <https://doi.org/10.1002/cvj.12074>
6. **O'Grady, K.A.**, Orton, J.D., Stewart, C., Flythe, W.W., Snyder, N., & Desius, J.P. (2018) Resilience in the wake of disaster: A two-wave qualitative study of survivors of the 2010 Haiti earthquake. *Journal of Psychology and Christianity*, 37 (1), 43-56
  7. Smith, T. B., Crook-Lyon, R. E., & **O'Grady, K.A.** (2018). Integration or separation? Addressing religion and spirituality in multicultural education: A national survey. *Journal of College Counseling*. 22(3), 194-210.
  8. Ochu, A. C., Davis, E. B., Magyar-Russell, G., **O'Grady, K. A.**, & Aten, J. D. (2018). Religious coping, dispositional forgiveness, and posttraumatic outcomes in adult survivors of the Liberian Civil War. *Spirituality in Clinical Practice*, 5(2), 104-119.
  9. **O'Grady, K. A.** (2016) (Invited Special Issue Editor). Spirituality in resilience across international contexts: An introduction. *Journal of Psychology and Theology*, 44(2), 107-108
  10. Orton, J. D. & **O'Grady, K. A.** (2016). Cosmology episodes: A reconceptualization. *Journal of Management, Spirituality, and Religion*, 13(3), 226-245. <https://doi.org/10.1080/14766086.2016.1159975>.
  11. **O'Grady, K. A.**, & Orton, J. D. (2016). Resilience as sense-losing and sense-remaking: Lessons learned from the 2010 Haiti earthquake. *Journal of Psychology and Theology*, 44(2), 109-123. <https://doi.org/10.1177/009164711604400202>
  12. **O'Grady, K.A.**, Schreiber-Pan, H., & White, K.B. (2015). Cross-cultural counseling: The importance of encountering the liminal space. In E.B.Maynard and J. Snodgrass (Eds.), *Understanding pastoral counseling* (pp. 161-180). New York: Springer Press.
  13. Aten, J.D, **O'Grady, K.A.**, Milstein, G., Boan, D., Smigelsky, M., Schruba, A., & Weaver, I. (2014). Providing spiritual and emotional care in response to disasters. In D.F. Walker, C.A. Courtois, & J.D. Aten (Eds.), *Spiritually oriented trauma psychotherapy* (pp. 189-210). Washington, DC: American Psychological Association
  14. Aten, J. D., **O'Grady, K. A.**, Milstein, G., Boan, D., & Schruba, A. (2014). Spiritually oriented disaster psychology. *Spirituality in Clinical Practice*, 1(1), 20-28.
  15. **O'Grady, K.A.**, Rollison, D. G., Hanna, T.S., Shreiber-Pan, H., & Ruiz, M.A. (2012). Earthquake in Haiti: Relationship with the sacred in times of trauma. *Journal of Psychology and Theology*, 40,(4), 289-301. <https://doi.org/10.1177/009164711204000404>
  16. Crook-Lyon, R. E., **O'Grady, K. A.**, Smith, T. B., Jensen, D. R., Golightly, T., & Potkar, K. A. (2012). Addressing religious and spiritual diversity in graduate training and multicultural education for professional psychologists. *Psychology of Religion and Spirituality*, 4(3), 169–181. <https://doi.org/10.1037/a0026403>
  17. Aten, J. D., **O'Grady, K. A.**, & Worthington, E. L. (Eds.) (2012). *The psychology of religion and spirituality for clinicians: Using research in your practice*. New York: Routledge.
  18. **O'Grady, K.A.**, Rollison, D. G., Hanna, T.S., Shreiber-Pan, H., & Ruiz, M.A. (2012). Earthquake in Haiti: Relationship with the sacred in times of trauma. *Journal of Psychology and Theology*, 40,(4), 289-301. <https://doi.org/10.1177/009164711204000404>
  19. **O'Grady, K. A.** (2012). Theistic practice in community intervention. *Research in the Social Scientific Study of Religion*. 23, 121-133.
  20. **O'Grady, K.A.**, Aten, J.D., & Worthington Jr., E.L. (2012). Bridging the gap between research and practice in the psychology of religion and spirituality. The psychology of religion and spirituality for clinicians: Using research in your practice. (pp. 387-396). New York: Routledge.

## O’Grady 2021 IDR Application

**Name:** Len B. Novilla

**Position Title:** Associate Professor

**Education:**

INSTITUTION	Degree	Completion Date	Field of Study
University of the Philippines, Institute of Public Health, Quezon City, Philippines	B.S.	1986	Public Health
University of the City of Manila Manila Philippines	M.D.	1990	Medicine
University of Utah, Department of Family & Preventive Medicine Salt Lake City, UT	MPH	1999	Public Health

### APPOINTMENTS:

2019–Present Associate Department Chair, BYU Department of Public Health

2003–Present Associate Professor, BYU Department of Public Health

### A. Personal Statement

My research focuses on the family as a sustaining framework in health promotion and disease prevention and as the link and sustaining framework in improving population health, health equity, and health systems within the context of chronic diseases; social determinants of family and community health, linking public health and primary care by addressing health inequities, and building a culture of health through an interdisciplinary approach that transcends traditional disciplinary bounds. My current research focuses on vaccine hesitancy and on COVID-19 medical frontliner burnout and resilience. I have been involved in public health practice, policy, and research on multicultural communities in the State of Utah. This includes intersectoral work and discussions on the disproportionate impact of COVID-19 on multicultural individuals and families, who, likewise bear the burden of chronic diseases that render them vulnerable to severe COVID-19. I am highly motivated in carrying out this research to better understand how to address mistrust and vaccine hesitancy among individuals and families and significantly reduce the burden of COVID-19 and chronic diseases in communities of color.

