



Curriculum Vitae

Virginia McKay (Ginger)

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Education

Doctor of Philosophy, Public Health

Oregon State University, Corvallis, OR

Concentration: Health Promotion and Health Behavior

Awarded March 2016

Dissertation Chair: M. Margaret Dolcini, PhD

Dissertation Title: *Examining Evidence-based Intervention Sustainability and De-adoption in the Context of HIV Prevention*

Master of Arts, Medical Anthropology

University of Memphis, Memphis, TN

Concentration: Applied Medical Anthropology

Awarded May 2010

Bachelor of Science, Anthropology and Psychology

College of Charleston, Charleston, SC

Concentration: Cultural Anthropology

Awarded May 2008

Academic Appointments

2017–present Assistant Professor. George Warren Brown School of Social Work. Washington University in St. Louis. St. Louis, MO.

2016–2017 NIMH T32 Postdoctoral Training Fellow. Center for Mental Health Services Research. George Warren Brown School of Social Work. Washington University in St. Louis. St. Louis, MO.

Additional Relevant Work & Research Experience

- 2018 Project Leadership. Needs assessment conducted by the Center for Public Health Systems Science in the Brown School of Social Work for the Precision Medicine Function of the Institute for Clinical and Translational Science at Washington University in St. Louis School of Medicine.
- 2016 Research Associate I. University of Tennessee College of Social Work Office of Research and Public Service. Conducted program evaluation activities in cooperation with state and university partners. Supervisor – Maryanne Cunningham, MS, MS, Interim Director.
- 2015 Project Coordinator. Coordinator for two research projects: Come Out, for Health! An examination of stress, obesity, and social influences among same-sex female couples in East Tennessee. Cancer Survivorship Programming in Tennessee: A Survey of Cancer Centers in Tennessee. A survey assessing cancer survivorship programming among American College of Surgeons Commission on Cancer accredited hospitals. Principal Investigator – Jennifer M. Jabson, PhD.
- 2011–2014 Research Assistant. The Translation into Practice of Project RESPECT. A national study of translating into practice the HIV prevention program RESPECT, as promoted by the CDC. Principal Investigator – M. Margaret Dolcini, PhD.
- 2010 Research Assistant. HIV/AIDS Needs Assessment Special-Study. A multidisciplinary study seeking to examine the role of transportation in HIV/AIDS service delivery in Shelby County and the surrounding counties working collaboratively with The United Way of the Mid-South, the Midsouth Coalition on HIV/AIDS, and the Ryan White Part A Planning Council. Principal Investigator - Lynda M. Sagrestano, PhD.
- 2009–2011 Co-investigator. Partners in Immunization By Education Strategy (PIBES). PIBES is an evaluation study of the Immunization By Education Strategy, an HIV education program for primary age children in Kampala, Uganda provided by the Savannah Sunrise Foundation, a non-profit organization. Principal Investigator – Danstan Bagenda, PhD.
- 2008–2009 Research Assistant. Community Voice Evaluation Team (CVET). CVET is a multidisciplinary research team evaluating the efficacy of Community Voice, an education program designed by the March of Dimes to combat infant mortality in Memphis, TN. Principal Investigator – Lynda M. Sagrestano, PhD.

Publications and Presentations

Peer-Reviewed Articles

2019

Combs, T.B., **McKay, V.R.**, Ornstein, J. Mahoney, M., Cork, K., Brosi, D., Kasman, M., Heuberger, B., Hammond, R.A., Luke., D.A. “Modeling the impact of menthol sales restrictions & retailer density reduction policies: Insights from Tobacco Town Minnesota.” *Tobacco Control*. Under Review.

Lopez, J.D., Shacham, E., **McKay, V.** “Disparities in Mental Health and Health-Compromising Behaviors among Sexual Minority Women: Results from the 2011-2014 National health and Nutritional Examination Survey (NHANES)”. *Journal of Minority Health*. Under review.

