
CURRICULUM VITAE (CV)

NAME: Bayles, Bryan

POSITION TITLE: Assistant Professor of Community Health, Department of Health & Behavioral Sciences, Texas A&M University-San Antonio; Adjunct Assistant Professor; Dept. of Environmental & Occupational Health; Texas A&M School of Public Health; Adjunct Associate Professor; Department of Family & Community Medicine; UT Health-San Antonio

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
Davidson College	B.A.	1992	Art History
University of Texas-Austin	M.A.	1994	Art History
University of Missouri-Columbia	Ph.D.	2002	Anthropology
University of Texas Health Science Center-Houston	MPH	2011	Public Health

A. Personal Statement

Much of my research for the past 25 years has involved a particular passion for combining (and bridging) qualitative ethnographic and quantitative research methods in the design, implementation and evaluation of community health and teaching innovations. I have worked on a wide range of community-based health promotion/education campaigns and clinical trials focused primarily on chronic disease management (particularly type 2 diabetes, mental/behavioral health, and more recently environmental health conditions). My research is also framed by a Socio-Ecological Model which considers the complex causal interplay between individual genetic, biological, psychological, socio-cultural and environmental factors--a commitment that first arose from my training as a medical Anthropologist. Tri-lingual in Spanish, English and Tojolab'al Mayan, I have particular expertise in ethnographic methods of community participatory engagement, in-depth interviewing, focus group work, thematic analysis, as well as the use of methods drawn from psychology and Cultural Consensus Analysis to for integrated analyses and evaluation. My work has spanned both faculty/academia settings, as well as community-based settings (as a Curator of health & wellness exhibitions/programs at the region's largest natural history museum, and in my role as Chair of the San Antonio Mayor's Fitness Council, an Executive Board member of Community First Health Plans, the only locally owned and operated health plan in Bexar County, among others.

Selected ongoing and recently completed Research Grants include:

Baptist Health Foundation of San Antonio 01/2025-12/2027

Cross-sectional survey on emerging environmental pollutant exposure and prevalence of obesity in communities for better health outcomes.

Role: Co-PI with Dr. Walter Den (TAMUSA) & Drs. Xinyue Ye & Xingmao Ma (Texas A&M-College Station).

Texas Higher Education Coordinating Board;

Minority Health Research and Education Grant Program

08/2025-07/2027

Identification of modifiable dietary and socioeconomic factors impacting cardiometabolic risk through epigenetics in Mexican American youth and potential for community-based interventions

PI: Ravindranath Duggirala; Role: Co-Investigator

TX Health & Human Services (TX-1221-TAM-897)

05/01/2022-04/30/2024

BINGOCIZE®: Social & Physical Engagement to Enhance Quality of Life

Weatherford (PI); Role: Co-Investigator

Culinary Health Education for Families (C.H.E.F.)

02/01/2022-04/30/2022

Evaluation of a School-Based culinary health education curriculum

Bayles (PI)

National Science Foundation

12/01/2021-12/31/2023

RCN-UBE Incubator: Building an Inter-disciplinary Regional Network to Expose Underrepresented Students to Biological Research in its Community Context

Bayles (Co-PI with Wise de Valdez M)

City of San Antonio Metropolitan Health District

06/01/2021-09/01/2021

Health Impact Stories: Evaluation of the Healthy Neighborhoods Program

Bayles (Co-PI with Dr. Vijay Golla)

National Institutes of Health; Agency for Healthcare Research and Quality

(1R03HS017974-01A1)

9/30/09-3/31/11

Capability and Clinical Success for Obesity and Diabetes Mellitus

Ferrer (PI); Role: Co-Investigator

Citations:

