

Health Equity for All:

A Leadership Summit to Reduce the Burden of Tobacco Use Among Low SES Populations

November 5 -6, 2008

The Heathman Lodge, Vancouver, WA

Presenter Bio's

Beegle, Donna M., Ed.D.

Donna M. Beegle, Ed.D. is a highly experienced national public speaker, discussion leader, trainer, and the author of "See Poverty, Be The Difference," a resource book for professionals who work with people in poverty. Donna has worked and written articles providing insights and strategies for communicating more effectively across race, class, gender and generational barriers for 17 years. Donna's inspiring story and work have been featured in newspapers around the nation, on local TV and on National programs such as PBS. Her work on poverty is being featured in a documentary titled: Invisible Nation in Fall 08. Donna has worked with educators, justice professionals, health care providers, social service agencies, and other organizations all over the nation who want to make a difference for those living in the crisis of poverty. Donna is the only member of her family who has not been incarcerated. After growing up in generational migrant labor poverty, leaving school for marriage at 15, having two children and continuing to cope with poverty, she found herself, at 25, with no husband, little education, and no job skills. What followed in 10 short years were: self-confidence, a G.E.D., an A.A. in Journalism, a B.A. (with honors) in Communications, a Master's Degree in Communication with a minor in Gender Studies (with honors), and completion of a Doctorate Degree. Donna completed her Doctorate in Educational Leadership at Portland State University in 2000, where she taught speech communication courses for eight years. She is currently president of Communication Across Barriers, a consulting firm devoted to improving communication and relationships. Donna is also founder and CEO of the new nonprofit, Poverty Bridge which is dedicated to changing lives for people in poverty.

Boysun, Michael, MPH

Mike Boysun is the Evaluation Coordinator and Epidemiologist for the Washington State Department of Health's Tobacco Prevention and Control Program. Mike has been with the program for seven years and has served as evaluation lead for the past four years. He oversees all program evaluation projects ranging from state level media evaluation to community level activity evaluation to surveillance data collection and analysis. Mike received his MPH in chronic disease epidemiology from the Johns Hopkins Bloomberg School of Public Health.

Presenter Bio's Cont'd

Corcoran, Cathy

Cathy Corcoran is Communications Manager for the Massachusetts Tobacco Control Program. She has more than 20 years communications consulting experience with a wide variety of clients. Prior to coming to tobacco control in 2005, she was a regular columnist and feature writer for a Boston area daily newspaper, was an account executive for WBZ Radio and WLVI-TV, Boston, and served as national marketing director for Project HOT Car, a TV promotion that aired in 50 markets across the US. She holds a master's degree in public communication from Boston University, and is also the author of a new novel, *Magic Happens*, which will be published by Universe in December 2008.

Cushing, Cathryn

Cathryn Cushing, Communications Manager for the Tobacco Prevention and Education Program, has worked in communications at the Oregon Public Health Division for almost 5 years. Between 2004 and 2007, Cathryn also served the program as the Cessation Coordinator, managing the Oregon Tobacco Quit Line. Prior to her current employment, Cathryn worked as a contractor in media and policy advocacy for local tobacco prevention and education programs. Cathryn was a 2001 Advocacy Institute Fellow. Cathryn serves as a regional representative to the Tobacco Control Network, a project of the Tobacco Technical Assistance Consortium. She is a member of the Media Stakeholders Committee, a group advising the Office on Smoking and Health Media Network staff. She also served on the nominating committee of the North American Quitline Consortium. Prior to coming to the Department of Human Services, Cathryn served as Chair of the Tobacco Free Coalition of Oregon, participated in the statewide task force to identify and eliminate disparities, and was a planning committee member for the first national LGBTQI Tobacco Control and Research Summit.

