

Gemma McFarland, MPH, MA

Public Health & Wellness Consultant

Contact

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Education

Northeastern University
Master of Public Health
Master of Arts, Sociology

Quinnipiac University
Bachelor of Arts, Print Journalism

Certifications & Training

Psychological First Aid; Crisis Intervention; Suicide Intervention and Prevention; Threat Assessment; Victim Advocacy; Safety Planning; Sexual Assault Bystander Intervention; Certified Yoga Instructor

Skills & Expertise

Public Health Program Design, Implementation & Evaluation; Technical Assistance; Behavioral Health Program Development; Community Engagement; Strategic Partnerships; Qualitative Research; Violence Prevention & Response; Crisis Intervention; Case Management & Resource Navigation

Consultant with master's degrees in Public Health and Sociology and more than a decade of cross-sector experience spanning program design, implementation, and evaluation; community and stakeholder engagement; behavioral health and human services; violence prevention; systems improvement; and social impact. Partners with organizations and communities to develop evidence-based strategies, strengthen service delivery, and expand access to wellbeing.

Consulting Work

Gemma C. McFarland Consulting
Founder & Principal Consultant
2024 – Present

Design and deliver evidence-based, customized public health and wellness programs and provide technical assistance tailored to systems-level needs

Consult with community-based organizations and private-sector partners to strengthen coordinated responses to gender-based violence

Translate community and stakeholder input and data into actionable strategies that promote health, wellbeing, safety, and equity

Lead community engagement initiatives and assessments to evaluate and enhance impact-driven programs

Develop evidence-based workshop and training curricula and facilitate delivery

Build and manage strategic partnerships to expand services and meet evolving needs

Advise organizational leadership on program strategy, implementation priorities, funding considerations, and partnership development

Professional Experience

Our Wave

Clinical Advisory Board Member

2026 – Present

- Serve as a member of the clinical advisory team for nonprofit organization supporting survivors of sexual violence
- Advise on crisis response, risk elevation, escalation protocols, mandatory reporting, and complex cases in digital settings
- Apply systems-level public health expertise to policies, frameworks, and decision-making processes that support safe and ethical survivor-centered programming

ACBC Consulting

Head of Community Engagement Strategy

2025 – Present

- Design and facilitate cross-sector initiatives, engagement frameworks, discussion guides, and facilitation tools that inform local planning related to public health, equity, safety, and community wellbeing
- Synthesize community input into clear goals, planning priorities, implementation strategies, and recommendations
- Create accessible reports and public-facing materials that connect complex planning processes with community priorities and health and wellbeing outcomes
- Collaborate with firm leadership to identify opportunities, shape project scopes, and develop community engagement approaches for new clients

Roxbury Community College

Director of Wellness

2023 – 2024

- Directed the early development and launch of the college's first Wellness Center, designing and implementing programs focused on behavioral health support, violence prevention and response, and health education
- Developed an automated referral process and cultivated external partnerships to expand student access to behavioral health and other support services
- Provided crisis intervention and resources for students experiencing domestic violence, sexual assault, and intersecting challenges
- Served on the Behavioral Intervention Team, providing subject matter expertise and technical assistance on gender-based violence cases and complex student support needs
- Coordinated campus workshops and focus groups, contributing to a white paper and 2024 National Sexual Assault Conference presentation on campus experiences of sexual violence

Roxbury Community College

Senior Special Projects Coordinator, Project Access

2022 – 2023

- Provided case management and resource navigation to students experiencing basic needs insecurities, including food insecurity, housing instability, and behavioral health needs
- Designed a behavioral health pilot program that leveraged external partnerships to expand student access to on-campus mental health services and contributed to the launch of an on-campus food pantry
- Designed, administered, and analyzed campus-wide health and wellbeing surveys to inform program development and student support initiatives
- Served on COVID Vaccine Accommodation Committee
- Supported program implementation through community partnerships, grant writing, budget development, reporting, and coordination of trainings and resources

athenahealth

Senior Associate, athenaGives (Corporate Social Responsibility)

2016 – 2018

- Co-led national corporate social responsibility programs integrating health-focused initiatives, community partnerships, and employee engagement
- Managed corporate volunteer programs across multiple offices and developed strategic partnerships with local community-based organizations
- Managed a national grant program, reviewing applications and selecting funding recipients
- Contributed to educational materials and the annual corporate responsibility report highlighting program activities, impact, and outcomes

Center for Community Health Education Research and Service, Inc. – Community Advocacy Program

Family Advocate & Program Coordinator

2014 – 2016

- Managed domestic violence support services at Mattapan Community Health Center, providing crisis intervention, safety planning, case management, advocacy, and resource navigation to survivors of domestic violence and sexual assault
- Trained medical and behavioral health providers in domestic violence screening and facilitated teen workshops on healthy relationships
- Collaborated with community-based organizations, law enforcement, and court systems to strengthen coordinated support and referral pathways for survivors
- Secured federal and private funding through grant writing and maintained program compliance through reporting and grant administration

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). A Rape Culture at Winthrop High School [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.