### B. Relevant Publications

1. Barnes MD, Hanson CL, **Novilla LB**, Magnusson BM, Crandall AA, Bradford G. Family-centered health promotion: Perspectives for engaging families and achieving better health outcomes. *Inquiry-J Health Car.* 2020;57: 1–6.
2. Crandall AA, Weiss-Laxer NS, Broadbent E, Holmes EK, Magnusson BM, Okano L, Berge JM, Barnes MD, Hanson CL, Jones BL, **Novilla LB**. The family health scale: Reliability and validity of a short- and long-form. *Front. Public Health.* 2020 November. | <https://doi.org/10.3389/fpubh.2020.587125>.
3. Crandall AA, Broadbent E, Stanfill M, Magnusson BM, **Novilla MLB**, Hanson CL, Barnes MD. The influence of adverse and advantageous childhood experiences during adolescence on young adult health. *Child Abuse Negl.* 2020 Oct;108:104644.
4. Crandall AA, Powell EA, Bradford GC, Magnusson BM, Hanson CL, Barnes MD, **Novilla MLB**, Bean RA. Maslow’s hierarchy of needs as a framework for understanding adolescent depressive symptoms over time. *J. Child Fam. Stud.* 2020;29:273–281.
5. Hanson CL, Crandall AA, Barnes MD, Magnusson BM, **Novilla MLB**, King J. Family-focused public health: Supporting homes and families in policy and practice. *Front. Public Health.* 2019 Mar. <https://doi.org/10.3389/fpubh.2019.00059>.

6. Crandall AA, Novilla LKB, Hanson CL, Barnes MD, **Novilla MLB**. The public health family impact checklist: A tool to help practitioners *Think Family*. *Front. Public Health*. 2019 Nov. <https://doi.org/10.3389/fpubh.2019.00331>.
7. Crandall AA, Miller JR, Cheung A, Novilla LK, Glade R, **Novilla MLB**, Magnusson BM, Leavitt BL, Barnes MD, Hanson CL. ACEs and counter-ACEs: How positive and negative childhood experiences influence adult health. *Child Abuse Negl*. 2019 Oct;96:104089.doi: 10.1016/j.chiabu.2019.104089.
8. Moxley V, Hoj T, **Novilla MLB**. Predicting homelessness among individuals diagnosed with substance use disorders using local treatment records. *Addict Behav*. 2020; 102, 106160. <https://doi.org/10.1016/j.addbeh.2019.106160>
9. **Novilla MLB**, Goates MC, Barnes MD, Packer JM. Chapter 15: Public health and social policy perspectives on DOHaD. In: A. Vaiserman (ed.), *Early Life Origins of Ageing and Longevity*, Healthy Ageing and Longevity 9, [https://doi.org/10.1007/978-3-030-24958-8\\_15](https://doi.org/10.1007/978-3-030-24958-8_15).
10. Crandall AA, Magnusson BM, **Novilla MLB**. Growth in adolescent self-regulation and impact on sexual risk-taking: A curve-of-factors analysis. *J Youth Adolesc*. 2018 Apr;47(4):793-806. doi: 10.1007/s10964-017-0706-4. Epub 2017 Jun 29.
11. Crandall AA, Magnusson BM, **Novilla MLB**, Novilla LKB, Dyer WJ. Family financial stress and adolescent sexual risk-taking: The role of self-regulation. *J Youth Adolescence*. 2017; 46:45–62. doi 10.1007/s10964-016-0543-x
12. Williams DP, Merrill K, Heise B, **Novilla LB**. Integrating interprofessional education into dietetics, nursing and public health curriculum. *J. Acad. Nutr. Diet*. 2014 Sep;9, A68. doi:<https://doi.org/10.1016/j.jand.2014.06.228>
13. Russell E, Buehner H, Johnson B, **Novilla MLB**, Van Olmen J, Swanson C. Health Systems Frameworks in Context: A systematic review of the integration of the social determinants of health within health systems frameworks. *Rev Panam Salud Publica*. 2013 Dec;34(6):461-7.
14. **Novilla MLB**, Barnes MD, Hanson CL, West J, Edwards E, Hunter B, Davies B, Sypher J, Lambrechtsen J, Berrett B. *How Can We Get the Social Determinants of Health Message on the Public Policy and Public Health Agenda? Translating Data into Social Determinants of Health Information Tool to Inform Policy and Public Health Programs*. October 2011.  
Available at: [http://www.who.int/sdhconference/resources/draft\\_background\\_paper2\\_usa.pdf](http://www.who.int/sdhconference/resources/draft_background_paper2_usa.pdf)  
This paper was commissioned by the World Health Organization for the World Conference on Social Determinants of Health, held 19-21 October 2011, in Rio de Janeiro in Brazil. It was one of the 28 selected papers from around the world intended to highlight country experiences on implementing action on the social determinants of health.
15. Merrill RA, Sloan A, **Novilla MLB**. Understanding Population-based Site-Specific Cancer Incidence Rates in the United States. *Journal of Cancer Education*. 2011 August.
16. **Novilla MLB**. Family health perspectives. *Encyclopedia of Family Health*. 2011 (1):472-480.
17. Hanson CL, **Novilla MLB**, Barnes MD, Eggett D, Schiffman L, Sugiyama L. The relationship between parental health, family functioning and adolescent body mass index. *The International Electronic Journal of Health Education*. 2009; 12:271-288.
18. Hanson CL, **Novilla MLB**, Barnes MD, De La Cruz N, Meacham A. Using family health history for chronic disease prevention in the age of genomics: Translation to health education practice. *Am J Health Educ*. July/August 2007;38 (4):219-229.
19. **Novilla MLB**, Barnes MD, De La Cruz NG, Williams P, Rogers J. Public health perspectives on the family: An ecological approach to health promotion in the family and community. *Family & Community Health*. 2006;29(1):28-42.