Harrelson, David

Dave is the Tribal and Tobacco Disparities Specialist for the Washington State Department of Health's Tobacco Prevention and Control Program. Dave has served in this capacity for nine years. He has managed community-based contracts with federally-recognized tribes and currently manages contracts for organizations serving culturally diverse communities. Dave has worked on tobacco issues for over 20 years, first with the American Cancer Society and now with the Washington State Department of Health. He guided members of diverse communities to develop the state's first *Strategic Plan for Identifying and Eliminating Tobacco-related Health Disparities*. Dave staffs the program's Tobacco Disparities Advisory Committee (TDAC) and has led efforts to address tobacco-related disparities within every component of the state's tobacco program and its new 5-year strategic plan.

Presenter Bio's Cont'd

Kohn, Mel, MD, MPH

Mel Kohn, MD, MPH of Portland, was named acting DHS Assistant Director and State Health Officer for the State Public Health Division in September, 2008. Previously he served as State Epidemiologist and administrator of the DHS Office of Disease Prevention and Epidemiology. He has worked in the public health sector since 1993, including two years as an Epidemic Intelligence Service Officer for the Centers for Disease Control and Prevention. Before joining DHS in 1999, Kohn was Medical Director for a Section of the Louisiana Office of Public Health in New Orleans where he was also an assistant professor of Pediatrics at Tulane University School of Medicine. Dr. Kohn received a BA in Russian and East European Studies from Yale (1981), took pre-med courses at Columbia University, received his MD from Harvard (1990), and received his MPH from Tulane School of Public Health and Tropical Medicine (1997). He completed his internship and residency in pediatrics at the Children's Hospital in Boston, completed a preventive medicine residency at Oregon Health and Sciences University, and is board-certified in pediatrics and preventive medicine.

Lopez-Quintana, Maru

Maru Lopez-Quintana is a vice president at GMMB, a strategic communications and social marketing agency dedicated to advancing issues such as health care, education, volunteer service and social justice. Maru has worked in numerous issue and political campaigns and provided strategic support for organizations such as the Bill & Melinda Gates Foundation. She is a member of the media advocacy team that works on behalf of the Washington State Department of Health's Tobacco Prevention and Control Program, developing strategies and leading efforts to reach priority populations in Washington State. Maru, a native Spanish speaker, has developed effective messages and strategies to reach Hispanic/Latino audiences through different vehicles in North and Central America, and frequently writes and directs print, radio and TV advertisements in Spanish. Her most recent efforts resulted in a successful campaign in Guatemala's 2007 presidential race. Maru was born and raised in Mexico. Before moving to the US, she worked as a bilingual liaison for consulting firms during Mexico's 2000 presidential race. She has a Bachelor of Science in communications from the Universidad del Valle Orizaba, Mexico, and earned degrees in marketing and business communications from Bellevue Community College and the University of Washington.

Mosbaek, Craig, MPH

Craig Mosbaek is a Senior Research Analyst for Program Design and Evaluation Services, Oregon Public Health Division & Multnomah County Health Department. Craig has thirteen years experience in public health research and previously worked for ten years in criminal justice policy research. His experience includes media studies, cost-benefit analyses, survey design, strategic planning, and defining performance measures. Before starting with PDES in 2005, Craig worked for ten years in chronic disease prevention for the Oregon Public Health Division. Craig received his MPH in Biostats and Epidemiology from Oregon Health & Science University.

Presenter Bio's Cont'd

Pendleton, La Roux, MPH

La Roux Pendleton currently works for the California Department of Public Health, California Tobacco Control Program as a Program Consultant in the Local Programs and Priority Populations Unit. La Roux obtained her Bachelors degree in Psychology from the University of California, Los Angeles (UCLA), and her MPH from Columbia University, Mailman School of Public Health. At UCLA, La Roux was the director of a community service organization, The UCLA Black Hypertension Project. This project served under-represented African American communities in Los Angeles by providing free blood pressure screenings along with education and information about cardiovascular health. While in graduate school, La Roux worked at the New York Academy of Medicine (NYAM) as a research assistant for the Center of Urban Epidemiologic Studies. The research project she worked on was entitled: Pharmacists as Treatment Linkages. The project aimed to link injection drug users to medical and social services through their pharmacists.

