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### HEALTH EDUCATION WEEK:

Since 1995, *National Health Education Week* has been celebrated during the third week of October. This week focuses national attention on a major public health issue and fosters understanding of health education's role in promoting the public's health. Find out more information at the Society for Public Health Education's website: [www.scsope.org](http://www.scsope.org)

Find out more about health education week in LA County by visiting Health Education Administration's website at:

<http://www.publichealth.lacounty.gov/hea/>

# CONFERENCE OVERVIEW

## CONFERENCE GOAL:

To commemorate National Health Education Week by showcasing effective health education practice throughout Los Angeles County and recognizing service provided by the health education workforce from the Los Angeles County Department of Public Health.

## CONFERENCE OBJECTIVES:

By the end of this conference participants will:

1. Identify evidence-based health education competencies, skills, or strategies that address the social determinants of health and improve health equity.
2. Apply skills learned in workshops.
3. Identify a network of health education practitioners across Los Angeles County.

## CONFERENCE LEARNING OBJECTIVES:

By the end of this conference, participants will be able to:

1. Identify the factors that contribute to health outcomes.
2. Explain the difference between equity and equality.
3. Identify three evidence based practices for improving health equity.
4. Describe the relationship between Adverse Childhood Experiences (ACEs) and health outcomes.
5. Identify three skills health education practitioners/advocates currently have that can be applied to improve health equity.

## CONTINUING EDUCATION:

CHES/MCHES: LA County Department of Public Health, *Health Education Administration* is an approved provider by The National Commission for Health Education Credentialing, Inc. **This conference is approved for up to 5 Category I continuing education contact hours (Provider # MEP 99698).**

NURSES: LA County Department of Public Health, *Nursing Administration* is an approved provider by the California Board of Registered Nursing. **This conference is approved for up to 5 contact hours of continuing education (Provider # 01429).**

# AGENDA

TIME	CONTENT	SPEAKER	LOCATION
<b>OPENING PLENARY SESSION</b>			
7:30am	Registration & Breakfast		
8:00am	<b>Welcome &amp; Introductions</b>	Erika Gist, MPH, CHES <i>Los Angeles County Department of Public Health</i>	Yosemite
8:05am	<b>Keynote Speaker</b>	Tamika Butler, JD <i>Los Angeles County Bicycle Coalition</i>	
8:50am	<b>Keynote Speaker</b>	Mary Lee, JD <i>PolicyLink</i>	
<b>PANEL</b>			
9:35am	<b>Adverse Childhood Experiences (ACEs): Linking Childhood Trauma to Long-term Health and Social Consequences</b>	<p style="text-align: center;"><b>Moderator:</b> Pegah Faed, DrPH, MPH, CHES <i>First5LA</i></p> <p style="text-align: center;"><b>Panelists:</b> Elisa Nicholas, MD, MSPH <i>The Children's Clinic</i></p> <p style="text-align: center;">Mary Lou Fulton, MPA <i>The California Endowment</i></p>	Yosemite
<b>WELLNESS ACTIVITY</b>			
10:50am	<b>Wellness Break</b>	Paulina Zamudio, MPA <i>Los Angeles County Department of Public Health</i>	Yosemite

TIME	CONTENT	SPEAKER	LOCATION
<b>MORNING WORKSHOPS</b>			
11:05am	<b>Adverse Childhood Experiences Study: What Happens When Childhood is Unsafe</b>	Louise Godbold <i>Echo Parenting &amp; Education</i>	Yosemite
	<b>Building Community Resilience: What You Need to Know About Disaster Preparedness</b>	Rita Burke, PhD, MPH <i>Children's Hospital Los Angeles</i>  Jill Barnes, Ed.D, CEM <i>Los Angeles Unified School District</i>	Cabrillo
	<b>Opportunities &amp; Challenges: Funding Programs Impacted by Social Determinants of Health</b>	Jan Robinson Flint <i>Black Women for Wellness</i>	Catalina
	<b>Public Policy &amp; Community Engagement</b>	Christy Zamani <i>Day One</i>  Alisha Lopez <i>Day One</i>	Mojave
<b>LUNCH &amp; AWARDS</b>			
12:05pm	<b>Awards Lunch</b>	Natalie Jimenez & Jacqueline Valenzuela, MPH, MCHES <i>Los Angeles County Department of Public Health</i>	Yosemite

