



**Kaiser Permanente's
Healthy Eating Active Living
(HEAL) Initiative**

HEAL Fall 2013 Learning Community

Wednesday, October 16, 2013 | Pasadena Hilton

Speaker Biographies

Ama Atiedu

Ama Atiedu is the local evaluator for Kaiser Permanente Southern California Community Benefit's HEAL Zone and Healthy School Partnership Initiatives. She holds a master of science from Iowa State University (2005) and a master's degree in organizational development from Pepperdine University (2012). Ms. Atiedu's previous evaluation experience includes working for the California Department of Public Health (CDPH) as a Research Associate and for Los Angeles Universal Preschool as a Research and Evaluation Specialist. At CDPH, she conducted formative evaluation studies for the California 5 a Day (Champions for Change), a statewide social marketing campaign aimed at promoting fruit and vegetable consumption and physical activity to prevent chronic diseases. Ms. Atiedu believes the components of organizational development, research, and evaluation each play a pivotal role in the evaluation process and her professional interests include merging the three components into one field.

Leslie Coghlan

Leslie Coghlan has enjoyed 24 years working with the children and families in the Anaheim City School District as a teacher, administrator, and Director of Pupil Services.

Charlotte Dickson

Charlotte Dickson has directed the Healthy Eating Active Living (HEAL) Cities Campaign of the California Center for Public Health Advocacy since its inception in 2008. She has extensive experience working with elected officials and advocates to establish local health policies. Previously, while working for Contra Costa Health Services from 1998 to 2008, she directed a campaign to pass a comprehensive youth tobacco ordinance in 18 cities and the unincorporated areas of the county. Ms. Dickson received her master's degree in social work from Boston University, where she concentrated in Community Organizing.

Andy Flores

Andy Flores is a lieutenant with the Riverside Police Department and the East Area Commander. Mr. Flores was born and raised in the Los Angeles area and has 28 years of experience in law enforcement, beginning in 1985 as a police officer for the City of San Gabriel. He moved to Riverside and transferred to the Riverside Police Department in 1988, where he has spent the last 25 years working and raising his family. Mr. Flores spent most of his police career in the East area of the city and has been involved in numerous Community Policing initiatives including the Safe Parks Program, University Neighborhood Enhancement Team (UNET), Problem Oriented Policing (POP) team, School Resource Officers (SRO), and the Crime Free Multi-Housing (CFMH) committee, to name a few. Mr. Flores is also a board member of the Centro de Ninos pre-school located in the Eastside and Chair of the non-profit "El Protector," a coalition of law enforcement agencies involved in community outreach to the youth and Spanish speaking community. He holds a bachelor of science from Southern Illinois University and master's degree in business administration from University of Phoenix.

John Guastaferrro

John Guastaferrro is the Vice President of Development for the Anaheim Family YMCA, leading marketing, fundraising, and strategic planning. Mr. Guastaferrro also oversees the Activate Anaheim coalition and Anaheim HEAL Zone, where he engages community leaders, frames key messages, and advances the initiative's progress. He received his marketing degree in 1992 and has worked as a marketing professional and graphic designer for both for-profit and non-profit organizations. Mr. Guastaferrro lives in Yorba Linda, CA with his wife and two daughters, ages 13 and 6. Mr. Guastaferrro is also an accomplished magician, member of Hollywood's world-famous Magic Castle, and author of the book "One Degree." He has performed and lectured across the U.S. and in Europe.

Judy Harper

Judy Harper is a Senior Program Director responsible for managing a portfolio of fiscal sponsorship projects and identifying, developing, and leading new projects and strategic initiatives at Community Partners. Ms. Harper brings nearly 20 years of experience in the nonprofit sector, providing organizational development support, designing programs, and developing resources for a wide range of nonprofit initiatives. Previously, she served as the Associate Director for the Border Philanthropy Partnership at the Synergos Institute, directed community development programs at MAAC Project's affordable housing communities, was Program Officer for San Diego Dialogue's cross-border and regional collaborative projects, and served as Associate Director for development at the San Diego Repertory Theatre. Ms. Harper was also an adult instructor at the Cesar Chávez Continuing Education Center, and is a founding board member of the Media Arts Center San Diego. She holds a bachelor of arts in political science from Occidental College and a master's degree in Latin American studies and regional planning from University of California, Los Angeles. A former Fulbright Fellow in Mexico and a San Diego Rotary Club Ambassadorial Scholar in Brazil, Ms. Harper speaks fluent Spanish and Portuguese.