Porter, Janet, MPH

Janet Porter has worked in tobacco prevention and education for the past 20 years and currently serves as the Program Director of the National Network on Tobacco Prevention and Poverty (NNTPP), administered by the Health Education Council in West Sacramento, CA. She has also served as the coordinator of the Ayude Su Comunidad/Help Your Community Diabetes Education Project targeting rural Hispanic residents of Yolo County, CA, and is the former Program Director of the Spirit of Health, Tobacco Free Soccer Initiative to promote tobacco use policy among youth sports leagues in California. Ms. Porter's 20 years of experience in health education and promotion has been focused entirely on low socioeconomic populations. She has overseen and assisted with the development of numerous publications including the bilingual (Spanish/English) guide to Blood Pressure Measurement and Screening Site Development and authored the tobacco use chapter of the California Association of Health Facility's Certified Nurse Assistant Training Curriculum. She has also assisted numerous organizations with tobacco policy development and implementation, including the California Youth Soccer Association and the Sacramento Job Corps. Ms. Porter has also authored numerous abstracts and publications related to tobacco policy and prevention approaches in the community-based setting. Ms. Porter completed her undergraduate degree in Health Science from California State University, Sacramento and obtained her MPH from Loma Linda University School of Public Health. She is also a Certified Health Education Specialist (CHES).

Presenter Bio's Cont'd

Reid, Coletta

Coletta Reid is a private consultant specializing in health policy initiatives. Ms. Reid began her own program planning and evaluation firm in 1997, Coletta Reid & Associates. Ms. Reid co-founded New Mexicans Concerned About Tobacco (NM-CAT), a statewide coalition advocating for responsible tobacco policies in December 1997. During her tenure as Executive Director, the Roundhouse became smoke free, an attempt to pre-empt local clean indoor air ordinances was defeated, and a plan to fund tobacco prevention and cessation from tobacco settlement dollars was approved. In 2000, Ms. Reid founded STOMP-Stop Tobacco On My People, a statewide prevention network addressing health disparities due to tobacco use. In 2002, STOMP organized the first statewide Tobacco Disparities Conference. In 2008, STOMP developed a system of Regional Tobacco Disparities Specialists who provide on-site support, technical assistance, training and materials to tobacco program providers in New Mexico. STOMP works with the following populations to insure their access to resources, training, materials, and data: African Americans; Asian Americans; Hispanics & Spanish-speaking immigrants; American Indians, especially Pueblo tribal members and urban residents; Lesbian, Gay, Bi-sexual and Transgender communities; People with Disabilities, Rural Residents, Communities Experiencing Poverty, and 18-24 Year Olds. Ms. Reid has been chosen to receive policy and media advocacy training by the Marin Institute, ASSIST, and Join Together.

Reid, Terry, MSW

Terry Reid received his Master's of Social Work from the University of Washington. He joined the Washington State Department of Health as Director of the Tobacco Prevention and Control Unit in March 2001. To this position, he brought nearly 25 years of experience in state and local public health program and policy development. Before joining the Tobacco Prevention and Control Program, he worked with the Department of Health in developing the *Public Health Improvement Plan*. From 1979 to 1994, he managed and developed substance abuse and HIV/AIDS programs for the Tacoma-Pierce County Health Department. With his leadership, Washington's tobacco program has helped make significant reductions in youth and adult tobacco use.

Rumptz, Maureen, PhD

Maureen Rumptz is a Senior Research Scientist for Program Design and Evaluation Services, Oregon Public Health Division & Multnomah County Health Department, and a community psychologist with almost 20 years of experience conducting community-based participatory research with urban poor populations. Dr. Rumptz collaborates on projects to evaluate and inform Oregon's HIV prevention and care programs and Alaska and Washington tobacco control program efforts to reduce the burden of tobacco on low income populations. Maureen received her doctorate in Ecological Community Psychology from Michigan State University in 1995.