TIME	CONTENT	SPEAKER	LOCATION
<b>AFTERNOON PLENARY SESSION</b>			
1:05pm	<b>Plenary Speaker: Health At All Intersections: Centering Anti-Oppression in Public Health</b>	Lisa Marie Alatorre, MA	Yosemite
<b>AFTERNOON WORKSHOPS</b>			
2:10pm	<b>How to Work With Children Who Have Experienced Childhood Trauma</b>	Lizbeth Toscano, ACSW <i>Echo Parenting &amp; Education</i>	Yosemite
	<b>Youth Engagement</b>	David Valdez <i>Weingart East LA YMCA</i>	Cabrillo
	<b>Healthy Housing = Healthier Communities</b>	Heather Jue Northover, MPH <i>Los Angeles County Department of Public Health</i>	Catalina
	<b>Promoting Health to Prevent Violence</b>	Jamecca Marshall, MPP <i>Prevention Institute</i>	Mojave
<b>CLOSING PLENARY SESSION</b>			
3:15pm	<b>Call to Action Speaker: Putting It All Together</b>	Liz Garcia, EdM <i>Stay Limitless</i>	Yosemite
4:15pm	<b>Evaluation and Closing Remarks</b>	Erika Gist, MPH, CHES	Yosemite

# WORKSHOP DESCRIPTIONS

## **Adverse Childhood Experiences Study: What Happens When Childhood is Unsafe**

Louise Godbold will introduce you to the Adverse Childhood Experiences Study - the largest public health study you never heard of. Seventeen thousand people participated in this study and the results have rocked the world of health and human services. The findings confirm everything you knew but never really put together about a child's experience of the world and how that affects physical, emotional and social outcomes in life.

## **Building Community Resilience: What You Need to Know About Disaster Preparedness**

This workshop will give participants the tools to understand the basic components of emergency preparedness that contribute to community resilience. During the workshop, participants will learn about best-practices culled from the most current national and state guidance, as well as peer-reviewed literature. Topics discussed will include disaster supplies, drills and evaluations as well as children as a vulnerable population. By using the information presented, participants will be able to identify current gaps in their community's preparedness and suggest strategies to increase their communities' resilience.

## **Healthy Housing = Healthier Communities**

This workshop will focus on the nexus between housing and health in three main areas: housing affordability, sustainability, and quality. The session is designed to raise awareness about housing as a major social determinant of health and our role in addressing this important issue.

## **How to Work with Children Who Have Experienced Childhood Trauma**

The Adverse Childhood Experiences Study (ACES) has given us many insights into the toxic stress many people are exposed to in childhood (roughly half of all Americans). But how do we work with people with a high ACES score? What can we do to help? What are the common mistakes? Lizeth Toscano will offer best practices and tools from her experience working with parents and children in community parenting classes and domestic violence shelters.

## **Opportunities & Challenges: Funding Programs Impacted by Social Determinants of Health**

This workshop will discuss how Black Women for Wellness (BWW), a multi-generational, community-centered organization committed to the health and well-being of women and girls culls together a funding strategy in support of programs impacting health disparities in the Black community. The session will also discuss funding opportunities and challenges as it pertains to foundation funding, seeking core and capacity building support, on line fund raising, developing a donor base, fund raising events and fee for service funding streams.

## **Promoting Health to Prevent Violence**

This session will discuss how public health prevents violence with a specific focus on community violence. The presentation will broadly cover all of the ways in which violence is a significant public health issue. Participants will be asked to share other types of violence and review how multi-sector, place-based policy solutions can sustain community safety.

## **Public Policy & Community Engagement**

A fun, interactive session that will focus on the critical action steps needed to pass public policy. Attendees will gain the leadership skills necessary to assess local readiness, engage community participation, assemble strong coalitions, and push the policy forward. At the end of the session, participants will have the opportunity to put their knowledge into action by presenting to our very own mock city council.

## **Youth Engagement**

This session will discuss how working with youth takes a village. It will include an assortment of activities and present best practices in youth development, as shared by the leadership team of the Los Angeles YMCA Youth Institute program. The presentation will also discuss the importance of evolving youth development practices to include the unexpected, in order to reach successful results in public health measures.