**Name:** Sherinah Saasa

**Position Title:** Associate Professor

**Education:**

INSTITUTION	Degree	Completion Date	Field of Study
Mulungushi University, Kabwe, Zambia	A.S.	05/2005	Developmental Social Work
Brigham Young University, Rexburg, Idaho	B.S.	07/2010	Social Work
Brigham Young University, Provo, Utah	M.S.	04/2013	Clinical Social Work
University of Georgia, Athens, Georgia	Ph.D.	05/2018	Social Work

### C. Personal Statement

I have research and clinical experience working with marginalized and minority populations in community-based and mental health settings. My research broadly focuses on exclusionary mechanisms and factors that facilitate negative socio-economic and health outcomes for Black immigrants in the United States and low-income children in sub-Saharan Africa. My current projects include examining COVID-19 impacts on economic, social and psychological well-being of immigrant populations in the United States, and educational disparities and mental health needs of vulnerable children in Sub-Saharan Africa. To build understanding of lived experiences, scope of disadvantage and service needs, I utilize quantitative and qualitative methodologies. I am a Licensed Clinical Social Worker in Utah and the state of Georgia. My training, practice and teaching emphasize the role of context and social environments on life quality and wellbeing across the life course.

Although I do not have extensive experience with grant-funded and interdisciplinary projects at this early stage of my career, I have the training, expertise and the required motivation to successfully conduct the proposed research project.

### D. Relevant Publications

1. **Saasa, S.**, Okech, D., Choi, Y. J., Nackerud, L., & \*Littleton, T. (In press). Social exclusion and the psychological and social wellbeing of African immigrants in the United States. *International Social Work*.
2. **Saasa, S.** & \*Forsyth, S. (In press). Depression and anxiety symptoms among black African immigrants. *Social Work*.
3. **Saasa, S.** & Allen, L. (In press). Social exclusion among African immigrants in the United States. *Social Work Research*.
4. Shaw, S., Pillai V., Yang, C., & **Saasa, S.** (published online November 2020). Parenting among Rohingya and Afghan refugee parents residing in Malaysia. *Family Relations*.
5. **Saasa, S.**, & James, S. (published online August 2020). COVID-19 in Zambia: Implications for Family, Social, Economic and Psychological Well-being. *Journal of Comparative Family Studies*. <https://doi.org/10.3138/jcfs.51.3-4.010>
6. **Saasa, S.**, \*Ward, K., & \*Escamilla, S. (published online July 2020). Immigrant generation, ethnicity and the socioeconomic outcomes of mothers in urban cities: who fares better? *Journal of Immigrant and Minority Health*.
7. \*Escamilla, S., & **Saasa, S.** (published online April 2020). Gendered patterns in depression and anxiety among African immigrants in the United States. *Journal of Evidence-Based Social Work*. <https://doi.org/10.1007/s10903-020-01059-6>
8. Bae, J., Hardeman, C., Jennings, P., Kim, E., Lee, M., Littleton, T., & **Saasa, S.** (2020). Compassion