Presenter Bio's Cont'd

Schubert, Stacey, MPH

Stacey Schubert is currently the Surveillance Team Lead within the State of Oregon's Health Promotion and Chronic Disease Prevention section. Three years ago, she became the Senior Analyst for the Tobacco Prevention and Education Program, but during the Oregon program's recent integration and reorganization, her scope expanded and is even more exciting! Prior to working with Tobacco, Stacey worked with the Asthma, HIV, and Immunization programs conducting surveillance. Stacey also had a brief stint working in Washington State with the First Steps database in the Department of Social and Health Services. Stacey received her MPH from the University of Michigan some years ago, well before the obesity epidemic was recognized, and back when most states did not have a tobacco prevention program.

Spigner, Clarence, PhD

Clarence Spigner was raised in poverty and segregation in Orangeburg, South Carolina. He served in the US Air Force (1964-68), including a tour in Vietnam (1966-67). He worked as a telephone lineman (1968-74) in Los Angeles County while attending colleges in Santa Monica (1974-76) and Oakland (1977) on the GI Bill. He worked a series of odd-jobs (dispatcher, janitor, physical fitness instructor, kitchen-worker, and tutor) to complete his BA in sociology (1977-1979) and his MPH (1980-1982) at UC Berkeley. He did a pre-doc as health planner for the National Health Service in London, England (1982-83), and returned to U.C. Berkeley for his doctorate (DrPH) in 1987. Following a post-doc, Spigner joined the faculty at the University of Oregon as an Assistant Professor in 1988. While at University of Oregon, he developed research/teaching interests in race and ethnicity. He earned tenure in 1994 before being recruited to the University of Washington's School of Public Health & Community Medicine that same year. Spigner's areas are tobacco-related behavior among minority populations and opinions about organ donation and transplantation. He provides technical assistance to community-based organizations and he teaches health promotion classes to residents at McNeil Island. His expertise is in program planning and evaluation. He has joint appointments in Social & Behavioral Sciences, Global Health, American Ethnic Studies, and the African Studies Program at UW. He is chair of the UW's Institutional Review Board. He is faculty advisor to the Peace Corps Masters International program. He directs the Global Partnerships Travel Grant Program. He also directs his own study abroad program, Dark Empire, which addresses health and multiculturalism in Britain.

Stauffer, Vicki

Vicki Stauffer has been involved with tobacco control for over 10 years. She started with the movement in 1997 at the American Lung Association of Gulf Coast Florida and is now the Section Chief for the Wisconsin Division of Public Health Tobacco Prevention and Control Program. Vicki has been the facilitator for the Program's smoke-free air team, youth team, and has led the effort with the disparities team to implement "Bringing Everyone Along: A Strategic Plan to Identify and Eliminate Tobacco-Related Disparities." Vicki leads Wisconsin's Sustaining State Program effort with partners and coordinates the strategic planning and implementation of the Wisconsin Tobacco Prevention and Control 5-Year State Plan.

Presenter Bio's Cont'd

Stuber, Jennifer, PhD

Jennifer received her PhD from Yale University's School of Public Health in the department of Health Policy and Management in 2002. Her dissertation examined why there is low take-up of the means-tested government programs Medicaid and Temporary Assistance to Needy Families focusing on the role of stigma and state policy choices. From this work and during her time as a Robert Wood Johnson Health and Society Fellow at Columbia University, Jennifer became broadly interested in the production of and peoples experiences of social marginalization (stigma and prejudice) and the impact of these experiences on health and health disparities. She has explored these issues deeply in the experiences of those who use means-tested government programs among persons with serious mental illness and among smokers. Jennifer coined the term smoker-related stigmatization, has examined its affects on tobacco cessation and intentions to quit smoking, and the production of tobacco-related health disparities. She recently was the lead author of a special issue in *Social Science and Medicine on Stigma, Prejudice, Discrimination and Health*.

Swanson, Bob

Bob has been the Executive Director of the Washington State Community Action Partnership for over fourteen years. Bob has a BA in Psychology from the University of Washington and a Masters in Counseling Degree from Seattle University. He has trained over a thousand people in family development techniques and skills. Bob is also a Rotary member, University Sunrise, Seattle branch. Bob and his family live in Seattle, Washington.