## POSTER PRESENTATIONS

### **Community Approaches to Reducing Sexually Transmitted Diseases: STD’N Tall Behavioral Based Intervention Program**

By Banke Balogun, Georgia Department of Public Health/Morehouse College

STD’N Tall is a proposed STD/HIV intervention program that was to reduce the incidence and prevalence of STDs in Fulton County, GA in MSM, adolescents and young adults. The intervention is a pilot test that is set to take place in various health clinics across Fulton County and will utilize the Precede-Proceed Model and Health Belief Model. Both models will be used to ensure that the program reaches its fullest potential in reducing the target population’s susceptibility of contracting STDs. The overall goal of the program is to reduce the risk of contracting STDs in MSM, adolescents and young adults in Fulton County, GA

### **Increasing Health Equity by Reducing Suicidal Ideation Among Transgender Youth Through School-based Interventions and Environments**

By Brandon Osborn, Center for Health Equity Research

A literature review was conducted among 4 different databases with an objective of assessing the effectiveness of school-based interventions and policies designed to address suicide-related thoughts and risks among transgender youth. A total of 19 articles were identified that mention school-based policies and interventions for Lesbian, Gay, and Bisexual youth, while few were evaluated using formal experimental methods. No studies were located that mentioned the inclusion of transgender youth in school-based prevention efforts. Research is needed to study the effectiveness of existing interventions, and potentially to develop interventions tailored for transgender youth.

### **Children’s Hospital Los Angeles Safe Streets Project**

By Mina Farag, Children’s Hospital Los Angeles

The main objective of the Children’s Hospital Los Angeles Safe Streets Project, funded through the University of Southern California (USC) Good Neighbors Campaign Grant, is to educate students, students ages 5-17, parents, teachers and communities about pedestrian safety, vehicle safety and other injury prevention topics. Elementary School Students (5-8 years old) and their parents will learn about CPS best practices through two different (one for each) educational presentations. Middle School Students (10-14 years old) will learn about pedestrian safety and the dangers of being a distracted pedestrian through a new and innovative “Distracted Pedestrian Obstacle Course.” The Drunk/Distracted Driving program is designed to prevent destructive driving behaviors among high school students (15-17 years old). Analysis of the pre and post tests found an overall increase in knowledge gained after participating in the program.

# LA COUNTY'S HEALTH EDUCATION WORKFORCE: AN OVERVIEW

The Department of Public Health has more than 60 health education staff members stationed at health centers and program offices throughout the County. The health education workforce is comprised of the following positions:

POSITION	EDUCATION & PROFESSIONAL EXPERIENCE
<b>Health Education Assistant</b>	2 years experience <b>OR</b> college graduate with a major in Health Education
<b>Health Educator</b>	<b>MPH</b> with Health Education focus
<b>Senior Health Educator</b>	<b>MPH</b> with Health Education focus <b>AND</b> 2 years experience
<b>Health Education Coordinator</b>	<b>MPH</b> with Health Education focus <b>AND</b> 3 years experience

The health education workforce provides training and resources to individuals, health professionals and other key partners; assures the quality of health communications for different audiences; and collaborates across multiple sectors to empower communities to make informed health decisions that help prevent and manage disease and promote wellness.

Community members and decision makers alike rely on Health Educators' ability to identify and implement evidence-based practices that maximize limited resources and provide optimal results. Further, an ever-changing healthcare environment, such as what we're experiencing with the Affordable Care Act, present opportunities to innovate and further expand upon the evidence-base. Using and expanding the current evidence-base requires collaboration between government, community organizations, families, schools, neighborhoods, and businesses to develop environments that make healthy choices, easy choices. The health education workforce is uniquely positioned to work across these sectors to assure healthy people in healthy communities.

