

Gemma McFarland, MPH

Consultant with master's degrees in Public Health and Sociology and over a decade of cross-sector experience spanning public health, community and stakeholder engagement, program design and evaluation, violence prevention, and social impact. Working alongside communities and organizations to expand access to wellbeing.

Contact

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Education

Northeastern University

- Master of Arts, Sociology
- Master of Public Health

Quinnipiac University

- Bachelor of Arts, Print Journalism

Skills & Expertise

Public Health Program Design, Implementation & Evaluation; Community Engagement; Cross-Sector Partnerships; Violence Prevention & Response (DV/SA); Case Management & Victim Advocacy; Grant Writing & Proposal Development; Certified Yoga Instructor

Professional Experience

GEMMA C. MCFARLAND CONSULTING

FOUNDER & PRINCIPAL CONSULTANT

2024 – Present

- Design and deliver evidence-based, customized programs in public health and wellness
- Consult with community-based organizations and private sector partners to strengthen coordinated responses to gender-based violence
- Translate community input and data into actionable strategies that promote health, wellbeing, equity, and resilience
- Lead community engagement initiatives and assessments to evaluate and enhance impact-driven programs
- Develop workshop curricula and facilitate delivery
- Build and manage strategic partnerships to expand services and meet evolving needs
- Provide grant writing and consultation for program growth and funding success

ACBC CONSULTING

COMMUNITY ENGAGEMENT SPECIALIST (CONTRACT)

2025 – Present

- Design and facilitate cross-sector community engagement sessions to shape local strategy around public health, equity, and community wellbeing
- Translate community input into clear, actionable goals, strategies, and recommendations
- Create accessible materials and tools that connect complex planning processes with health, safety, and social resilience outcomes

ROXBURY COMMUNITY COLLEGE

DIRECTOR OF WELLNESS

2023 – 2024

- Directed the launch and early development of the college's Wellness Center, including programming related to behavioral health support, violence prevention and response, and health education
- Developed and facilitated workshops and programs for students, faculty, and staff
- Provided crisis intervention for students experiencing domestic violence, sexual assault, and intersecting challenges
- Cultivated and maintained internal and external partnerships to expand campus-wide programming and coordinated support for students
- Served on Behavioral Intervention Team, providing subject matter expertise on gender-based violence prevention and response
- Coordinated focus groups to assess campus experiences of sexual violence, contributing to a white paper and 2024 presentation at the National Sexual Assault Conference

ROXBURY COMMUNITY COLLEGE

SENIOR SPECIAL PROJECTS COORDINATOR – PROJECT ACCESS

2022 – 2023

- Provided case management and resource navigation support to students
- Designed a behavioral health pilot program that leveraged external partnerships to expand student access to on-campus mental health services
- Contributed to the launch of an on-campus food pantry
- Partnered with community-based organizations to deliver training and resources
- Created and distributed mental health and wellbeing surveys to students, faculty, and staff, utilizing results to inform internal programming and policy revision
- Served on COVID Vaccine Accommodation Committee
- Supported overall program development, including grant writing, budgets, and reporting

ATHENAHEALTH

SENIOR ASSOCIATE - ATHENAGIVES (CSR)

2016 – 2018

- Co-led national corporate social responsibility programs, integrating health-focused initiatives and employee engagement strategies to support community wellbeing
- Managed corporate volunteer efforts across offices, fostering strategic partnerships with community-based organizations
- Contributed to the development of educational materials and annual corporate responsibility report, highlighting program impact and outcomes
- Managed a national grant program

CENTER FOR COMMUNITY HEALTH EDUCATION RESEARCH AND SERVICE, INC. - COMMUNITY ADVOCACY PROGRAM

DOMESTIC VIOLENCE ADVOCATE & PROGRAM COORDINATOR

2014 – 2016

- Provided trauma-informed case management and crisis intervention to survivors of domestic violence and sexual assault
- Managed domestic violence support services at Mattapan Community Health Center
- Trained medical and behavioral health providers in screening for gender-based violence
- Secured federal and private funding through grant writing and ensured program sustainability through meticulous reporting and compliance
- Developed and facilitated educational workshops on healthy relationships
- Collaborated with community-based organizations, law enforcement, and court systems to support client and organizational needs

Publications, Media, and Conference Presentations

McFarland, G. & Corcoran, C. (2024, August 14-16). Centering community colleges in campus prevention work. National Sexual Assault Conference, Washington, DC, United States.

Scoglio, AAJ, **McFarland, G.**, Marquez, CI, Matsumoto, A., Lincoln, AK. (2023). Social Support and Associated Factors Among Men and Women in Pre-COVID Substance Use Treatment, *Community Mental Health Journal*.

McFarland, G. (2018, November 21). Rape Culture at WHS [letter to the editor]. *Winthrop Sun Transcript*, pp. 4–6.

McFarland, G. (2016). Dating violence among undergraduate students at a large research university in Boston: Prevalence on campus and perceptions of emotional abuse (Unpublished master's thesis). Northeastern University.