Joel D. Hyatt

Dr. Joel Hyatt is the Assistant Regional Medical Director of the Southern California Permanente Medical Group (SCPMG). As part of an integrated care delivery program with 13 medical service areas, Dr. Joel D. Hyatt is experienced in large system clinical programs planning and support, including all aspects of quality assessment and improvement, total quality management, risk management, utilization management, population and chronic conditions management, with special attention to clinical systems support, performance measurement, reporting and feedback. Currently, he focuses on the areas of appropriate medication use management, medication adherence, and value demonstration through public reporting and purchaser/employer engagement, including CalPERS and University of California. Previously, Dr. Hyatt served as a member of the Los Angeles Free Clinic Board of Directors, the Health Services Advisory Committee to the Pacific Business Group on Health (PBGH), and the Executive Committee of the California Cooperative Healthcare Reporting Initiative (CCHRI). He is currently on the Integrated Healthcare Association (IHA) P4P Advisory Committee, the National Business Coalition on Health Value Based Purchasing (eValue8) Advisory Committee, the Agency for Healthcare Research and Quality (AHRQ) Effective Health Care Program and Regional Expert Panel, He is a recipient of the California Healthcare Foundation Leadership Fellowship (2002-2004), and has international health care consulting experience (Singapore 2006, National Health Service Scotland 2008). Dr. Hyatt is a graduate of Stanford University and completed his medical training and residency in Family Medicine at the University of California, Los Angeles School of Medicine, and continues as a Board certified, practicing family physician and Fellow of the American Academy of Family Physicians (FAAFP). He is married with three daughters and two grandchildren, and occasionally performs in community theater productions.

Mario Lara

Mario Lara is the Deputy Director for the City of Riverside Parks, Recreation and Community Services Department for the past two years and has been with the City of Riverside for eight years. Prior to joining the City of Riverside in 2005, Mr. Lara worked as a business owner, teacher, consultant, and public administrator with County of San Bernardino as well as Los Angeles Superior Court. Mr. Lara has a bachelor of science degree in economics, a bachelor in business administration from Loyola Marymount University, and a master's degree in business administration from California State University, San Bernardino.

Andy Melendrez

Andy Melendrez was elected to serve as Councilmember for Ward 2 in January 2006. He was reelected to serve in June of 2009 and ran un-opposed for his third term election in 2013. He was sworn in on June 18th of 2013 to serve his third term as the representative for Ward 2. In 1982, he established Innovative Vocational Services, a company that specializes in Career Development for injured workers. Over the past 30 years he has expanded its operations to include expert testimony, family law evaluations, early intervention services for the California Department of Corrections and Rehabilitation, career guidance, and assessments for workers within the workers compensations system. Councilmember Melendrez is a lifelong resident of Riverside. He is very involved and works diligently to ensure the success, safety, and progress of the area covered by Ward 2 as well as the City of Riverside. He is dedicated to his service on the Council and his door is always open. Councilmember Melendrez regularly attends and actively participates in Neighborhood Group meetings such as: University Neighborhood Group, Eastside Neighborhood Forum, Lincoln Park Neighborhood Group, and Sycamore Highlands Community Action Group. Councilmember Melendrez has a bachelor of arts degree in sociology and a master's degree in education from California State University, San Bernardino. He was recently inducted into the College of Social and Behavioral Sciences Hall of Fame at California State University, San Bernardino.

Graham Mitchell

Graham Mitchell is the City Manager for the City of Lemon Grove in San Diego County. Mr. Mitchell's seventeen years of California city government experience began in the fields of economic development and redevelopment with the cities of Monterey Park and Moorpark. He served as the City Manager of Farmersville, California from 2000 to 2003 before joining Lemon Grove in July 2003. In Lemon Grove, Mr. Mitchell has overseen the transformation of the community's downtown village with the development of an urban park, a "skate spot," several mixed-use development projects, and pedestrian safety features. These redevelopment projects have helped create a more vibrant and healthier Lemon Grove. Mr. Mitchell has been an integral member of the Lemon Grove HEAL Zone steering committee and with the help of a generous grant from the Kaiser Permanente Foundation, is in the midst of preparing a Health & Wellness Element for Lemon Grove's General Plan. Because he tries to practice what he preaches, Mr. Mitchell recently increased his level of physical activity and obtained his goal of running on every street in the City of Lemon Grove. Mr. Mitchell holds a bachelor of arts degree in international relations from Brigham Young University and a master's degree in public administration from University of Southern California.