## AWARDEES

AWARD	RECIPIENT
<b>COLLABORATION</b>	<p style="text-align: center;"><b>Christina Morgan, MPH</b>            Research Analyst III            Substance Abuse Prevention and Control Program            Department of Public Health</p> <p style="text-align: center;"><b>Grace E. Tan, MPH, CHES</b>            Health Program Analyst I            Nutrition and Physical Activity Program            Division of Chronic Disease, Injury and Violence            Prevention            Department of Public Health</p> <p style="text-align: center;"><b>Ibtisam Khoury-Sirhan, MPH, CHES</b>            Health Educator            Nutrition and Physical Activity Program            Division of Chronic Disease, Injury and Violence            Prevention            Department of Public Health</p> <p style="text-align: center;"><b>Team HEA</b>            Health Education Administration            Office of Communications &amp; Public Affairs            Department of Public Health</p>
<b>INTERNSHIP</b>	<p style="text-align: center;"><b>Grace Jang, MPH</b>            Graduate Intern, Health Education Administration            Office of Communications &amp; Public Affairs            Department of Public Health</p>
<b>LEADERSHIP</b>	<p style="text-align: center;"><b>Victoria Quintero</b>            Health Education Assistant            Nutrition and Physical Activity Program            Division of Chronic Disease,            Injury and Violence Prevention            Department of Public Health</p>

# AWARDEES

AWARD	RECIPIENT
<b>ADVOCATE OF THE YEAR</b>	<p><b><i>Lois Luster</i></b> Health Education Assistant, Service Planning Area 7 and 8 Community Health Services Department of Public Health</p>
<b>HEALTH EDUCATOR OF THE YEAR</b>	<p><b><i>Lana Sklyar, MPH</i></b> Health Educator, Service Planning Area 3 and 4 Community Health Services Department of Public Health</p>

## EMCEES & WELCOME SPEAKERS



### **ERIKA GIST (SIEVER), MPH CHES**

Erika Gist is a Health Education Project Manager for the Health Education Administration program at the Los Angeles County Department of Public Health. In this role, she oversees the Annual Health Education Practice Conference and quarterly Public Health Education Collaborative and assists in developing and facilitating department wide trainings. Ms. Gist currently serves as a guest lecturer at Charles Drew University and was formerly an Adjunct Professor in Health Education at the California State University, Dominguez Hills. She is an active member with Black Women for Wellness, Los Angeles which is committed to healing, educating, and supporting black women and girls and serves on their annual conference planning committee. Ms. Gist is a Certified Health Education Specialist (CHES) and holds a Master in Public Health degree from California State University, Long Beach.



### **JACQUELINE VALENZUELA, MPH, MCHES**

Jackie Valenzuela is the Director of Health Education Administration (HEA), one of 40 LA County Department of Public Health (DPH) programs. Jackie and her team of Masters prepared health educators, continuously promote the use of evidence-based practice within DPH. Specifically, they implement policies and practices that assure the quality of departmental health communications; the competence of the 60 member health education workforce; and collaboration with health education partners. HEA plays key roles in department-wide initiatives including leading the health education branch during public health emergencies; and managing worksite wellness for 4,000 employees, housed at 40+ County work locations. Jackie has taught at various academic institutions including Charles Drew University, Cal State Universities Long Beach and Los Angeles, and most recently at Occidental College. Jackie has a BA in English from California State University, Northridge and a Masters in Public Health from the University of Southern California. In 2011, she became part of the first cohort of health education professionals to receive Masters-level Certified Health Education Specialist (MCHES) designation.



## **NATALIE JIMENEZ**

Natalie Jimenez is currently the Director of the Office of Communications & Public Affairs (C&P), a division within the Los Angeles County Department of Public Health. C&P includes four operational units: Communications, Health Education Administration, Policy & Legislation, and the Public Information Office. Natalie has also worked for other Los Angeles County Departments, including the Chief Executive Office, and most recently, the Department of Public Works.

Natalie exercises 25 years of communications and program management experience. Her areas of expertise include development and implementation of complex environmental and public education programs. During this time she has overseen public outreach campaigns for the County's Plastic Bag Ban, helping to move the needle on consumer recycling. She has also spearheaded the County's \$10-million Household Hazardous Waste Management Program, the largest of its kind in the nation. Her team's public outreach, social marketing, and advertising campaigns have yielded impressive results, prominently placing messaging in TV, radio, and newspapers ads throughout the County. She has also served as a County spokesperson to English and Spanish-language media programs.

Natalie is a graduate of California State University, Los Angeles, where she earned a bachelor's degree in Journalism with an emphasis in Public Relations and an English minor. She is active in various types of community service, including the Girls Today, Women Tomorrow Leadership Mentoring Program and teaching Catholic catechism classes. When not in the office, Natalie enjoys every moment of each day with her husband and their two children, Raquel and Matthew.