- satisfaction among social work practitioners: The role of work-life balance. *Journal of Social Service Research*, 46(3), 320 -330. <https://doi.org/10.1080/01488376.2019.1566195>
9. **Saasa, S. K.**, & Mowbray, O. (2019). Determinants of HIV-risk sexual behaviors among Zambian adolescents: The role of gendered power. *Children and Youth Services Review*, 106, 104484. <https://doi.org/10.1016/j.chilyouth.2019.104484>
  10. **Saasa, S. K.** (2019). Discrimination, coping and social exclusion among African immigrants in the United States: A moderation analysis. *Social Work*. 64(3), 198-206. <https://doi.org/10.1093/sw/swz018>
  11. **Saasa, S. K.** (2018). Education among Zambian children: linking head of household characteristics to school attendance. *Vulnerable Children and Youth Studies*, 13:3, 239-246. DOI: 10.1080/17450128.2018.1456707
  12. **Saasa, S.**, Choi, Y. J., & Nackerud, L. (2018). Barriers to HIV risk-reducing sexual behaviors in Zambia: Perspectives from HIV/AIDS psychosocial counselors. *Journal of HIV/AIDS and Social Services*, 17:4, 274-289. <https://doi.org/10.1080/15381501.2018.1519478>
  13. **Saasa, S.**, & Limb, G. E. (2017). American Indian income and father involvement with children in urban cities. *Children and Youth Services Review*, 78, 170-176.
  14. **Saasa, S.**, \*Ward, K., \*Sandberg, S., & \*Jacobson, J. (Under Review). Financial hardship, neighborhood cohesion and child externalizing behaviors: An extension of the family stress model among immigrant mothers. *Children and Youth Services Review*.
  15. **Saasa, S.**, Rai, A., \*Malzarte, N., & \*Yirenya, A. (Under Review). Utilizing Andersen's health behavior model to examine mental health service use among African immigrants. *Journal of Immigrant and Minority Health*.

## O'Grady 2021 IDR Application

**Name:** Natalie J. Blades

**Position Title:** Associate Professor

**Education:**

INSTITUTION	Degree	Completion Date	Field of study
Wellesley College	A.B.	1997	Mathematics
Johns Hopkins Whiting School of Engineering	M.S.E.	2002	Mathematical Sciences
Johns Hopkins School of Public Health	Ph.D.	2003	Biostatistics
The Jackson Laboratory	Postdoc	2005	Gene Expression

### APPOINTMENTS:

2014–2021 Associate Professor, Statistics, Brigham Young University  
2006–2014 Assistant Professor, Statistics, Brigham Young University  
2003–2021 Associate, Biostatistics, Johns Hopkins Bloomberg School of Public Health  
Fall 2005 Visiting Assistant Professor, Statistics, Brigham Young University

#### Appointments

2014–2021 Associate Professor, Statistics, Brigham Young University  
2006–2014 Assistant Professor, Statistics, Brigham Young University  
2003–2021 Associate, Biostatistics, Johns Hopkins Bloomberg School of Public Health  
Fall 2005 Visiting Assistant Professor, Statistics, Brigham Young University  
2002–2005 Post-Doctoral Associate, Jackson Laboratory

#### A. Personal Statement

My research activities focus on applications of statistics in public health and medicine. A large fraction of my time is spent collaborating; I am currently working on a study of social vulnerability and COVID-19 risk as it relates to voting rights. I have expertise in addressing issues of study design, analytical methodology, data acquisition and data quality issues, and developing modifications to the analytical approach as dictated by observed data.

#### B. Products

1. Brookmeyer R, **Blades NJ**, Hugh-Jones M, Henderson DA. The Statistical Analysis of Truncated Data: Application to the Sverdlovsk Anthrax Outbreak. *Biostatistics* 2(2):233–247, 2001.
2. Ness PM, Braine HG, King KE, Barrasso C, Kickler TS, Fuller A, **Blades NJ**. Single Donor Platelets Reduce the Risk of Septic Platelet Transfusion Reactions. *Transfusion* 41(7):857–861, 2001.
3. Brookmeyer R, **Blades NJ**. Prevention of Inhalational Anthrax in the U.S. Outbreak. *Science*. 295: 1861, 2002.

