

Paul F. Monaghan
Assistant Professor
Department of Agricultural Education and Communication,
305 Rolfs Hall, University of Florida
P.O. Box 110540 Gainesville Florida, 32611-0540
e-mail: paulf@ufl.edu
Phone: (352) 294-1993 Fax (352) 392-9585

Education

Doctor of Philosophy. Anthropology, University of Florida, 2000.
Master of Arts. Latin American Studies, University of Florida, 1989.
Bachelor of Arts. Political Science, University of Florida, 1982.

Employment

University of Florida, Assistant Professor, 2008-present.
Department of Agricultural Education and Communication, Center for Landscape Conservation and Ecology.
University of South Florida, Assistant Research Professor, 2002-2008.
Florida Prevention Research Center, College of Public Health.
University of Florida, Research Assistant, 1999-2002.
Together for Agricultural Safety Project, Department of Health Policy and Epidemiology.

Publications

Marriott, J.M., A.L. Shober, **P. Monaghan**, and C. Wiese. (2012). Equine Owner Knowledge and Implementation of Conservation Practices. *Journal of Extension*. In Press.

Monaghan, P., Bryant, C., McDermott, R., Forst, L., Luque, J., Contreras, R. (2012). Adoption of Safety Eyewear among Citrus Harvesters in Rural Florida. *Journal of Immigrant and Minority Health*. Vol. 14, 460-466.

Telg, R., Irani, T., **Monaghan, P.**, Chiarelli, C., Scicchitano, M., and Johns, T. (2012) Preferred Information Channels and Source Trustworthiness: Assessing Communication Methods Used in Florida's Battle Against Citrus Greening. *Journal of Applied Communications*. Vol. 96 (1), http://journalofappliedcommunications.org/images/stories/issues/2012/jac_v96_n1_article4.pdf

Monaghan, P., Forst, L., Tovar-Aguilar, J., Bryant, C., Israel, G., Galindo-Gonzalez, S., Thompson, Z., Zhu, Y., McDermott, R. (2011). Preventing Eye Injuries among Citrus Harvesters: The Community Health Worker Model. *American Journal of Public Health*, December, Vol. 101 (12), 2269-2274.

Monaghan, P. (2011). Lessons Learned from a Community Coalition with Diverse Stakeholders: The Partnership for Citrus Worker Health. *Annals of Anthropological Research*,

special issue: Anthropological Insights on Effective Community-Based Coalition Practice. Vol 35 (2), 269-284.

Monaghan, P. (2011). Book review, *Globalization, A Basic Text*, by George Ritzer. *Journal of Rural Social Sciences*, 26(2), 2011, pp144-146.

Mayer, B.A., Flocks, J.D., & **Monaghan, P.** (2010). The Role of Employers and Supervisors in Promoting Pesticide Safety Behavior Among Florida Farmworkers. *American Journal of Industrial Medicine* 53:814-824.

Bryant, C. A., McCormack Brown, K.R., McDermott, R. J., Debate, R., Alfonso, M.L., Baldwin, J.A., **Monaghan, P.**, Phillips, L.M. (2009). Community-Based Prevention Marketing: A New Framework for Health Promotion Interventions. In, *Emerging Theories in Health Promotion Practice and Research*. DiClemente, R.J., Crosby, R.A., and M.C. Kegler, eds. San Francisco: Jossey Bass.

Monaghan, P., Bryant, C.A., Baldwin, J.A., Zhu, Yiliang, Ibrahimou, B., Lind, J.D., Contreras, R.B., Tovar, A. Moreno, T. & McDermott, R.J. (2008). Using Community-based Prevention Marketing to Improve Farm Worker Safety. *Social Marketing Quarterly* 14(4): Winter 2008.

Monaghan, P. (2008). Using a Cultural Consensus Analysis to Improve a Social Marketing Campaign for Citrus Workers. *Practicing Anthropology* 3 (1), 36-39

Flocks, J.; **Monaghan, P.**; Albrecht, S.; Bahena, A. (2007). Florida Farmworker Perceptions and Lay Knowledge of Occupational Pesticides. *Journal of Community Health* 32(3):181-194.

Luque, J.; **Monaghan, P.**, Contreras, R., August, E., Baldwin, J., Bryant, C. McDermott, R. (2007). Implementation Evaluation of a Culturally Competent Eye Injury Prevention Program for Citrus Workers in a Florida Migrant Community. *Progress in Community Health Partnerships: Research, Education and Action*. 1(1).