## KEYNOTE SPEAKERS



### **TAMIKA BUTLER, JD**

Tamika Butler is the Executive Director of the Los Angeles County Bicycle Coalition, a nonprofit organization with over 1,500 members that engages cyclists through advocacy, education and outreach across the county. LACBC builds a better, more bike-able Los Angeles by bringing diverse communities together to improve the bicycling environment and quality of life for the whole county. Prior to leading LACBC Tamika was the Director of Social Change Strategies at Liberty Hill Foundation, where she oversaw the foundation's boys and men of color program and the foundation's LGBTQ grant strategy. Before Liberty Hill, Tamika worked at Young Invincibles as the California Director. As the CA Director, she was responsible for the development of all of Young Invincibles' programs in California. Tamika was responsible for building out Young Invincibles' operations on the West Coast and grew the office to the largest regional office outside of their DC headquarters. She transitioned to policy work after litigating for three years as an employment lawyer at Legal Aid Society-Employment Law Center. She received her J.D. in 2009 from Stanford Law School, and in 2006 received her B.A. in Psychology and B.S. in Sociology in her hometown of Omaha, Nebraska. Tamika currently serves as the co-chair of the National Center for Lesbian Rights Board of Directors and is also an advisory board member for the Legal Aid Society-Employment Law Center's Fair Play for Girls in Sports program.



### **MARY LEE, JD**

Mary Lee, Deputy Director, helps guide the PolicyLink Center for Health Equity and Place, and provides technical assistance and training to public and private agencies collaborating to build healthy communities. A graduate of Boalt Hall School of Law, University of California, Berkeley, Mary is a practicing attorney with more than 25 years of experience using civil rights, land use, and economic development strategies to revitalize neighborhoods and enhance public participation in the policy arena. At PolicyLink she has co-authored reports on access to healthy food, the built environment, and the impact of place and race on health. She also teaches courses on law, public policy, and civil rights. Mary stays true to her motto "think globally, act locally" by remaining active in local politics in Los Angeles.



### **LISA MARIE ALATORRE, MA**

Lisa Marie Alatorre, MA is a community organizer and educator with over 15 years professional work experience from an anti-prison industrial complex (PIC) and anti-oppression movement building framework. Born and raised in Arizona, she is currently based out of the Bay Area. Her past work experience as a social worker, community organizer, policy advocate, and educator have based her in Seattle, Chicago, and the Bay Area. Lisa Marie currently works as the Human Rights Organizer with the Coalition On Homelessness in San Francisco. Her work as a community organizer and homeless-policy advocate have had direct impacts on preserving the rights of homeless and poor people in California, including fighting back criminalization of poverty and demanding housing and basic needs. More about her work can be found at [www.lisamariealatorre.com](http://www.lisamariealatorre.com).



### **LIZ GARCIA, EdM**

Liz is a National Speaker and Leadership Trainer. Liz spent twelve years in the educational non-profit sector where she was responsible for overseeing the leadership and guidance of over 1,000 leaders. Liz blends her work as a Certified Life Coach, Trainer and Inspirational speaker to help people show up empowered by their strengths. Liz recently launched the Life in Brilliance™ Podcast, a weekly online radio show where she interviews America's most Brilliant people doing Brilliant things. Liz has a Bachelors Degree in Sociology from San Jose State University and a Masters Degree in Education with an emphasis on Risk and Prevention in Adolescence from Harvard University. You can find more about Liz on [lifeinbrilliance.com](http://lifeinbrilliance.com)

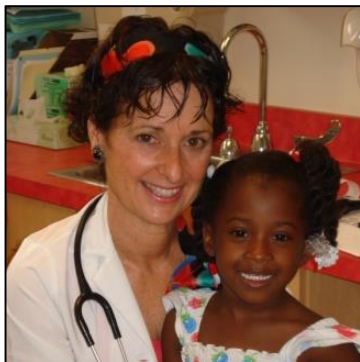
## **PANEL SPEAKERS**





### **PEGAH FAED, DrPH, MPH, CHES**

Pegah is a Research Analyst in the Research and Evaluation Department managing a number of projects, including The Children's Data Network, evaluations of the home visiting and obesity prevention investments. She currently is the project lead for First 5 LA's trauma-informed care systems change work. She brings more than a decade of public health expertise, with an emphasis in maternal and child health. Pegah holds a BA in Public Health from the UC Berkeley, a Masters in Public Health from the University of Southern California and a Doctorate in Public Health from Loma Linda University. She also is an Adjunct Professor at California State University, Dominguez Hills, teaching Interpersonal Skills in Health Communication.