4. Ryu B, Jones J, **Blades NJ**, Parmigiani G, Hollingsworth MA, Hruban RH, Kern SE. Relationships and Differentially Expressed Genes Among Pancreatic Cancers Examined by Large-Scale Serial Analysis of Gene Expression. *Cancer Research* 63(2): 819–826, 2002.
5. Brookmeyer R, **Blades NJ**. Statistical Models and Bioterrorism: Application to the U.S. Anthrax Outbreak. *JASA* 98(464): 781–788, 2003.
6. Lamichhane G, Zignol M, **Blades NJ**, Geiman D, Dougherty A, Grosset J, Broman K, Bishai WR. A Postgenomic Method for Predicting Essential Genes at Subsaturating Levels of Mutagenesis: Application to *Mycobacterium tuberculosis*. *PNAS* 100(12): 7213–7218, 2003.
7. Mikaelian I, **Blades NJ**, Churchill GA, Fancher K, Knowles BK, Eppig JT, Sundberg JP. Proteotypic Classification of Spontaneous and Transgenic Mammary Neoplasms. *Breast Cancer Research* 6(6): R668–79, 2004.
8. Cui X, Hwang JT, Qiu J, **Blades NJ**, Churchill GA. Improved Statistical Tests for Differential Gene Expression by Shrinking Variance Components Estimates. *Biostatistics* 6(1): 59–75, 2005.
9. **Blades NJ**, Grimshaw SD, Pendleton CR. A Simulation-Based Approach For Evaluating Microarray Analyses. *Biostatistics* 11(3): 533–536, 2010.
10. Armour M, Broome M, Del'Anna G, **Blades NJ**, Esson D. A Review of Orbital and Intracranial Magnetic Resonance Imaging (MRI) in 79 canine and 13 feline patients (2004–2010). *Veterinary Ophthalmology*, 14 (4): 215–226, 2011.
11. **Blades NJ**, Schaalje GB. Anticipating the Year 2000: Howard Nielson, BYU, and Statistics. *BYU Studies Quarterly*, 51 (1): 99–117, 2012.
12. Wang V, **Blades NJ**, Ding J, Sultana R, Parmigiani G. Estimation of Sequencing Error Rates in Short Reads. *BMC Bioinformatics*, 13:185, 2012.
13. Grimshaw SD, **Blades NJ**, and Miles M. Spatial Control Charts for the Mean. *Journal of Quality Technology*, 45 (2): 130–148, 2013.
14. Schaalje GB, **Blades NJ**, Funai T. An Open-Set Size-Adjusted Bayesian Classifier for Authorship Attribution. *Journal of the American Society for Information Science and Technology*, 64 (9): 1815–1825, 2013.
15. **Blades NJ**, Schaalje GB, Christensen WF. The Second Course in Statistics: Design and Analysis of Experiments? *The American Statistician*, 69 (4): 326–333, 2015.
16. Hammond CA, **Blades NJ**, Chaudhry SI, Dodson JA, Longstreth Jr WT, Heckbert SR, Psaty BM, Arnold AM, Dublin S, Sitlani CM, Gardin JM, Thielke SM, Nanna MG, Gottesman RF, Newman AB, Thacker EL. Long-term cognitive decline after newly diagnosed heart failure: the Cardiovascular Health Study. *Circulation: Heart Failure*, 11(3): :e004476, 2018.s
17. Grimshaw SD, **Blades NJ**, Berrett C. Going Viral, Binge Watching, and Attention Cannibalism. *The American Statistician*, 74(4): 380–391, 2020.

## O'Grady 2021 IDR Application

**Name:** Bill Tayler

**Position Title:** Associate Professor

**Education:**

INSTITUTION	Degree	Completion Date	Field of study
Brigham Young University	B.S.	2002	Accounting
Brigham Young University	M.Acc	2002	Prof. Accounting
Cornell University	M.S..	2006	Management
Cornell University	Ph.D.	2007	Management

**Appointments:**

2019-present	Associate Director, School of Accountancy, Marriott School of Business
2018-present	Robert J. Smith Professor, Marriott School of Business, BYU
2017-2018	Glen Ardis Professor, Marriott School of Business, BYU
2017	Professor, Marriott School of Business, Brigham Young University
2013-2017	Warnick Deloitte Touche Fellow, Marriott School of Business, BYU
2012-2017	Associate Professor of Accounting, Marriott School of Business, BYU
2007-2012	Assistant Prof of Accounting, Goizueta Business School, Emory University
2005	Accounting Instructor, Johnson Graduate School of Management, Cornell
2002-2007	Research Assistant, Johnson Graduate School of Management, Cornell
2001-2002	Research Assistant, Marriott School of Management, BYU
2001	Accounting Instructor, Financial/Managerial Accounting, BYU

**Personal Statement**

Dr. Tayler specializes in healthcare research and consulting, specifically population health. He also specializes in professional judgment and decision making, behavioral biases, performance measurement, the assignment of decision rights, and incentive compensation. Bill has presented his research as an invited speaker at universities and conferences globally. His work has been published in the top accounting, finance journals, business journals, and medical journals (such as the Journal of the American Medical Association-Internal Medicine and the Journal of General Internal Medicine). Bill currently serves as the chair of the BYU Healthcare Leadership Collaborative, as a research journal editor and on multiple editorial boards, and as a director of the Institute of Management Accountants Research Foundation.

**Relevant Publications**

- Olson, A., J. Barrick, **W. B. Tayler**, S. Rajgopal, G. Bai. 2020. [Lobbying Expenditures of the Health Sector during the COVID-19 Pandemic](#). *Journal of General Internal Medicine*, 35(10): 3133-3136.
  - Funded by the BYU Healthcare Industry Research Collaborative, 2020.
  - Media Coverage: [Microsoft News](#), [Daily Herald](#), [Standard Examiner](#), [Daily Mail](#), [Brinkwire](#), [EureaAlert!](#), [MedicalXpress](#), [SciTechDaily](#), [Laboratory Equipment](#)
- Garrett, J., **W. B. Tayler**, G. Bai, M. Socal, Anderson, G. 2020. [Naming Convention, Interchangeability, and Patient Interest in Biosimilars](#). *Diabetes Spectrum*, 33 (3): 273-279.
  - Funded by the BYU Healthcare Industry Research Collaborative, 2020.