Proctor, E.K., Ramsey, A.T., Brown, M.T., Hooley, C., Malone, S., **McKay, V.R.** "Training in Implementation Practice Leadership (TRIPLE): Evaluation of a Novel Practice Change Strategy in Behavioral Health Organizations." *Implementation Science*. 14:66. DOI: [10.1186/s13012-019-0906-2](https://doi.org/10.1186/s13012-019-0906-2)

2018

McKay, V.R., Morshed, A.B., Brownson, R.C., Proctor, E.K., Prusaczyk, B. "Letting Go: Conceptualizing Intervention De-implementation in Public Health and Service Settings." *American Journal of Community Psychology*. 62(1-2), 189-202.

McKay, V.R., Hoffer, L.D., Combs, T.B. "The dynamic influence of human resources on evidence-based intervention sustainability and population outcomes: an agent-based approach." *Implementation Science*, 13(1), 77.

2017

McKay, V.R., Dolcini, M.M., Hoffer, L.D. "The dynamics of de-adoption: A case study of policy change, de-adoption, and replacement of an evidence-based HIV intervention." *Translational Behavioral Medicine: Practice, Policy, and Research*. Available online. DOI: [10.1007/s13142-017-0493-1](https://doi.org/10.1007/s13142-017-0493-1)

2016

McKay, V.R., Dolcini, M.M., Catania, J.A. "Impact of Human Resources on Implementing an Evidence-Based HIV Prevention Intervention." *AIDS and Behavior*, 1-13. PMID: [PMC5097686](https://pubmed.ncbi.nlm.nih.gov/25097686/). DOI: [10.1007/s10461-016-1425-7](https://doi.org/10.1007/s10461-016-1425-7)

McKay, V.R., Dolcini, M.M., Conte, K.P., & Catania, J.A. "Adaptations to an HIV Counseling and Testing Intervention from a Counselor Perspective." *Journal of Community Psychology*, 42(8):891-906. DOI: [10.1002/jcop.21659](https://doi.org/10.1002/jcop.21659).

2014

Catania, J.A., Dolcini, M.M., Gandelman, A., & **McKay, V.R.** "Fiscal loss and program fidelity: Impact of the economic downturn on HIV/STI prevention program fidelity." *Translational Behavioral Medicine: Practice, Policy, and Research*, 4(1): 34-45. DOI: [10.1007/s13142-013-0242-z](https://doi.org/10.1007/s13142-013-0242-z).

Book Chapters

2017

Luke, D.A., Morshed, A.B., **McKay, V.R.**, Combs, T.B. "Chapter 10: Systems Science methods in Dissemination & Implementation Research." In *Dissemination and implementation research in health: translating science to practice, 2nd Edition*. (Eds.) Brownson, R. C., Colditz, G. A., & Proctor, E. K. Oxford University Press.

Wider Dissemination

2018

Ashley Simons-Rudolph. *Why it's so Hard to Say Goodbye (to our interventions)*. Community psychology: Social Justice Through Collaborative Research and Action. <https://www.communitypsychology.com/letting-go-of-our-interventions/>

Refereed Presentations

**Unless otherwise noted, first author was the presenting author*

2018

Mckay, V., Cao, C., Sedlack, S., Combs, T. *The persistence of low-value HIV prevention interventions: Are organizations hanging on?* Oral Presentation to the 11th Annual Conference on the Science of Dissemination and Implementation. Washington, D.C.

Malone, S., Siegel, N., Newland, J., **Mckay, V.**, *Using i-PARIHS to understand pediatric surgeon's views on antibiotic prescribing for surgical prophylaxis.* Poster Presentation to the 11th Annual Conference on the Science of Dissemination and Implementation. Washington, D.C.

Mckay, V., Cao, C., Sedlack, S., Combs, T. *The persistence of evidence-based behavioral interventions among HIV prevention providers.* Poster presentation to the Annual Conference for the Treatment of HIV. Chicago, IL.

2017

Baumann, A., **Mckay, V.**, Prusaczyk B., Gerke, D., Ramsey, A., Tabak, R., Morshed, A., Lewis, E., Small, S., Kryzer, E., Proctor, E., *Toolkits for Dissemination and Implementation of Evidence-Based Innovations: A Resource for Researchers.* Poster presentation to Institute for Public Health Annual Conference. St. Louis, MO.