### **ELISA NICHOLAS, MD, MSPH**

Dr. Nicholas has devoted her career to decreasing health disparities and promoting health equity at the local, state and national level. As the leader of The Children's Clinic, "Serving Children and Their Families" (TCC), Dr. Nicholas has taken what was once a small, mostly volunteer-run clinic serving only children in Long Beach, California to an innovative and progressive system of 10 (soon to be 12) community health centers that provide comprehensive health care services to all ages throughout greater Long Beach. In addition to her role as CEO of TCC, Dr. Nicholas founded and developed several organizations and programs in Southern California that address health issues in underserved, diverse populations. Treating not only the individual patients, but also going upstream to address the social determinants of health, Dr. Nicholas' long-term, passionate commitment to helping children and their families to lead healthier and happier lives and experience success has driven pioneering work in the area of chronic diseases, such as asthma, diabetes, obesity, and now trauma informed care and identifying and addressing childhood adversity. Dr. Nicholas is an Associate Clinical Professor of Pediatrics at the University of California, Irvine School of Medicine. She has held numerous leadership roles through the years and currently is the Board Chair of the Community Clinic Association of Los Angeles County (CCALAC). A graduate of the University of California, Los Angeles (UCLA) School of Medicine, she completed a pediatric residency at the Yale University School of Medicine, preventative medicine residency while a Robert Wood Johnson Clinical Scholar Fellow at the UCLA School of Medicine and earned her Masters of Science in Public Health.



## **MARY LOU FULTON, MPA**

Mary Lou Fulton is a Senior Program Manager at The California Endowment, where she leads strategic communications for the foundation's Health Happens in Schools and Neighborhoods campaigns centered on how community environments shape our prospects for living healthy and successful lives. Her work includes funding journalism, communications research, youth media, polling, media outreach and other approaches to help expand public understanding of health and prevention. Fulton also is one of The Endowment's lead grant-makers focused on how childhood adversity and trauma affects health, as well as strategies for healing and resilience-building in schools and communities. Prior to joining The Endowment, Fulton worked for 20 years in the media and communications field, including positions at The Los Angeles Times, The Washington Post, The Associated Press, America Online and GeoCities.com. A native of Yuma, Arizona, and a second-generation Mexican-American, she holds a Master of Public Administration degree from Harvard University's Kennedy School of Government and a bachelor's degree in journalism from Arizona State University.

## WORKSHOP SPEAKERS



### **JILL BARNES, Ed.D, CEM**

Dr. Barnes is the Coordinator in the Office of Emergency Services-School Operations, for the Los Angeles Unified School District, where she advises schools on emergency procedures, oversees emergency-related training, manages the Emergency Operations Center, and acts as a liaison to government and community agencies during emergencies. Dr. Barnes is a former Police Officer with the Los Angeles Police Department and a former Public Information Officer for the Santa Monica Fire Department. She has also worked as a middle school teacher, Coordinator, and Dean of Student Discipline in LAUSD – along with various other roles and responsibilities. She holds degrees from UCLA, the University of Michigan, University of California Irvine, and California State University Northridge, and a certificate in Radiological and Nuclear Disasters and Terrorism from Harvard University.



### **RITA BURKE, PhD, MPH**

Dr. Burke is an Assistant Professor at Children's Hospital Los Angeles and Keck School of Medicine at University of Southern California. She currently serves as the national chair of the Research Committee for the Pediatric Trauma Society and as a co-chair for the Los Angeles Children in Disaster Working Group. She has published numerous articles and chapters and has presented at national and state conferences. She has also co-authored the fourth edition of Public Health Management of Disasters which will be released in Fall 2016 by the American Public Health Association.