3. Harris, M.A., **W. B. Tayler**. 2019. [Don't Let Metrics Undermine Your Business](#). *Harvard Business Review*, 97(5) (cover story).
4. Emmett, S. A., R. N. Guymon, **W. B. Tayler**, and D. Young. 2019. [Controls and the Asymmetric Stickiness of Norms](#). *Accounting Horizons*, forthcoming.
  - Excellence in Ethics Best Paper Award, presented by the Excellence in Ethics Research Conference at the University of Notre Dame, 2013.
5. Garrett, J., **W. B. Tayler**, G. Bai, M. Socal, A. Trujillo, Anderson, G. 2019. [Consumer Responses to Price Disclosure in Direct-to-Consumer Pharmaceutical Advertising](#). *Journal of the American Medical Association*
  - Funded by the BYU Healthcare Industry Research Collaborative, 2018.
  - Media Coverage: [The Wall Street Journal](#), [Forbes](#), [Bloomberg](#), [US News and World Report](#), [CNN](#), [CNN Health](#), [PBS News Hour](#), [Stat News](#), [UPI](#), [Medical Press](#), [Healthcare Finance News 1](#), [Healthcare Finance News 2](#), [Drugs.com](#), [Healio](#), [Health Day](#), [Yahoo News](#), [Doctors Lounge](#), [St. Louis Post](#), [Med India](#), [The Medical News](#), [AJMC](#), [European Pharmaceutical Review](#), [BYU News](#), [ABC4 News](#), [Hospital Review](#), [Medical Health News](#), [MedCity News](#), [EurekAlert!](#), [The Science Times](#), [The Center for Biosimilars](#), [Reasearch and Development](#), [MedicineNet](#), [Fierce Pharma](#), [WebMD](#)
  - Policy impact: [Medicare and Medicaid Programs: Regulation to Require Drug Pricing Transparency](#) (2019)
6. Smith, S. D., W. B. Tayler, and D. F. Prawitt. 2016. [The effect of information choice on auditors' judgments and confidence](#). *Accounting Horizons* 30(3):393-408.
7. Emmett, S. A. and W. B. Tayler. 2013. [Is Your Strategy Evaluation Biased? The balanced scorecard may be the cause—and the cure](#). *Strategic Finance* 95(11):27-34 (cover story).
8. Choi, J., G. Hecht, and W. B. Tayler. 2012. [Lost in translation: The effects of incentive compensation on strategy surrogation](#). *The Accounting Review* 87(4):1135-1164.
  - Best Paper Award, presented by the Management Accounting Section of the American Accounting Association, 2010.
  - Impact on Management Accounting Practice Award, presented by the American Institute of CPAs, the Chartered Institute of Management Accountants, and the Management Accounting Section of the American Accounting Association, 2014.
  - *Wikipedia*: [Surrogation](#).
  - Media Coverage: [The Morning Show](#), [BYU News](#), [Journal of Accountancy](#)
9. **Tayler, W. B.**, and R. J. Bloomfield. 2011. [Norms, conformity, and controls](#). *Journal of Accounting Research* 49(3):753-790.
  - Best Paper Award, presented by the Management Accounting Section of the American Accounting Association, 2011.
  - Finalist of the Glen McLaughlin Prize for Research in Accounting Ethics, 2008.
10. Black, P, B. Kirwan, T. Meservy, **W. B. Tayler**, J. O. Williams. 2021. [An fMRI Investigation of the Neurocognitive Processing of Strategies and Measures](#)  
Funded by the IMA Research Foundation, 2018.
11. Tadge, C., and **W. B. Tayler**. 2021. Misaligned Incentives: Rebates, Coupons, and Pharmaceutical

## O'Grady 2021 IDR Application

Spending.

### Recent Funding History

#### Kari O'Grady

*Templeton Press: (2016-2020)*. \$40,000 contract for *When All Hell Breaks Loose: The Psychology of Resilience Leadership*.

*Research Sabbatical (2016-2017)*. Awarded a full year sabbatical to write about resilience leadership.

*Dean's Grant (2013)*. A \$7,900 grant to take a doctoral student to the Democratic of the Republic of the Congo to study posttraumatic transformation in female survivors of sexual assault.

*Dean's Grant (2012)*. A \$4,500 grant to take a team of doctoral students to Haiti to conduct a follow up quantitative and qualitative study of posttraumatic transformation in Haiti.

*Loyola Seed Grant (2010)*. A \$5,000 grant to conduct a quantitative and qualitative study on posttraumatic transformation in Haiti following the earthquake.

*Graduate Research Fellowship (2006)*. A \$6,000 fellowship awarded by Brigham Young University Graduate School to top 5 dissertation studies of all graduate school departments.

*Research & Creative Activities (ORCA) Scholarship (2002-2003)*. A \$1,000 scholarship awarded for a study conducted about the role of inspiration in scientific scholarship and discovery.