Flocks, J. **Monaghan P.** (2003). ¡Viva México! Mexican Independence Day Festivals in Central Florida. In, C. Ray (ed), *Southern Heritage on Display*. Tuscaloosa, AL: University of Alabama Press.

Flocks, J., Clarke L., Albrecht, S., Bryant, C., **Monaghan P.**, and Baker, H. (2001). Implementing a Community-Based Social Marketing Project to Improve Agricultural Worker Health. *Environmental Health Perspectives Supplement* 3:461-147.

Swisher, M.E., **Monaghan, P.F.** and Van Horn, J.J. (1995). Florida's Dairy Industry Adopts Environmental Management Practices, *Home Economics Department/Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences*. Gainesville, FL: University of Florida.

Swisher, M.E. and **Monaghan, P.F.** (1995). Organic Farming: An Alternative for Florida Agriculture? Florida Scientist 58(1).

Ferguson, J.J., Swisher, M.E. and **Monaghan, P.** (1995). Commercial Organic Citrus Production in Florida. Proceedings of the Florida State Horticultural Society 107: 26-29.

Monaghan, P.F., Brinen, G., Kostewicz, S. (1995). Organic Vegetable Production in Florida. Proceedings of the Florida State Horticultural Society 107: 377-380.

Swisher, M.E., **Monaghan, P.F.**, Schuster, D. and Brinen, G.A. (1994). A Profile of Florida's Organic Vegetable Farmers. Florida Cooperative Extension Service, Energy Extension Service. Gainesville, FL: University of Florida.

Monaghan, P. (1991). The Role of Women Workers in Haitian Industrial Development, Florida Journal of Anthropology 16(7):9 – 17.

Monaghan, P. Urbanism in R. Lawless, ed.(1990), Haiti: A Research Handbook. New York: Garland.

Unpublished Reports

Forst, L. **Monaghan, P.**, Harris, C. (2004). SUMMARY REPORT Reducing Eye Injuries in Migrant Farm Workers in Florida, A Transassociation Project Funded by: Association of Schools of Public Health T3287-22/22 and T3119-23/23 October 1, 2003-April 30.

Shearer, B., Koenings, M., Cummins, G., Donahue, J., **Monaghan, P.** (1999). Ecotourism and Poverty: Haiti National Parks. U.S. National Park Service Assessment.

Monaghan, P. (1998). Three Communities in the Macaya Biosphere Reserve: A Report on Fieldwork in the Southern Mountains of Haiti. Gainesville, FL: University of Florida/IFAS/USAID Haiti.

Research Support

Morris, G., Grattan, L., Mayer, B., Kane, A., Irani, T. (2011). Health Impact of Deepwater Horizon Spill on Eastern Gulf Coast Communities (Glenn Morris, PI). Outreach and Dissemination Core: Developing Effective Strategies for Community-Based Outreach and Dissemination (Tracy Irani, Director). Grantor: National Institute of Environmental Health Sciences (NIEHS). Role: Co-Investigator. Amount: \$1,105,740.

Roka, F., Asuaje, C., Monaghan, P. (2011). Farm Labor Contractor Training Program- Phase II. Grantor: Florida Specialty Crop Foundation, Florida Department of Agriculture and Consumer Services. Role: Co-PI. Amount: \$278,849.

Monaghan, P., and Northrop, R. (2011). Mobilizing Community Support and Advocacy for Urban Forestry. Grantor: Florida Division of Forestry, Urban and Community Forestry Grant Program. Role: PI (100%). Amount: \$19,848.

Monaghan, P., and Hazell, J. (2011) Using CBSM to Promote Sea Grass Protection by Boaters in Lee County. Grantor: Lee County Natural Resources Department. Role: Co-PI. Amount: \$30,000.

Greco, S., and Monaghan, P. (2011). Stakeholder Analysis Survey for Springs Protection. Grantor: Wildlife Foundation of Florida, Protect Florida Springs License Plate Grant Program. Role: Co-PI. Amount: \$5,000.

Monaghan, P. (2011). Using CBSM to Improve Adoption of Soil Moisture Sensors in Landscapes. Grantor: Gainesville Regional Utilities (GRU). Role: PI. Amount: \$6,000.

Monaghan, P., (2011). Changing Landscaping Behavior to Improve Stormwater Ponds: A Social Marketing Approach to Promoting Homeowner Adoption of Fertilizer BMPs and Vegetative Buffers for Waterfronts. Grantor: South West Florida Water Management District. Role: PI. Amount \$10,500.