Emilio Ramirez

Emilio Ramirez is the Development Director and Deputy Director for Community Development for the City of Riverside. Mr. Ramirez is responsible for oversight of the Successor Agency, Housing Authority, Neighborhoods and Historic Preservation, Real Property, and Planning services with the City of Riverside. Mr. Ramirez started with the City in June 2011. Prior to working for the City, he spent twelve years at the County of Riverside working his way from Development Specialist II to Assistant Director, a position he held for the last four years. Mr. Ramirez has a bachelor of arts degree in sociology and economics from University of California, Riverside. He received his master's degree in economics from California State University, Pomona. Mr. Ramirez holds a doctor of jurist prudence from Whittier Law School and is an active member of the State Bar of California.

Dell Roberts

Dell Roberts currently serves as an Eastside Resident Leader and a Bordwell Park Advisory Committee Member. As a student at Riverside Polytechnic High School (Poly), he established the Black Student Union and implemented college tours across California. Roberts quickly became known as a tough but fair member of the community that others could go to for advice. His 38-year professional career at Poly began as a campus supervisor, which allowed him to facilitate conversations on multi-cultural issues affecting students. A resident of Riverside since he was nine years old, Mr. Roberts has always wanted to help young people in the community. He is an active supporter of Riverside Community College's Passport to College campaign, which encourages student involvement through scholarship assistance, parent support, and skills-based presentations. Mr. Roberts was married for 23 years and has four sons.

Arpiné Shakhbandaryan

Arpiné Shakhbandaryan is a Program Manager at Community Partners. Ms. Shakhbandaryan provides technical assistance, peer learning opportunities, facilitation, and project management for the Southern California Kaiser HEAL initiative. Prior to joining Community Partners, Ms. Shakhbandaryan worked at the City of El Monte coordinating the PLACE (Policies for Livable, Active Communities and Environments) initiative funded by the Los Angeles County Department of Public Health. The program is dedicated to fostering policy change that supports the development of healthy, safe, and active environments for all community residents. She brings experience in policy and program development for healthy eating and active living initiatives, coalition building, and public sector, nonprofit, and community collaboration. Ms. Shakhbandaryan received her bachelor's degree in biology and a master's degree in public health from University of Southern California.

Loel Solomon

Dr. Loel Solomon joined Kaiser Permanente's Community Benefit Program in 2003 and currently serves as Vice President for Community Health. In that position, Dr. Solomon works with other health plan and medical group leaders to establish the strategic direction for Kaiser Permanente's multi-faceted approach to prevention and community health and develops national partnerships to advance those ends. He was a co-founder of the Healthy Eating/Active Living Convergence Partnership, a collaborative of national funders working to advance policy and environmental approaches to community health and currently serves on the Convergence Partnership's steering committee. Dr. Solomon also convenes Kaiser Permanente's Community Benefit leaders and oversees the program's evaluation and community health needs assessment activities. Prior to joining Kaiser Permanente, Dr. Solomon served as Deputy Director of the California Office of Statewide Health Planning and Development (OSHPD) for Healthcare Quality and Analysis where he oversaw the state's hospital outcomes reporting program, analyses of racial and ethnic health disparities, and dissemination of healthcare data to researchers and members of the public. He served as a senior manager at the Lewin Group in Washington, D.C. and as a member of Senator Edward Kennedy's health staff. Dr. Solomon received his doctorate in health policy from Harvard University and a master's degree in public policy from University of California, Berkeley.

Roberto Vargas

Roberto Vargas, principal consultant for New World Associates and leadership trainer for the Rockwood Leadership Institute, is a community organizer, educator, planning consultant, and ceremony leader. Nationally recognized for his skills in facilitation and leadership development, Mr. Vargas has more than 35 years of experience in leadership coaching, community problem-solving, and strategic planning. His focus is assisting proactive leaders and organizations to be their best and his clients have included colleges, corporations, public institutions, Native American reservations, and more than 180 agencies and organizations dedicated to community service. Given his concern for the long-term well-being of community activists, he has authored such books as "Family Activism: Empowering Your Community Beginning with Family and Friends" and developed training modules to assist activists to achieve "The Activist Balance" and to be "The Wise Elder." Mr. Vargas' received his master's degree in social work and doctorate in public health from University of California, Berkeley.