1. Rincon R, Perales RB, Forster JB, Palmer R, Hernandez JF, **Bayles B**, Grimes C, Jaén CR, Miller CS. (2024) Environmental House Calls Can Reduce Symptoms of Chemical Intolerance A Demonstration of Personalized Exposure Medicine *Primary Health Care Research and Development* Oct 2024. <https://doi.org/10.1017/S146342362400046X>
2. Ogbeide, SA, & **Bayles, B** (2023). Using a Delphi Technique to Define Primary Care Behavioral Health Clinical Supervision Competencies. *Journal of clinical psychology in medical settings*, 1–14. Advance online publication. <https://doi.org/10.1007/s10880-023-09964-2>
3. Sheperis CJ & **Bayles B**. (2022). Empowerment evaluation: A practical strategy for promoting stakeholder inclusion and process ownership. *Counseling Outcome Research and Evaluation*. <https://doi.org/10.1080/21501378.2022.2025772>
4. Ferrer RL, Cruz I, Burge S, **Bayles B**, & Castilla MI (2014). Measuring capability for healthy diet and physical activity. *Annals of family medicine*, 12(1), 46–56. <https://doi.org/10.1370/afm.1580>
5. **Bayles B**. Perceptions of childhood obesity on the Texas-Mexico border. *Public Health Nurs*. 2010 Jul-Aug;27(4):320-8. doi: 10.1111/j.1525-1446.2010.00861.x. PMID: 20626832.
6. **Bayles B**, Katerndahl DA. Culture-bound syndromes in Hispanic primary care patients. *Int J Psychiatry Med*. 2009;39(1):15-31. doi: 10.2190/PM.39.1.b. PMID: 19650527.

B. POSITIONS, SCIENTIFIC APPOINTMENTS, and HONORS

- 2023-Present Assistant Professor of Community Health; Department of Health & Behavioral Sciences. Texas A&M University. San Antonio, Texas.
- 2020-2023 Research Assistant Professor of Public Health, Department of Life Sciences. Texas A&M University. San Antonio, Texas..
- 2012-present Adjunct Associate Professor; Department of Family & Community Medicine; University of Texas Health-San Antonio (UTH-SA; Long School of Medicine)
- 2002-2011 Assistant Professor, UTH-SA Department of Family & Community Medicine
Assistant Director; UTH-SA Center for Integrative Health (2005-2007)
- 2011-2020 Curator of Anthropology and Health; the Witte Museum; San Antonio
- 2019 Instructor; Honors College; University of Texas at San Antonio (Seminar on Well-Being)
- 2009-11 Instructor; Department of Anthropology; University of Texas at San Antonio
- 2001-02 Research Analyst; Texas Department of State Health Services, Associateship for Family Health Services; Austin, Texas.
- 2000-01 Adjunct Faculty: Dept. of Sociology. San Antonio College. San Antonio Texas
- 2000 Adjunct Instructor; Dept. of Sociology. Our Lady of the Lake University; School of Education and Clinical Studies, San Antonio, Texas.; Graduate Instructor, Dept. of Anthropology; Univ. of Missouri-Columbia
- 1995-98 Graduate Instructor; Dept. of Anthropology; Univ. of Missouri-Columbia

HONORS

- 2023 *Outstanding Faculty Award; Excellence in Service; College of Arts & Sciences. Texas A&M University-San Antonio
*Certificate of Excellence in Research, Community Outreach and Academic Programming. Awarded by Vice Provost for Research & Health Sciences; Texas A&M University San Antonio
- 2022 Recipient of the 2022 Community Engagement Hero Award for Outstanding Community Partner; Awarded by the UT Health San Antonio Institute for the Integration of Medicine and Science (IIMS)

- 2024-present Elected Chair; San Antonio Mayor's Fitness Council
- 2019-present Board of Directors; Community First Health Plans
- 2019 American Association of Museum's Silver MUSE Award in Research and Innovation for innovative technology and community impact (awarded to H-E-B Body Adventure for which I was Curator)
- 2016 Texas Association of Museum's Inaugural Media and Innovation excellence Award (awarded to H-E-B Body Adventure)
- 2001 Team Spirit Award; for work on Teen Pregnancy Prevention Workgroup; Texas Department of State Health Services (DSHS); Austin, Texas.
- 1994 Honor Society of Phi Kappa Phi; University of Texas-Austin
- 1993 Academic Competitive Scholarship; Dept. of Art & Art History; Univ. of Texas-Austin