Monaghan, P. and Gail Hansen (2011). Expanding Florida Friendly Waterfront Landscapes to HOAs and County Properties. FNGLA Endowed Research Fund. Role : PI. Amount \$5,000.

Racevskis, Irani, Monaghan, and Muthusami (2010) Public Issues Training for Extension Professionals. Institute of Food and Agricultural Sciences (IFAS) Extension Program Enhancement Grant. Role: Co-PI. Amount \$7,500

Monaghan, P. and Michelle Atkinson (2009) Shoreline Planting Demonstration Gardens . South West Florida Water Management District, Community Education Grant. Role: Co-PI. Amount \$5,000

Monaghan, P. (2008). Using Community Based Social Marketing to Evaluate Homeowner Attitudes Toward Florida Friendly Waterfront Landscapes. Florida Nursery, Growers and Landscape Association Endowed Research Fund. Amount \$5,000.

Monaghan, P., Baldwin, J., Bryant, C. A., Bernard, T. and McDermott, R. J. (2006) Camp Health Aides in Florida's Citrus Groves. University of South Florida Collaborative for Children, Families and Communities: Role: Co-PI. Amount \$15,000.

Monaghan, P. (2005-2006) The Partnership for Citrus Worker Health: Using Camp Health Aides to Promote Eye Safety. National Eye Institute Healthy Vision Community Award. Role: PI. Amount \$20,000.

Forst, L., Harris, C., Monaghan, P. Reducing Eye Injuries among Seasonal and Migrant Farmworkers (2003). Association of Schools of Public Health TransAssociation Partnership Grant. Role: Co-PI. Amount: \$28,000.

Conference Presentations

Monaghan, P., Hansen, G., Hu, S., Atkinson, M. Homeowner Landscaping Choices and the Environmental Sustainability of Stormwater Ponds. The 17th International Symposium of Society and Resource Management, International Association for Society and Natural Resources, June 4-8, 2011, Madison, Wisconsin.

Israel, G., Kochert, J., Scalera, S., **Monaghan, P.** Uncovering the Barriers to Changing Homeowner Landscaping Practices That Lead to Environmental Degradation. The 17th International Symposium of Society and Resource Management, International Association for Society and Natural Resources, June 4-8, 2011, Madison, Wisconsin.

Kochert, J., Wilbur, W., Ott, E., **Monaghan, P.** The Demand for More Sustainable Landscapes by Alachua County Residents. The 17th International Symposium of Society and Resource Management, International Association for Society and Natural Resources, June 4-8, 2011, Madison, Wisconsin

Monaghan, P. Consumer Use of Fertilizer and the Threat to Water Quality. Rural Sociological Society Annual Meetings, Atlanta, Georgia, August 12-15, 2010.

Telg, R., Irani, T., **Monaghan, P.**, Chiarelli, C., Scicchitano, M., and Johns, T., Preferred Information Channels and Source Trustworthiness: Assessing Communication Methods Used in Florida's Battle Against Citrus Greening. presented at 26th Annual Association of International Agricultural and Extension Educators Conference. Saskatoon, Saskatchewan, Canada, May 16-19, 2010

Monaghan, P. Using Social Marketing to Understand the Consumer Impact of Lawn Fertilizer. Southern Rural Sociological Association Annual Meeting, Orlando, February 7-9, 2010.

Monaghan, P. Human Dimensions of Water Sustainability: Education and Outreach Programs. Invited panelist, UF Water Institute Symposium February 24-25, 2010.

The Organization of Work in the Agriculture, Forestry and Fishery Sector. Casanova, Fraser, Grzywacz, Lipscomb, **Monaghan**, Neis, and Vallejos. Agriculture, Forestry and Fisheries in the Southeast: Immigrant Worker Health. Wake Forest, North Carolina, October 4-6, 2010.

Mashburn, D., **Monaghan, P.** Harder, A., Israel, G., Irani, T. Lessons Learned from a Camp Health Aide Safety Program for Farm Workers. The Association for International Agricultural and Extension Education, 25th annual conference, May 24-27, 2009, San Juan, Puerto Rico

Monaghan, P., Galindo-Gonzalez, S., Tovar, A., Israel, G., Collaborating with Farmworkers to Develop New Safety Technology. Southern Rural Sociological Association Annual Meeting. February 1-3, 2009, Atlanta, Georgia.

Monaghan, P. Immigration, Global Migration and the Agricultural Workforce. Panelist. Annual Meeting of the American Agricultural Economics Association, July 29, 2008, Orlando, Florida.