Mckay, V., Baumann, A., Prusaczyk B., Kryzer, E. Gerke, D., Ramsey, A., Tabak, R., Morshed, A., Proctor, E., *Toolkits for Dissemination and Implementation of Evidence-Based Innovations: A Resource for Researchers.* Poster presentation to AcademyHealth Annual Research Meeting. New Orleans, LA.

2016

Mckay, V., Combs, T., Luke, D. *Applying Agent-based Modeling to Dissemination & Implementation Research: An Innovative Simulation Approach to Complex Challenges.* Poster presentation to AcademyHealth Annual Research Meeting. New Orleans, LA.

2015

Mckay, V.R., Dolcini, M.M., Hoffer, L.D. *When interventions end: The dynamics of intervention de-adoption and replacement.* Oral presentation submitted to 8th Annual Conference on the Science of Dissemination and Implementation. Washington D.C.

Mckay, V.R., Hoffer, L.D., Dolcini, M.M. *Agent-based modeling: A new method for simulating intervention implementation.* Poster presentation submitted to 8th Annual Conference on the Science of Dissemination and Implementation. Washington D.C.

McKay, V.R. *Organizational climate, culture, capacity, and change: a conceptual and practical review for understanding organizational context and evidence-based practice.* Poster presentation at the Public Health Services & Systems Research Keenland Conference. Lexington, KY.

2014

McKay, V.R., Dolcini, M.M., Catania, J.A. *Supervisor Turnover: How does it impact evidence-based programs?* Oral Presentation at the American Public Health Association Annual Meeting and Exposition. New Orleans, LA.

Cleveland, S., Bedwell, G., **McKay, V.** *Military services members and veterans attending college do not identify mental health services as an unmet need.* Poster presentation at the Oregon Public Health Association Annual Meeting and Conference. Corvallis, OR.

McKay, V.R., Dolcini, M.M., & Catania, J.A. *"My job was already two jobs": The impact of personnel.* Health Services & Systems Research Keenland Conference, Lexington, KY.

2012

Catania, J.A., Dolcini, M.M., Gandelman, A.A., Conte, K.P., & **McKay, V.R.** *Funding reductions in HIV behavioral intervention impact program fidelity.* Oral presentation to the annual meeting of the American Public Health Association, San Francisco, CA.

Conte, K.P., Catania, J.A., **McKay, V.R.**, & Dolcini, M.M. *Impact of time restraints on program fidelity in a counseling and testing HIV intervention.* Poster presented to the annual meeting of the American Public Health Association, San Francisco, CA.

McKay, V.R., Catania, J.A., Dolcini, M. M., & Conte, K.P. *Adaptations to an HIV counseling and testing intervention from a counselor perspective.* Poster presentation to annual meeting of the Oregon Public Health Association, Corvallis, OR.

Catania, J.A., Dolcini, M.M. Gandelman, A., Bernell, S., Conte, K.P., & **McKay, V.R.** *The impact of the economic downturn on HIV behavioral intervention implementation.* Poster presented to the annual meeting of the Society of Behavioral Medicine, New Orleans, LA.

McKay, V. R., & Brown, M.C. *Behavioral Immunity: An HIV Education Strategy.* Poster presentation to the annual Sigma Xi Student Research Conference, Raleigh, NC.

Invited Presentations & Guest Lectures

2019

The SMILE Memphis Modeling Project: A Work in Progress. Systems Science Interest Group. Washington University in St. Louis.

De-implementation in Implementation Science: Sometimes we intervene too much. Guest Lecture for Dissemination and Implementation Science Course. Washington University School of Medicine.

2018

De-implementing low-value HIV prevention interventions: a work in progress. Pre/Postdoctoral Interdisciplinary Research Training in Translation Seminar. Washington University in St. Louis School of Medicine.

2016

Intervention Sustainability and De-adoption in HIV Prevention: Future Directions for D&I theory, D&I methods, and HIV Prevention. Center for Mental Health Services Research Seminar, George Warren Brown School of Social Work, Washington University in St. Louis.