### **JAN ROBINSON FLINT**

Janette has been serving her community as a public health professional for over 30 years. She has attended the University of Southern California where she received her Bachelor's Degree in Psychology. She is a community professional at Charles Drew University, where she teaches public health professionals, doctors, and nurses about reproductive justice and the impact of health policies on minority groups. Janette is also a member of the African American Studies Community Advisory Committee at UCLA. Early in her career, she worked as a peer educator informing women in Los Angeles targeting HIV education and outreach to Black women. Janette is involved in the Women's Health Collaborative, California Pan Ethnic Health Network, the African American Task Force and the Leadership Development in Interethnic Relationships Advisory Council.



### **LOUISE GODBOLD**

Louise Godbold is the Co-Executive Director of Echo Parenting & Education. She has worked for over 20 years in the nonprofit field both in nonprofit management and as a consultant. Much of her consulting work was done for UC Berkeley and the California State Department of Alcohol and Drug Programs providing technical assistance to county departments Statewide. She has also worked as an evaluator for The California Endowment and a program monitor for Los Angeles County Department of Alcohol and Drug Programs. For seven years prior to joining Echo, Louise was the regional evaluator on a California Endowment/Rockefeller Foundation workforce development initiative.



### **ALISHA LOPEZ**

Alisha Lopez brings over 18 years of public health experience in both the non-profit and public sector, and has well over a decade of experience with community organizing in the tobacco control and prevention policy arena. Prior to her work at Day One, Alisha worked as a Policy Liaison for the LA County Department of Public Health's Project TRUST (Tobacco Reduction Using Effective Strategies and Teamwork), as Program Director for the Tobacco Prevention Program at Valley Community Healthcare, and also had the opportunity to serve as Chair of the Coalition for a Tobacco Free LA County from June 2007-June 2009. She enjoys working with communities towards health policies that seek to change the social norms around tobacco, alcohol, and other drugs. Alisha is a graduate of Los Angeles Valley College and is currently working towards a BA in Vocal Music. While she's not on the ground working towards tobacco prevention policies in Covina and Pomona, she enjoys writing poetry and music, performing, hiking, and spending time with her super hip daughter.



### **JAMECCA MARSHALL, MPP**

Jamecca Marshall, MPP, Program Manager manages and supports PI projects related to health equity, land use, mobility, and injury and violence prevention. A native of Los Angeles, Jamecca, works toward social justice and equity and has demonstrated capacity engaging multi-sector partners in community-centered, policy focused initiatives. While serving as Urban Peace Policy Manager at the Advancement Project, Jamecca worked to develop a comprehensive violence reduction policy framework, and collaborated with diverse partners to advance a multi-faceted violence prevention initiative in Watts. Ms. Marshall received her BA from Stanford and her dual Masters of Public Policy and History from The George Washington University.



### **HEATHER NORTHOVER, MPH**

Heather Jue Northover currently serves as the Special Assistant to the Director of the Los Angeles County Department of Public Health (DPH). Her previous experience includes multiple roles within DPH's Division of HIV and STD Programs where she began her County career as a Health Educator. Prior to joining County, she worked in not-for-profit, hospital clinic, and school-based settings delivering health education to diverse populations. She holds a bachelor's degree in English and a Classical Civilization minor from the University of California, Los Angeles and a Master of Public Health from New York University.



### **LIZBETH TOSCANO, ACSW**

Lizeth Toscano is a Parent Educator at Echo Parenting & Education. Lizeth joined Echo in 2011 as a parent educator specializing in working with domestic violence survivors. She graduated with a MSW from USC in May 2015. Lizeth has worked with parents and domestic violence survivors since obtaining her BSW from San Diego State University in 2010, both as a case manager with parents for Home-SAFE, Early Head Start Services, and as an intern MSW therapist for Hillsides and the National Council of Jewish Women, Women Helping Women.



### **DAVID VALDEZ**

David Valdez is the Director of Youth Development for the Weingart East Los Angeles YMCA. In 2012, he joined the YMCA to launch the Los Angeles chapter of the Youth Institute, a digital media & technology program. The Youth Institute engaging middle and high school students in filmmaking and graphic design skills, and also serves as a Production Studio that uses a Social Enterprise model to continually engage youth filmmakers.



