

# Stephen P. Hebard, PhD

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<https://www.linkedin.com/in/stephen-hebard-phd/>

Behavioral researcher and translational scientist with 10 years leading large scale K-12 and higher ed mental health initiatives. Secured >\$5M federal & state funding, supervising cross-functional research and development teams, and translating evidence into e-learning adopted by 20,000+ participants, including 6,000+ high school students annually. Brings deep expertise in implementation science and equity-driven program evaluation.

## Key Competencies

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### *Research Translation & Product Innovation*

- Developed the conceptual model, UX, and evaluation design on prevention science and health promotion projects adopted by 20,000+ users in two states.

### *External Funding & Budget Stewardship*

- Secured >\$5M (NIH R01; NIH SBIR R43, R44; state contracts) and managed project budgets.

### *Strategic Research Leadership & Team Management*

- Directs a R&D staff of 6 FTE & 3 vendor teams on funded projects.

### *K-12 & Higher Ed. SEL & Mental Health Expertise*

- Leads intervention development, implementation, and evaluation design of K-12 and higher education programs, including adoption by 6,000+ AL high school students in academic year 2024-25.

### *High Stakes Executive Communication*

- Successfully persuaded the AL state senate to allocate \$500,000 annual funding for high school student mental health programming

### *Sets, Manages, and Executes Organizational Priorities*

- Defines product innovation strategy and simultaneously executes on 8 actively funded projects across K-12, higher education, and adult portfolios.

## Professional Experience

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### **Chief Innovation Officer**

2020–Present

#### **Prevention Strategies, Greensboro, NC**

##### *Translational Science, Intervention Development, Research Team Leadership, Grant Writing*

- Principal Investigator on a NIH/NIDA-funded Phase II SBIR grant award (R44; 2 years, \$1.6M) to develop and evaluate *WorkWell*, an mHealth application for the prevention of prescription opioid overuse and misuse.
- Lead 6 research staff and 3 vendor teams to design, implement, and evaluate evidence-based prevention and health promotion interventions; oversee a >\$1M annual R&D budget.

### **Co-Founder**

2024–Present

#### **500 Fist Bumps, Greensboro, NC**

##### *Leadership, Service Innovation, Community Partnerships, Grant Writing, Implementation*

- Co-founded a 501(c)(3) to assist mission-driven community organizations (e.g., YMCA, youth sports, elementary schools) in cultivating positive childhood experiences (PCEs) through routine interactions that protect children from hardship and power lifelong well-being.
- Established partnerships with local community organizations in the Greater High Point, NC area to identify needs and opportunities to drive youth health and well-being through systems-level change.

### **Director of Research and Innovation**

2018–2020

#### **Prevention Strategies, Greensboro, NC**

##### *Intervention Development, Grant Writing, Program Evaluation, Scientific Publication*

- Provided expertise across projects as the organization's expert on mental health prevention and treatment.
- Served as an affiliate researcher and adjunct faculty member of the Center for Athlete Well-being in the Public Health Education department at UNCG.

**Assistant Professor of Clinical Mental Health Counseling, School of Education  
The University of Alabama at Birmingham (UAB), Birmingham, AL**

2015–2018

- Served as the primary instructor for graduate students in clinical supervision and mental health counseling courses, including Counseling Techniques, Social and Cultural Diversity, Foundations of Substance Abuse, and Advanced Techniques in Couples and Family Counseling.

***K-12 Innovation & Evaluation Leadership (Selected for Relevance)***

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**Principal Investigator; Product and Innovation Lead**

2020-Present

*Hilinski's Hope (H3H) Mental Health Support Series (>\$1M awarded; \$500K annual implementation budget secured)*

- Authored an evidence-based conceptual model and implementation blueprint for e-learning targeting mental health stigma and help-seeking attitudes among high school students.
- Led efforts to establish the inclusion of the intervention into the Alabama state mental health budget, effectively ensuring that all high school students in the state have access to the program (\$500,000 annually).
- Received state funding (1-year, \$250,000) to implement an adapted version of the intervention with NCAA collegiate athletes at the UNC System of Colleges and Universities' member schools.

**Co-Investigator; Evaluation Lead**

2022-Present; 2018-2021

*InSideOut Initiative; NFL Foundation (>\$250K annual budget)*

- Designed and executed an evaluation of the InSideOut (ISO) Initiative, a multi-level, adult Social and Emotional Learning-informed intervention implemented in high schools across 15 states.
- Led the research design and implementation of a collaborative, longitudinal evaluation of ISO.
- Serves as subject matter expert for the intervention, actively providing weekly consultation regarding existing and future curriculum development.

**Co-Investigator; Curriculum Lead**

2024-Present

*Preventing Drug Use Onset and Progression toward Addiction during a Critical Transition Period: Optimizing an Online Intervention for High School Seniors (R01, 5 years, \$2.5M awarded)*

- Translates research for curriculum development for *LaunchPad*, an eLearning prevention tool to reduce substance use initiation and use among high school seniors entering college, military, and the workforce.

***Additional Research Translation & Product Portfolio (Selected for Relevance)***

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**Principal Investigator and Product Lead**

2020-Present

*WorkWell (R43/R44, 4 years, >\$1.8M awarded)*

- Received two successive grants for the prototyping (NIH/NIDA; R43) and development and optimization/evaluation (NIH/NIDA; R44) of an mHealth intervention for prescription opioid misuse and overuse prevention among workers of high-risk industries (nursing, construction).
- Developed and tested the conceptual model and intervention components underlying programming.
- Leading a team of prevention science researchers and learning experience designers on the full development, UX design, and intervention optimization and evaluation.

**Product and Innovation Lead**

2022-Present

*Guiding Universities in Demonstrating Empathy (GUIDE; >\$500K in awards & private contracts to date)*

- Developed the conceptual model, training curriculum, intervention design, and materials for GUIDE, a skill-based, empathic communication training to help faculty and staff confidently facilitate brief, impactful student support conversations in belonging-supportive environments.
- Attained state funding (1-year, \$250,000) to implement GUIDE at the UNC System of Colleges and Universities' member schools.

### Research Publications

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Proven track record of publishing in peer-reviewed, nationally, and internationally recognized journals (15 articles), including the following publications selected for relevance:

- Hebard, S. P.**, Oakes, L. R., Davoren, A. K., Milroy, J. J., Redman, J., Ehrmann, J., Wyrick, D. L. (2023). Transformational coaching and leadership: Athletic administrators' novel application of social and emotional competencies in high school sport. *Journal of Research in Innovative Teaching and Learning*, 14, 345-364. doi: 10.1108/JRIT-01-2021-0006
- Hebard, S. P.**, Davoren, A. K., Milroy, J. J., Oakes, L. R., Redman, J., Ehrmann, J., & Wyrick, D. L. (2021). Reclaiming the educational purpose of sport: The InSideOut Initiative (ISO) logic model. *Journal for the Study of Sports and Athletes in Education*. doi: 10.1080/19357397.2021.1989279

### Education

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| <b>Doctor of Philosophy, Counseling and Counselor Education, UNC Greensboro</b>              | 2015 |
| <i>Doctoral Minor, Educational Research Methodology</i>                                      |      |
| <i>Doctoral Cognate, Sport Psychology</i>  |      |
| <b>Master of Science, Clinical Mental Health Counseling, UNC Greensboro</b>                  | 2011 |
| <i>Licensed Professional Counselor Associate (LPCA, North Carolina)</i>                      |      |
| <b>Bachelor of Science, Biological Sciences, East Stroudsburg University of Pennsylvania</b> | 2009 |