

Gemma McFarland, MPH

Dedicated Public Health and Wellness Consultant

with dual master's degrees and 10+ years of experience across healthcare, higher education, nonprofit, and private sectors. A passionate advocate for safe and healthy workspaces, specializing in evaluating organizational health and wellness strategies, designing tailored programs, systems improvement, and delivering impactful training initiatives.

Contact

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www.gcmcfarland.com

Boston, MA

Education

NORTHEASTERN UNIVERSITY

Master of Arts, Sociology

2021

Master of Public Health

2016

QUINNIPIAC UNIVERSITY

B.A., Communications –

Print Journalism;

Art minor

2009

CERTIFICATIONS

Mental Health First Aid

Yoga Instruction

Personal Training

Pilates Instruction

Domestic Violence
Advocate

Suicide Prevention &
Intervention

Experience

GEMMA C. MCFARLAND CONSULTING

PRINCIPAL; PUBLIC HEALTH & WELLNESS CONSULTANT

Jan 2022 – Present

- Develop and deliver customized programs and systems improvement for clients in the areas of public health, wellness, violence prevention, and social impact.
- Lead strategic partnerships with community-based organizations to expand services to better serve client needs.
- Conduct organizational climate assessments and provide tailored recommendations employee engagement and well-being.
- Create and facilitate customized training and workshops in public health, wellness, and violence prevention.

ROXBURY COMMUNITY COLLEGE

DIRECTOR OF WELLNESS

Nov 2023 – Oct 2024

- Played a pivotal role in establishing and managing the institution's first on-campus Wellness Center.
- Led campus-wide public health initiatives, including awareness education, stress management, self-care programs, and other wellness-related efforts for students and staff.
- Contributed as member of the Behavioral Intervention Team, conducting threat assessments and offering subject-matter expertise on gender-based violence prevention and response.
- Supported students as a Confidential Resource Provider under Title IX, offering trauma-informed support to students disclosing domestic violence and sexual assault.
- Program development, including grant writing, budgets, and reporting

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ROXBURY COMMUNITY COLLEGE

SENIOR SPECIAL PROJECTS COORDINATOR – PROJECT ACCESS

Mar 2022 – Nov 2023

- Played a key role in designing and implementing a campus-wide Behavioral Health Pilot Program, securing and utilizing grant funds to provide mental health services for students.
- Provided case management support to students facing basic needs insecurities, domestic violence, and sexual assault, contributing to improved student retention and well-being.
- Partnered with community organizations to facilitate training and awareness events on mental health, violence prevention, and crisis intervention.
- Actively participated in the COVID Vaccine Accommodation Committee, contributing to policy development to ensure campus safety during the pandemic.
- Program development, including grant writing, budgets, and reporting

ATHENAHEALTH

SENIOR ASSOCIATE

Dec 2016 – Sept 2018

- Co-led national corporate social responsibility programs, supporting social good and employee engagement efforts.
- Managed corporate volunteer efforts across all athenahealth offices, fostering strategic partnerships with health-focused community organizations.
- Contributed to the development of educational materials and authored annual corporate responsibility report, highlighting program impacts and outcomes.
- Managed a national grant program, reviewing applications and awarding funding to nonprofits across the country.
- Promoted to Senior Associate within one year in recognition of significant contributions to program management.

COMMUNITY ADVOCACY PROGRAM, CCHERS INC.

DOMESTIC VIOLENCE ADVOCATE & PROGRAM COORDINATOR

Jun 2014 – Nov 2016

- Delivered case management for survivors of intimate partner violence and sexual assault, including safety planning and crisis intervention.
- Managed inaugural domestic violence support services at Mattapan Community Health Center, training providers in screening for gender-based violence.
- Secured federal and private funding through grant writing and ensured program sustainability through meticulous reporting and compliance.
- Conducted teen dating violence workshops in local high schools and developed educational resources for diverse audiences.

INDEPENDENT CONTRACTOR

CERTIFIED PERSONAL TRAINER & YOGA INSTRUCTOR

Aug 2011 – Mar 2022

- Provided personalized one-on-one personal training and private yoga instruction.
- Taught yoga, Pilates, and group fitness classes to mixed-level groups of students.
- Coordinated yoga and group fitness programs for studios across Greater Boston Area.

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PUBLICATIONS, MEDIA, & 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). Something needs to be done, and soon - a rape culture at Winthrop High School [letter to the editor]. Winthrop Sun Transcript, pp. 4–6.
 - Reviewer, Journal of International Criminology (2019).
 - 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.
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RESEARCH EXPERIENCE

DOMESTIC VIOLENCE INSTITUTE, NORTHEASTERN UNIVERSITY SCHOOL OF LAW

Jan 2020 – Sept 2021

- Developed a new intake process for domestic violence victims seeking services by integrating data collection strategies into existing protocols.
- Wrote grants and curated educational and outreach materials for presentations.

INSTITUTE FOR HEALTH EQUITY AND SOCIAL JUSTICE RESEARCH, BOUVÉ COLLEGE OF HEALTH SCIENCES, NORTHEASTERN UNIVERSITY

Jan 2020 – Sept 2021

- Assisted in evaluating public health infrastructure and suicide prevention programming across Cape Cod and the Islands.
- Conducted quantitative analysis of a national dataset on suicide risk among gun owners in the U.S.

DEPARTMENT OF PUBLIC HEALTH (MPH CAPSTONE), BOUVÉ COLLEGE OF HEALTH SCIENCES, NORTHEASTERN UNIVERSITY

Sept 2015 – May 2016

- *Dating Violence Among Undergraduate Students at a Large Research University in Boston: Prevalence on Campus and Perceptions of Emotional Abuse*
Conducted survey research examining dating violence among undergraduates, with a focus on emotional abuse as a precursor to physical violence. Analyzed prevalence, resource utilization, and perceptions of abuse, including technological abuse. Findings informed recommendations for university-based programming to enhance awareness and prevention efforts.