2015

Simulating HIV Prevention. To Pecha Kucha. Knoxville, TN.

Examining the Sustainability of an HIV Prevention Intervention Using Simulation: An Early Look. To Master of Public Health Student Seminar. Department of Public Health. University of Tennessee.

2014

HIV Prevention Research – drawing from two projects to create a platform for future research and prevention. To Master of Public Health Student Seminar, Department of Public Health, University of Tennessee.

Workshops & Seminars

2018

Doctoral Seminar. Brown School of Social Work. Invited discussant.

2017

Master's Seminar. Department of Anthropology. University of Memphis. Invited discussant.

“De-Implementation Scientific Prospects and Challenges Workshop; To Have, To Hold, or To Let Go.” Hosted by the National Heart, Lung, and Blood Institute. Invited participant.

Grants, Awards, and Honors

Grants

Pending

- 2019-2024 \$1.2M P50 CA-19-006. Washington University Implementation Science Center for Cancer Control (WU-ISCCC). The overall goal of the WU-ISCCC is to build a rigorous, scientific evidence base for rapid-cycle implementation research to increase the reach, external validity, and sustainability of effective cancer control interventions. Our focus is on disadvantaged and minority populations in rural and other under-served communities. We believe interventions are most effective when they are adapted and implemented in real-world settings in partnership with practice-based stakeholders and integrated across settings that impact cancer control. Principal Investigators: Ross Brownson, DrPH, Graham Colditz, MD.
Role: Co-Investigator
- 2019-2024 \$498,825 1R01HS026742-01A1. **De-Implementation of Unnecessary Surgical Antibiotic Prophylaxis in Children.** This study will identify and test interventions to reduce unnecessary antibiotic use in children undergoing surgical procedures. Results from this study will be disseminated to other hospitals that perform surgeries in children, leading to a significant reduction in unnecessary antibiotic use. Principal Investigator: Jason Newland, MD.
Role: Co-Investigator
- 2019-2020 \$30,000. Institute of Public Health. Washington University School of Medicine. **Optimizing Donor Care in Lung Transplantation.** Our group, as well as others, have convincingly demonstrated that a lung protective management (LPM) algorithm significantly improves lung utilization in brain dead donors, increasing usability to approximately 35%. Since passive dissemination and implementation strategies (D&I) often fail to raise awareness and integration of the latest research findings in clinical settings, active approaches are needed. We will

develop D&I strategies for LPM in brain dead donors to encourage wide adoption of LPM for donor management at organ procurement organizations (OPOs) nationally. Principal Investigator: Varun Puri, MD.

Role: Co-Investigator

Active

2019

\$214,900. Missouri Department of Health. **Antibiotic Stewardship Activities.** Assess Antimicrobial Stewardship Activities in Missouri Hospitals, provide multi-drug resistant organism (MDRO) and stewardship expertise through consultation and regular webinars, assess Missouri healthcare facility interest in an MDRO registry.

Role: Co-Investigator

2018-2023

\$13.8M. P01CA25597 **ASPiRE: Advancing Science and Practice in the Retail Environment.**

Principal Investigators: Douglas Luke, PhD; Kurt Ribisil, PhD; Lisa Henrickson, PhD.

Role: Co-Investigator

2018-2020

\$200,000. Craig H. Neilsen Foundation. **Patient Engagement Intervention in Inpatient Spinal Cord Injury Rehabilitation.** Adapting and testing and evidence-based intervention to enhance engagement and outcomes for patients with spinal cord injuries. Principal Investigator: Wing Kai (Alex) Wong.

Role: Co-Investigator

2018-2019

\$30,000. Institute of Public Health. Washington University School of Medicine. **Formative research for system-level support to improve entry into HIV treatment.** A pilot project to describe and model referral networks associated with an evidence-based linkage to care program in Memphis, Tennessee.

Role: Principal Investigator

2018-2019

\$30,000. Institute of Public Health. Washington University School of Medicine. **De-implementation of Excess Antibiotic Prophylaxis in Adult Surgical Procedures.** A pilot project to understand antibiotic prescribing and beliefs among surgeons in community hospitals.