#### Len Novilla

1. *Ensuring Health In All Iowa Planning Policies Through Informing Development Planners, Designers And Policy Makers*. Denise Attard-Sacco, Len Novilla. Status: Awarded **\$2430** Grant ID#: Prime Award 5885CC1, funded by the Iowa Cancer Consortium, November 24, 2015. Funding period: December 1, 2014-June 1, 2015.
2. *Development of an Interprofessional Education (IPE) for Health Program*. Co-investigators: Barbara Heise, Katreena Merrill, Len Novilla, Pauline Williams, William Zundel. Status: Awarded **\$20,000** from the Mentoring Environment Grant, December 2013.
3. *Inter-Professional Education (IPE) Training in the Academic Setting*. Co-investigators: Barbara Heise, Katreena Merrill, Len Novilla, Pauline Williams, William Zundel. Status: Awarded **\$8,600** from the College of Life Sciences Teaching Environment Grant, November 2013.
4. *Social Factors that Shape Utah's Health: Variations in Health Outcomes and Policy & Practice Implications of the Social Determinants of Population Health as They Apply to the Utah Setting*. Co-authored with Michael Barnes, Carl L. Hanson, and Joshua West. Project is in collaboration with the Utah Department of Health and State IBIS Program. Status: Awarded **\$19,288** from the BYU Office of Research and Creative Activities, December 30, 2009.
5. *Multilevel Assessment of Factors Contributing to Prevention and Management of Malaria among Adolescents in Mukono Uganda*. Co-authored with Carl L. Hanson, Michael D. Barnes, Joshua West, and Steven Hite. Status: Awarded **\$19,971** from the BYU Office of Research and Creative Activities, December 30, 2009.
6. *An Implementation of Breastfeeding Friendly Policies among Utah County Businesses*. Co-authored with MaryAnne Hunter, MPH (c), Michael Barnes, Ph.D., CHES, Carl Hanson, Ph.D., CHES, Stephanie Fugal, M.S., and Eugene C. Cole, Dr.P.H. Submitted for funding consideration for \$4,000.00

## O'Grady 2021 IDR Application

from the BYU Graduate Studies Office for the Graduate Mentoring Grant, January 30, 2009. Status: Awarded **\$4000.00**.

7. *Understanding the Impact and Correlates of Health Behavior Change at the Individual and Family Settings as a Factor of Family Health History Risk Assessment: What Factors Prompt Individuals 50 and Above to Complete and Share their Family Health History and Seek professional Medical Advice and Screening? Collaborative research with Carl Hanson, Ph.D., CHES, Michael Barnes, Ph.D., CHES, and Steve Heiner, Ed.D.* Submitted for funding consideration for the College of Health & Human Performance Faculty Development Award, October 2008. Status: Awarded **\$1,421.00**.
8. *Developing an Academic Health Department – The Utah County Health Department and Brigham Young University, Department of Health Science Partnership to Establish the Family and Community Health Research Institute.* Co-author with Carl Hanson, Ph.D., CHES and Michael Barnes, Ph.D., CHES. Submitted for funding consideration for \$5,170.00 from the College of Health and Human Performance, Brigham Young University, January 2008. Status: Awarded **\$5,170.00**.
9. *Understanding the Impact and Correlates of Health Behavior Change at the Individual and Family Settings as a Factor of Family Health History Risk Assessment: What Factors Prompt Individuals 50 and Above to Complete and Share their Family Health History and Seek professional Medical Advice and Screening? Collaborative research with Carl Hanson, Ph.D., CHES, Michael Barnes, Ph.D., CHES, and Steve Heiner, Ed.D.* Submitted for funding consideration for \$4,017.40 from the BYU Gerontology Program. Status: Awarded **\$4,017.00**.
10. *Perceptions of Family Health History among Hispanic Immigrants in Utah County.* Co-authored with MPH student, undergraduate students, and faculty: Grant Sunada, Cynthia Penaflo, Elsie Lopez, and with Carl Hanson, Ph.D., CHES and Michael Barnes, Ph.D., CHES. Submitted for funding consideration for \$1,600.00 from the Mary Lou Fulton Chair, College of Health & Human Performance, January 2008. Status: Awarded **\$1,600.00**.
11. *Formative Research of the Family Health History Toolkit among Utah Hispanics.* Co-authored with Carl Hanson, Ph.D., CHES and Michael Barnes, Ph.D., CHES. Submitted for funding consideration for \$3,915.00 from the Utah Department of Health, Chronic Disease and Genomics Program, July 2007. Status: Awarded **\$3,915.00**.
12. *Family Health History/Genomics Awareness + Maternal and Child Health Global Conference.* Collaborative project with Carl Hanson, Ph.D., CHES and Michael Barnes, Ph.D., CHES. Funded through the Utah Department of Health, July 2007. Status: Awarded **\$5,000.00**.
13. *Family Health History and Perceptions of Chronic Disease Risk among Seniors.* Collaborative research with Carl Hanson, Ph.D., CHES and Michael Barnes, Ph.D., CHES. Funded through the Utah Department of Health, January 2007. Status: Awarded **\$3,500.00**.
14. *Funding for International Presentation: Public Health Issues as Viewed and Addressed through Multi-level Organizational Lenses: The Philippines International Internship Experience with Local and International Organizations; 5<sup>th</sup> Global International Internship Congress,* April 17-20, 2007, Keimyung University, Daegu, Korea. Submitted for funding consideration from the College of Health & Human Performance and the BYU Kennedy Center, January 2007. Status: Awarded **\$3,327.00**.
15. *Funding for Maternal and Child Health Class Travel to the 3rd Annual Unite for Sight International Conference on Empowering Communities To Bridge Health Divide,* April 1-2, 2006 at Yale University. Funded through the Fulton Grant, February 2006. Status: Awarded **\$2,000.00**.

