

## **2022 CHEAC Annual Meeting Workshop Session Biographies**

### *Innovations in Community Investment: Strategies for Resilience*

#### **Kimi Watkins-Tartt, Public Health Director**

Kimi Watkins-Tartt serves as Director of the Alameda County Public Health Department. In this capacity she is responsible for providing overall direction, planning and organization of the programs and operations of the Public Health Department. Prior to this, and in the role of Deputy Director, Ms. Watkins-Tartt was responsible for the oversight of the department's programmatic divisions which include Family Health Services, Community Health Services, Public Health Nursing and Communicable Disease Control and Prevention. Additionally, Ms. Watkins-Tartt oversaw the management of internal department policies, program budget, grant coordination and personnel management.

Ms. Watkins-Tartt has worked for over 25 years within the local public health community and brings a wealth of experience in public health administration, policy development, as well as community health planning and coordination. Prior to taking on the role of Deputy Director, Ms. Watkins-Tartt led the Division of Community Health Services, driving the division's strategic initiatives including the launching of new efforts that aligned with the department's strategic direction to achieve health equity. Ms. Watkins-Tartt was instrumental in helping the department design and implement its health equity and local policy efforts and spearheaded the department's first Chronic Disease Prevention Planning process.

Ms. Watkins-Tartt has a long-standing passion and commitment to health equity and social justice. She is a founding member and current Co-Chair for the Bay Area Regional Health Inequities Initiative (BARHII) and serves as Vice Chair of the Health Equity and Social Justice Committee of the National Association of City and County Health Officials (NACCHO).

#### **Reyna Perez, Program Director, CAL-PEP**

Reyna Perez serves as a Program Director at CAL-PEP, where she has implemented COVID-19 services throughout the pandemic. She believes in bringing services to underserved community members in order to remove barriers to access and work towards health equity. She is passionate about utilizing innovative strategies to build community through expansion of resources. She graduated from UC Berkeley and has become certified as a Sexual Assault Counselor, HIV/HCV Test Counselor, Sexual Health Counselor, and Peer Health Educator.

## **Aaron Ortiz, Chief Executive Officer, La Familia**

Aaron Ortiz, MPA, serves as the Chief Executive Officer at La Familia. He began his work experience with the Boys and Girls Club through the Workforce Innovation and Opportunity Act. Mr. Ortiz's career began at La Familia, where he worked from 1992-1997 as a youth mentor. He also served on the board of La Familia for 14 years and was Chairman of the Board for two years. Mr. Ortiz moved on to work for the State of California, Employment Development Department from 1997-2007. From 2007-2014 Mr. Ortiz worked for Hayward Unified School District, started, East Bay Youth and Family Initiatives, East Bay Community Services and became the Executive Director of La Familia in July of 2014. Mr. Ortiz arrived actualizing the merger of East Bay Community Services – an organization which he had founded – and La Familia, which strengthened the reach and services of all programs. Since Mr. Ortiz became the CEO of La Familia, he has successfully transformed La Familia from a small sized community-based organization (CBO) to a full-blown CBO by 5 times the agency budget over a span of four years to a staff of 200.

In 2015, Mr. Ortiz brokered the acquisition of The Latino Commission on Alcohol & Drugs Abuse of Alameda County to continue to increase the reach of our organization. Due to the crisis and housing needs in the Bay Area in 2018, Mr. Ortiz led the merger between La Familia and Family Emergency Shelter Coalition (FESCO).

Mr. Ortiz has dedicated his career to helping youth, adults, and families in the San Francisco Bay Area by providing accessible public health, education, workforce development, youth development, mental health, family preservation and culturally competent programs. Mr. Ortiz has been an active board member of the of Sutter Health Board since 2017 and the Hayward Chamber of Commerce since 2020.

## **Aiyana Knowles, Interim Supervising Program Specialist**

Aiyana Knowles currently serves as the Interim Supervising Program Specialist for the Health Promotion and Community Partnerships (HPCP) Unit within the Alameda County Public Health Department. HPCP's mission is to decrease risk factors, strengthen resilience, and advance health equity. Through partnership with community-based organizations/stakeholders and through program implementation, HPCP specifically aims to: influence policies, disseminate health education information; strengthen knowledge, skills and organizational practices; and foster community coalitions and networks.

Ms. Knowles has almost 15 years of experience in the nonprofit and public sectors working directly with families and community-based organizations, creating sustainable change in communities of color, centered in social justice and racial equity. During her time in New York, Ms. Knowles was the New York State Director of External Relations at Achievement First where she led the management of advocacy, community engagement, and student recruitment efforts for 23 schools (K-12) in Brooklyn. Before that, as the Associate Director of Advocacy at Success Academy Charter Schools, she transformed their parent leader engagement, working closely with the 41 K-12 schools, families, and network teams to build stronger school communities. Originally from the San Francisco Bay Area, she has her BA in Liberal Studies with a focus in Recreation from California State University, Hayward.

## **Lisa Haeefe, Fund Development & Grant Specialist**

Lisa Haeefe serves as the Fund Development & Grant Specialist for the Alameda County Public Health Department (ACPHD). As part of the Health Care Services Agency's Fund Development Office, she leads all fund development and grant writing activities for ACPHD and key partners. Before moving to ACPHD in summer 2016, she initiated grant writing and grants administration practices within the Alameda County Social Services Agency. She has raised a total of \$200 million in federal, state, and foundation grants for the county and for a variety of nonprofit organizations focused on social justice, LGBT rights, and youth. Prior to moving to the nonprofit and public sector, Dr. Haeefe taught writing, literature, and feminist/cultural studies for more than a decade at institutions including the University of California-Irvine, Georgia Tech, Transylvania University, and Stanford.