Role: Co-Investigator

2017–2019

\$275,000. R21 MH115772-01. **De-implementation of Low-value HIV Prevention Interventions.** Exploratory research project to understand the extend of intervention de-implementation among HIV prevention organizations and the processes involved in de-implementing interventions.

Role: Principal Investigator

2017–2021

\$1.2M. UL1TR002345. **Dissemination and Implementation Research Core (DIRC)** within the Institute of Clinical and Translational Sciences (ICTS) a CTSA site at Washington University in St. Louis. Provides consultation to ICTS researchers interested in incorporating dissemination and implementation research approaches into their research proposals. Principal Investigators: Evanhoff; Directors: Proctor, Toker

Role: Key Personnel

concluded

2016–2017 \$8,600. T32 MH019960. National Institute of Mental Health. GWB Mental Health Service Research Training. Principal Investigator: Enola Proctor, PhD.
Role: Postdoctoral Research Fellow

Awards

2015 \$750. Graduate Student Travel Award. College of Public Health and Human Sciences, Oregon State University.

2015 \$3,000. Ruth E. Warnke Graduate Fellowship for Dissertation Research, College of Public Health and Human Sciences, Oregon State University.

2011–2015 \$30,000. Provost's Distinguished Graduate Fellowship, Oregon State University. Award + tuition remission for the 1st year of enrollment; tuition remission + guaranteed assistantship for 3 subsequent years.

2009 \$400. Grants in Aid of Research. Sigma Xi, The Scientific Research Society.

2009 \$2,000. Study Abroad Travel Scholarship. University of Memphis.

Honors

2018 Mixed Methods Research Training in Health Sciences. Johns Hopkins University.

2016 Training Institute for Dissemination and Implementation Research in Health (TIDIRH) trainee. National Institutes of Health.

Professional Affiliations

AcademyHealth.

Tennessee Public Health Association.

American Public Health Association, Student Member.

Oregon Public Health Association, Student Member.

Teaching Experience

2016 Instructor, College of Public Health and Human Sciences, Oregon State University. Instructor teaching H100: Introduction to Public Health, online.

2012–2015 Graduate Teaching Assistant, College of Public Health and Human Sciences, Oregon State University. Instructor teaching H 312: HIV/STIs from a Global Perspective and H 100: Introduction to Public Health.

2011 Instructor, College of Arts and Sciences, Technical College of the Lowcountry. Instructor teaching Anthropology 101: General Anthropology.

2009–2010 Graduate Teaching Assistant, Department of Anthropology, University of Memphis. Instructor teaching Anthropology 1200: Introduction to Cultural Anthropology.

Professional & Community Service

Application & Proposal Review

- 2019 Grant Reviewer. Proposals and applications submitted to the K12 Mentored Training in Implementation Science (MTIS) Career Development Program.
- 2018 Grant Reviewer. Grant proposals submitted to the Center for Dissemination and Implementation Pilot Grant Program.
- 2017-present Application Reviewer. Applications to the Brown School of Social Work Public Health PhD program.
- 2016-present Grant Reviewer. Proposals submitted to Washington University Network for Dissemination and Implementation Research (WUNDIR).

Consultant

- 2018-present Dissemination and Implementation Science Boot Camp. Hosted by the Center for Dissemination and Implementation
- 2015 Developing application and web-based platform for data collection to track product use and potential effects for the non-profit organization Uzima Water Filters, 501(c)3.

Manuscript Review

- 2019 Health Research Policy and Systems
- 2017-2018 Translational Behavioral Medicine: Practice, Policy, and Research.
- 2017 British Medical Journal: Quality & Safety.
- 2016 Journal of Acquired Immune Deficiency Syndromes.

Abstract Review

- 2015 Reviewing abstracts submitted to the Student Assembly Section of the Annual American Public Health Association Annual Conference 2015, Chicago, IL.

Committee Member

- 2018-Present Data and Research Sub-Committee. Ending the Epidemic Strategic Planning Committee. Memphis, TN.