## O'Grady 2021 IDR Application

16. *Funding for HIV/AIDS Training from The AIDS Support Organization (TASO), Uganda* (collaborative grant with MPH graduate students, Christianna Romney and Natalie De La Cruz), funded through the Fulton Grant, October 2005. Status: Awarded **\$7,000.00**.
17. *Health Outcomes and Family-related Protective Factors: A Secondary Analysis of the National Survey of Children's Health and the State and Local Area Integrated Telephone Survey (SLAITS)* (collaborative research with Michael Barnes, Ph.D., CHES and Carl Hanson, Ph.D., CHES) funded through the Fulton Grant, April 2005. Status: Awarded **\$4,195.00**.
18. *Improving Nutrition, Saving Lives: Understanding the Nutrition Transition in Asia -Viet Nam, Cambodia, Philippines, Thailand, and Bolivia* (collaborative research with Kirk Dearden, DPH, Randy Page, Ph.D., Steve Hawks, Ed.D., CHES), funded through the Fulton Grant, April 2005. Status: Awarded **\$4,000.00**.
19. Mentoring Environment Grant (MEG): *Improving Nutrition, Saving Lives: Understanding the Nutrition Transition in Asia -Viet Nam, Cambodia, Philippines, Thailand, and Bolivia* (collaborative research with Kirk Dearden, DPH, Randy Page, Ph.D., Steve Hawks, Ed.D, CHES, and Ray Merrill, Ph.D.) funded, February 2004. Status: Awarded **\$20,000.00**.
20. Course Improvement Grant, Health 673 Maternal and Child Health Issues, funded through the Faculty Center, June 2004. Awarded **\$2,000.00**.
21. *The Incidence of Overweight/Obesity in Socio-economically Diverse but Strongly Religious Populations: A Comparison of the Anthropometric Profile and Nutrition Behavior of Latter-day Saints in Utah and Manila*, funded, January 2004. Status: Awarded **\$2,000.00**

### **Sherinah Saasa**

BYU Mentoring Grant; PI: Seeking Learning: Children's Perspectives on Barriers to Successful Education Outcomes <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3292771/>  
2020 – present: \$19, 994

### **Natalie Blades**

NIH-NCI F32 NRSA: "Variability in Gene Expression Experiments." From 12-2003 to 8-2005.

Consultant, NSF 10-540 Algorithms for Threat Detection: "Quantitative Methods for Estimating Sequencing Errors." (PI: G Parmigiani, Harvard). From 3-2012 to 2-2015.

CPMS HITS: Integrated Cloud Computing in the Statistics Major. 2012–2013.

### **Bill Tayler**

IMA Academic Research Grant for "Surrogation: The Roles of Measurement and Cognitive Effort," 2018.

ORCA Grant awarded to research assistant Andrew Peterson for his work on our coauthored project, "What Gets Measured Gets Done: Pedometers and Personal Fitness," 2016.

## O'Grady 2021 IDR Application

Outstanding Emerging Scholar Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association for "Using internal controls and incentive compensation to motivate employees in a multidimensional task," 2012

IMA Emerging Scholar Manuscript Award, presented by the Institute of Management Accountants for "The Balanced Scorecard as a Strategy-Evaluation Tool: The Effects of Implementation Involvement and a Causal-Chain Focus," 2012

Outstanding Emerging Scholar Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association for "Strategy selection, surrogation, and strategic performance measurement systems," 2011

Best Paper Award, presented by the Management Accounting Section of the American Accounting Association for "Norms, Conformity, and Controls," 2011

Alumni Award for Excellence in Research, presented by the Goizueta Business School, 2010

Best Paper Award, presented by the Management Accounting Section of the American Accounting Association for "Lost in Translation: The effects of incentive compensation on strategy surrogation," 2010

Dean's Research Grant Award presented by the Goizueta Business School, 2007, 2008, 2009, 2010

Outstanding Doctoral Dissertation Award, presented by the Management Accounting Section of the American Accounting Association and the Institute of Managerial Accountants for "The Balanced Scorecard as a Strategy Evaluation Tool: The Effects of Responsibility and Causal-Chain Focus," 2008

Finalist of the Glen McLaughlin Prize for Research in Accounting Ethics for "Norms, Conformity, and Controls," 2008

Institute of Management Accounting Doctoral Student Grant for "The Balanced Scorecard as a Strategy Evaluation Tool: The Effects of Responsibility and Causal-Chain Focus," 2006

---