C. CONTRIBUTIONS TO SCIENCE

1. Cultural-Cognitive Models Health & Disease

There remains an urgent need for locally situated bio-cultural models to guide health promotion prevention, outreach, and messaging. Using a mixed-methods research design and analytical techniques derived from Cultural Consensus Theory (CCT), I was able to quantify the extent of agreement (inter- and intra-cultural consensus) cultural-cognitive models among multiple important community samples in Latin America, San Antonio and the Texas-Mexico Border region. For instance, I was the first to extensively document unique models of reproductive healthcare among indigenous Tojolab'al Mayans, an area previously neglected and overshadowed by work in neighboring Mayans in Guatemala and the Mexican highlands. I also documented the under-reported, yet high prevalence of culture-bound syndromes in Hispanic primary care patients in urban San Antonio, as well as cultural models of alternative medicine use among Texas midwives. I also recently explored significant intracultural variation in Bexar County, TX resident's cognitive models related to critical questions pertaining to COVID-19 vaccine hesitancy and concerns, which led to specific recommendations to city leadership regarding more effective vaccine messaging strategies. Findings were shared in numerous presentations with stakeholders including the San Antonio Metropolitan Health District as part of my involvement in the City of San Antonio's COVID-19 Response and Equity Coalition.

- a. Huynh HP, **Bayles B.** & Dicke-Bohmann A (2024). Intellectual Humility Predicts Mask Sentiment and Use During the COVID-19 Pandemic. *North American Journal of Psychology*. 26(2):327-344
- b. **Bayles B.** *Nervios*. (2012) Encyclopedia of Immigrant Health. Loue, Sana and Sajatovic, Martha (Eds.) Springer U.S. DOI 10.1007/978-1-4419-5659-0; ISBN: 978-1-4419-5655-2 (Print) 978-1-4419-5659-0 (Online); Pages 1122-1123.
- c. **Bayles B.**, Katerndahl DA. Culture-bound syndromes in Hispanic primary care patients. *Int J Psychiatry Med*. 2009;39(1):15-31. doi: 10.2190/PM.39.1.b. PMID: 19650527.
- d. **Bayles B.** Metaphors to cure by: Tojolab'al Maya midwifery and cognition. *Anthropol Med*. 2008 Dec 1;15(3):227-38. doi: 10.1080/13648470802357554. PMID: 27269426.

2. Chronic Disease Health Promotion, Education & Evaluation

I have served in leadership PI, Co-I, and consultant roles in numerous projects related to nutrition, type 2 diabetes and obesity (child & adult), as well as initiatives in environmental health and mental health. I assisted in work examining disparate rates of autism among Hispanic schoolchildren, potentially as a result of environmental exposures. I worked on an innovative project whereby environmental air sampling and validated symptom instruments demonstrated that proactive community education could significantly improve indoor air quality and physiological symptoms among individuals suffering with Chemical Intolerance (CI). I have presented on this research at prominent national conferences (Ntl. Environmental Health Assoc; American Public Health Association).. I also assisted in the development and evaluation of the 'South Texas Border Health Improvement Project,' where Community Health Workers and *promotoras* in Cameron County, Texas received specialized training in type 2 diabetes prevention and management and became an extended part of the healthcare team at the Brownsville Community Health Center neighborhood clinic, thereby providing a seamless continuum of care, including screening, referral and management of comorbid depression. I also used my skills in translating qualitative focus group and ethnographic interview data into quantitative survey methods in a community-based participatory model as part of a team project funded AHRQ to understand why primary care clinicians' success in promoting behavior change among those with diabetes has been limited. Our team employed a novel approach originally developed in welfare economics (the 'Capability Approach') as an analytical framework to demonstrate that individual patterns of diet and physical activity are highly contingent on people's practical/feasible opportunities to pursue healthy behaviors. By demonstrating that practical opportunities for healthy behavior can be measured as a primary

target for clinical and public health assessment and intervention and developing measures to do so, our team was able to offer a framework for future studies to disentangle the contextual question of whether there are real opportunities to make good choices from the behavioral question of whether a good choice is made. During my work as a Curator at San Antonio's largest natural history museum, I also developed innovative, interactive gamified activities that generated actionable health behavior data on dietary and physical activity behaviors for more than 60,000 school-age youth at the zip code level that was mapped and delivered to the Mayor's office and City health department in publicly available published reports.