### **CHRISTY ZAMANI**

Christy Zamani is the Executive Director of Day One and brings over seventeen years of progressively responsible experience in dynamic and diverse non-profit organizational settings; such as, community based organizations, educational institutions and local businesses. A graduate and former Student Body President of California State University Long Beach, Christy has served as the Day One Executive Director since 2007, sharing her hands on experience in public policy, community health, innovative marketing, and youth leadership development to Day One. Prior to her work at Day One Christy served on the Executive Cabinet for the California State University, Office of the Chancellor from 1999-2004. Christy's passion lies in empowering disenfranchised communities, amplifying the youth voice, and advancing public health. She is committed to the well-being of people. Developing and improving programs and policies that strengthen the health of all populations especially those at greater risk.



### **PAULINA ZAMUDIO, MPA**

Ms. Zamudio has been teaching/leading Zumba classes as a certified instructor since 2014 and has participated in various special events around the Los Angeles area; including Zumba at the Clippers Basketball Game and Zumba at the Sparks Basketball Game. She strives to spread the benefits of a healthy lifestyle and community building which are integral to the Zumba movement. Ms. Zamudio has been with the Los Angeles County, Department of Public Health, Division of HIV and STD Programs (DHSP), since 2010. Ms. Zamudio is responsible for leading a team of Program Managers that manage various community-based AIDS organizations. Ms. Zamudio has worked in the field of HIV/AIDS for over twenty years.

## STAY CONNECTED TO LA COUNTY'S HEALTH EDUCATION NETWORK!

- Join the **planning committee** for the 2016 Health Education Practice Conference. Contact: [hea@ph.lacounty.gov](mailto:hea@ph.lacounty.gov)
- Attend quarterly **Public Health Education Collaborative** meetings. Earn continuing education credits and link with people and tools that make health education practice more effective throughout LA County. For more information, visit: <http://www.publichealth.lacounty.gov/hea/>
- Join the **HEALTHED Listserv** to receive and share emails about Collaborative meetings, events, trainings, and job postings. To subscribe:
  1. Email [healthed@listserv.ph.lacounty.gov](mailto:healthed@listserv.ph.lacounty.gov) with subject heading: subscribe HEALTHED firstname lastname
  2. In email body, only include:  
subscribe HEALTHED firstname lastname
- Join the **Southern California Public Health Association:** <http://scpha.org>
- Join the **Southern California Society for Public Health Education:** <http://scsophe.org/>
- Learn more about **Health Education Administration**, a program of the LA County Department of Public Health (DPH). For more information, visit: <http://www.publichealth.lacounty.gov/hea/>

# LEARN MORE ABOUT SPEAKERS' ORGANIZATIONS

## **Black Women for Wellness**

<http://www.bwwla.org/>

## **Children's Hospital Los Angeles**

<http://www.chla.org/>

## **Day One**

<http://www.godayone.org/>

## **Echo Parenting & Education**

<http://www.echoparenting.org/>

## **First5LA**

<http://www.first5la.org/>

## **Life in Brilliance**

<http://www.lifeinbrilliance.com/>

## **Weingart East LA YMCA**

<http://www.ymcala.org/weingart-east-los-angeles>

## **Lisa Maria Alatorre**

<http://lisamariealatorre.com/>

## **Los Angeles County Bicycle Coalition**

<http://la-bike.org/>

## **Los Angeles County Department of Public Health**

<http://www.publichealth.lacounty.gov/>

## **Los Angeles Unified School District**

<http://home.lausd.net/>

## **PolicyLink**

<http://www.policylink.org/>

## **Prevention Institute**

<http://www.preventioninstitute.org/>

## **The California Endowment**

<http://www.calendow.org/>

## **The Children's Clinic**

<http://www.thechildrensclinic.org/>



# NOTES

Conference slides will be posted here:  
<http://www.publichealth.lacounty.gov/hea/>

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# MAP OF THE VENUE



# Special Thanks to our Presenters & Volunteers

## 2015 Health Education Practice Conference Planning Committee

Hamida Askaryar

Mary Mbaba

Cinthiya Ather

Susan Nyanzi

Carolyn Buenaflor

Linda Quilizapa

Thelma Castro

Bernadette Rodguez

Erika Gist

Jacquelyn Soria

Katayoun Kashani

Jacqueline Valenzuela

Vanessa Macias

Tania Villalobos

Erika Martinez

Nicole Vick