Monaghan, P. Using Cognitive Methods to Understand Farmworker Attitudes on Safety. The Society for Applied Anthropology, 67th Annual Meeting March 28-31, 2007, Tampa, Florida

August, E. and **Monaghan, P.** The Partnership for Citrus Worker Health: A Case of University-Community Collaboration with Farmworkers in Florida. The Society for Applied Anthropology, 67th Annual Meeting March 28-31, 2007, Tampa, Florida

Amador, E., and **Monaghan, P.** Farmworker Safety and the Insecurity of Immigration Status. The Society for Applied Anthropology, 67th Annual Meeting March 28-31, 2007, Tampa, Florida

Monaghan, P. and Forst, L. Adopting the Community Health Worker Model to Reduce Eye Injuries Among Citrus Harvesters. Annual Meeting of the American Public Health Association, November, 2007, Boston, Massachusetts.

Monaghan, P. Agricultural Workers Promoting Their Own Safety: How Orange Pickers in Florida Decide to Use Safety Glasses. The Society for Applied Anthropology 65th Annual Meeting, March 30- April 3, 2005, Santa Fe, New Mexico.

Monaghan, P., Bryant, C., Moreno, T., McDermott, R., Forthofer, M., McCormack Brown, K. Collaboration on migrant health issues among diverse communities: Lessons learned from the Partnership for Citrus Worker Health in Immokalee, Florida. American Public Health Association 132nd Annual Meeting, November 6-10, 2004 Washington, D.C.

Monaghan, P., Reyes, L., Duque, M.C. Lay Health Promoters Improving Eye Safety on Florida Citrus Crews. 17th Annual East Coast Migrant Stream Forum October 21-23, 2004, St. Petersburg, Florida.

Esposito, A., & **Monaghan, P.** Connecting Workers with the Development and Promotion of Safety Programs: The Eye Safety Project of the Partnership for Citrus Worker Health. National Registry of Environmental Professionals, Annual Meeting, November 3-4, 2004, San Antonio, Texas.

Monaghan, P., & Lopez, D. New Methods for Reducing Injuries and Cutting Costs, 30th Annual Agricultural Labor Relations Forum, September 23-24, 2004, Orlando Florida.

Monaghan, P., Forst, L. Harris, C., Skinner, S., Zandoni, J. The Farmworker Eye Injury Project in

Florida: Combining Camp Health Aides and Social Marketing to Improve Agricultural Safety. National Symposium on Agricultural Health and Safety presented by NIOSH Agricultural Health and Safety Centers, North American Agromedicine Consortium and the National Institute for Farm Safety. June 20-24, 2004, Keystone, Colorado.

Monaghan, P. and Duque, M.C., A Comparison of Farmworkers and their Employers' Perceptions on Workplace Risk and Costs of Prevention.The Society for Applied Anthropology 64th Annual Meeting, March 30-April 3, 2004, Dallas, Texas.

Monaghan, P. Social Marketing for Agricultural Safety; Reconciling Different Audiences. Annual Meeting of The Society for Applied Anthropology 63rd Annual Meeting, March 19-23, 2003 Portland, Oregon.

Monaghan, P. Pesticides, Stakeholders and Agricultural Labor in Florida. The Society for Applied Anthropology 62nd Annual Meeting, March 6-10, 2002, Atlanta, Georgia.

Monaghan, P., Flocks, J. and Bahena, A. The Role of Supervisors in Agricultural Safety: Issues for Formative Research and Marketing Social Marketing in Public Health Conference, June 19-22, 2002, Clearwater, Florida.

Monaghan, P. and Flocks, J. Mayordomo in the Middle: Balancing the Pressures of Production and Worker Safety. The Society for Applied Anthropology 61st Annual Meeting, March 28-April 1, 2001, Merida, Mexico.

Monaghan, P. Ecotourism in a Haitian Rainforest: Can Local Peasants Make it Successful? American Anthropological Association, 99th Annual Meeting, November 15-19, 2000, San Francisco, California.

Monaghan, P. Duvalierist Politics and the Last Rainforest in Haiti. The Society for Applied Anthropology 60th Annual Meeting, March 21-26, 2000, San Francisco, California.

Monaghan, P. Peasants, the State and Colonization of Haiti's Last Rainforest. Latin American Studies Association XXII International Congress, March 16-18, 2000, Miami, Florida.