- a. Sheperis CJ. & **Bayles B** (2022). Empowerment evaluation: A practical strategy for promoting stakeholder inclusion and process ownership. *Counseling Outcome Research and Evaluation*. <https://doi.org/10.1080/21501378.2022.2025772>
- b. Ferrer, R. L., Cruz, I., Burge, S., **Bayles B**, & Castilla, M. I. (2014). Measuring capability for healthy diet and physical activity. *Annals of family medicine*, 12(1), 46–56.
- c. Palmer RF, Walker T, Mandell D, **Bayles B**, & Miller CS. (2010). Explaining low rates of autism among Hispanic schoolchildren in Texas. *American journal of public health*, 100(2), 270–272.
- d. **Bayles B**. Perceptions of childhood obesity on the Texas-Mexico border. *Public Health Nurs*. 2010 Jul-Aug;27(4):320-8. doi: 10.1111/j.1525-1446.2010.00861.x. PMID: 20626832.

3. Health Science Pedagogy and Communication

Congruent with my interest in chronic disease and behavioral health in community-based and primary care settings, I have contributed to several projects that have advanced understanding of pedagogical strategies in translating research into both clinical and community-based health education. For instance, there is an increasing need for Primary Care Behavioral Health (PCBH) workforce development given the growth of behavioral health (BH) integration into primary care. I recently helped to use multi-method approaches to reach expert consensus among practitioners on specific competencies for BH clinical supervision within the PCBH model. This work is ongoing. I have also long been involved in work to advance training in research methods, models of family medicine preceptorship, and the promotion of a more holistic, integrated 'salutogenic' focus in science education. I received a National Science Foundation grant to develop an interdisciplinary, regional network of University and Community College biology educators, research scientists, and public health professionals to improve undergraduate biology education by developing methods within lower division biology coursework to expose underrepresented and first-generation college students to Course-Based Undergraduate Research Experiences (CUREs) occurring in socially meaningful, applied community contexts. By identifying cross disciplinary research at the intersection of biology, applied industry and civic institutions that rely on science to provide direct service to the community (e.g. epidemiology and public health promotion, water quality and remediation, ecology/land management), this project highlights how the contexts of students' lives can be taken into consideration in their learning. Given my grounding in medical anthropology and strong collaborative work with psychologists, I am particularly interested in how these findings can lead to more effective community engagement, trust-building, and improved health education messaging.

- a. Ogbeide SA, & **Bayles B** (2023). Using a Delphi Technique to Define Primary Care Behavioral Health Clinical Supervision Competencies. *Journal of clinical psychology in medical settings*, 1–14.
- b.. Hunh, Ho, **Bayles B**. (2022) Secure yet Flexible: Can Intellectual Humility Protect against Belief in Conspiracy Theories? *North American Journal of Psychology*. Vol. 24, No. 4, 561 –570.
- c. Rakel DP, Guerrera MP, **Bayles B**, Desai GJ, Ferrara E. (2008) CAM education: promoting a salutogenic focus in health care. *J Altern Complement Med*. Jan-Feb;14(1):87-93.
- d.. Young RA, **Bayles B**, Benold TB, Hill JH, Kumar KA, Burge S. Family physicians' perceptions on how they deliver cost-effective care: a qualitative study from the Residency Research Network of Texas (RRNeT). *Family Medicine* 2013 May;45(5):311-8.

Complete List of Published Work in My Bibliography:

<https://pubmed.ncbi.nlm.nih.gov/?term=bayles+bryan%5C&page=1>