Flocks, J. and **Monaghan, P.** Reducing the Risk of Pesticide Exposure in the Fern and Foliage Industries Society for Applied Anthropology 59th Annual Meeting, April 21-25, 1999, Tuscon Arizona.

Extension workshops and presentations

Residential Landscaping Behavior and Water Quality in Florida: Barriers to Sustainability and Opportunities for Change. Florida Yards and Neighborhoods Program, Annual In-Service Training. February 2, 2011, Gainesville, Florida.

Helping Counties Deal with Public Issues and Manage Conflict. A two-day workshop on facilitation skills offered to county administrators with Racevskis, Irani, Monghan, and Muthusami. February 24-25, 2011, Bradenton, FL.

Review of Social Marketing as Applied to Water Conservation Behaviors. Regional Webinar Series, Water Conservation: half-empty or half-full? March 22, 2011, Gainesville, Florida. <http://www.fred.ifas.ufl.edu/conservation-webinars/Monaghan-cbsm.pdf>

Using Social Marketing Tools to Promote Environmental Behavior Change. A Professional Development Workshop offered by the Florida Natural Resources Institute Alumni Association. April 15, 2011, Gainesville, Florida.

Recommendations for a Social Marketing Campaign to Improve Stormwater Ponds. Research results presented to Lakewood Ranch Stormwater Pond Advisory Board. October 12, 2011, Bradenton, FL.

Can Social Marketing be Used to Promote Community Resiliency? Presentation to Waterfronts Florida Program Managers. November 3, 2011, Steinhatchee, Florida.

Conducting Focus Groups. Training provided to Natural Resources Leadership Institute, Class XI. November 5, 2011, Santa Rosa Beach, Florida.

Incorporating Community Based Social Marketing into Sea Grant Extension. Presentation made to Florida Sea Grant Extension Annual Program Planning Meeting. November 16, 2011, St. Petersburg, FL.

Helping Counties Deal with Public Issues and Manage Conflict. Two day training workshop for county/city administrators who deal with the public. February 24-25, 2010, Palmetto, Florida.

Social Marketing for Extension Agents. Florida Yards and Neighborhoods/Florida Friendly Landscaping In-service Training, March, 3, 2010, Gainesville, Florida.

Homeowner Landscaping Behaviors and Attitudes: Can We Get Them to Save the Watershed? Manatee County Extension Water School, May, 6, 2010, Palmetto, Florida.

Community-based Social Marketing: Applications for Landscape Sustainability. Presented at the Center for Public Issues Education, Lunch and Learn, November 13, 2010, Gainesville, Florida.

A Primer on Public Issues Facilitation. With Racevskis, L. Muthusami, K., Hazell, J. Northrop, R. In-service training, Extension Professional Association of Florida. August 31-September 3, 2010. Orlando, Florida.

Social Marketing: A Tool to Inform Climate Outreach and Communication. Southeast and Caribbean Climate Outreach Workshop, sponsored by the National Sea Grant Office and NOAA Southeast and Caribbean Regional Team, May 24-26, 2010, Jacksonville, Florida.

Helping Agents Deal with Conflict at Meetings. Two-day training workshop for CEDs and agents from the South Central District, UF/ IFAS Extension. March 25-26, 2010, Palmetto, Florida.

Residential Landscaping Behavior and Water Quality in Florida: Barriers to Sustainability and Opportunities for Change. Invited speaker, Water, Wetlands and Watersheds, Howard Odum Center for Wetlands Seminar Series. December 1, 2010, Gainesville Florida.

Techniques to Change the Behavior of Water Consumers. St. Johns River Summit, 2010, sponsored by the St. Johns River Alliance September 15-16, 2010. Jacksonville, Florida.

Collaborating with Hispanic Farmworkers to Improve Agricultural Safety. Monaghan, P. Flocks, J. and Tovar, A. Invited Poster session for University of Florida Mexico Forum, sponsored by UF Dean of Students Office, New Students Programs and UF College of Engineering. October 6, 2010, Gainesville, Florida.

Thinking Like a Marketer: How to Improve Environmental Outcomes Using Social Marketing. In- Service Training, Extension Professional Associations of Florida. August 31-September 3, 2009, Orlando, Florida

Once We Make the Difficult Choices, Social Marketing is the Easy Part. Opening Plenary Session, University of Florida Levin College of Law, 15th Annual Public Interest Environmental Conference. February 26-28, 2009, Gainesville, Florida.

Pretesting Materials with your Intended Audience. Presented at SWFWMD Partners in Watershed Education Social Marketing Workshop. November 2008, Tampa, Florida.