

JASMINE MEYER, MPH

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OBJECTIVE

Skilled public health leader with expertise in strategic management & evaluation, inclusively building the capacity of organizations, systems, and communities to understand and improve health equity & resilience.

EDUCATION

LSU HEALTH SCHOOL OF PUBLIC HEALTH, NEW ORLEANS, LA MAY 2016

Master of Public Health: Behavioral and Community Health Sciences

UNIVERSITY OF MISSISSIPPI, OXFORD, MS MAY 2000 | 2014

Bachelor of Arts: English Literature

DELGADO COMMUNITY COLLEGE, NEW ORLEANS, LA MAY 2012

Associate of Science: Nutrition and Dietetics

WORK EXPERIENCE

PRESBYTERIAN HEALTHCARE SERVICES JULY 2023-PRESENT

COMMUNITY HEALTH MANAGER, NORTHERN NEW MEXICO

- Lead northern New Mexico place-based action planning in collaboration with community partners.
- Write, oversee, and report on grant objectives.
- Identify, manage, and onboard strategic initiatives.
- Oversee northern NM programs, including food access (Northern Roots, Del Sur, Fresh Rx), health promotion and education, and social determinants of health navigation.
- Analyze data and oversee evaluation activities.
- Supervise northern NM team.
- Collaborate with Presbyterian leadership in community health, across the delivery system, and with the health plan to support business and program needs.
- Develop and manage budgets.
- Support marketing and health communications activities.

NEW MEXICO APPLESEED, SANTA FE JANUARY 2023-JULY 2023

DIRECTOR OF COMMUNITY RESEARCH AND ENGAGEMENT

- Lead development and implementation of community-based needs and solutions to design local, statewide, and federal anti-poverty policy and systems-change initiatives. Includes quantitative and qualitative (interviews/focus groups) data, as well as collaboration with individuals with lived experience.
- Lead development and implementation of action plan, evaluation plan, and communications plan.
- Lead collaboration with communities around New Mexico and state and national experts to ensure policies and programs are tailored, effective, equitable, and successful.
- Conduct literature reviews and identify evidence-based interventions to inform emerging and pilot programs. Synthesize research and qualitative findings for design recommendations.

- Support grantmaking, fundraising, and messaging.

LA FAMILIA MEDICAL CENTER), SANTA FE
COMMUNITY HEALTH DIRECTOR

DECEMBER 2020-DECEMBER 2022

- Design and conduct community health needs assessment to identify health inequities affecting patients and lower-income community members. Methods include (a) quantitative findings on comprehensive secondary (population health statistics) and primary (patient outcome) data; and (b) qualitative findings from semi-structured patient interviews. Interpret and write comprehensive report on findings; present findings and health equity recommendations to targeted clinical, support, and administrative leaders.
- Develop and implement system for facilitating strategic planning among interdisciplinary clinical, support, and administrative leaders. Utilize needs assessment and other data, root cause analysis, action plans, logic models, & PDSA cycle as appropriate. Apply collaborative strategic planning system toward short, medium, and long-term goals, including everything from procedural development/improvements to new initiatives.
- Lead and chair Patient Satisfaction Committee, including review of data, trends on patients' needs; facilitate discussion of solutions and goals to reduce barriers to healthcare/health and improve satisfaction; track and monitor identified systemic improvements.
- Ensure equitable, comprehensive response to ongoing and emergent public health issues, such as the COVID-19 pandemic, including research, health communications, strategy development & oversight, data reporting and interpretation, community partner collaboration, internal and external capacity-building, and collaborative workflow development.
- Design, oversee, & evaluate community health programs addressing the social determinants of health (SDoH), including food insecurity, nutrition access & education, physical activity access & education, healthcare access & health literacy, maternal & child health, Medicaid/Medicare, & uninsured patient programs.
 - Collaborate with community, city, county, and state partners to improve access to and impact of community resources addressing SDoH for patients.
 - Supervise & provide capacity-building support for 10 community health staff.
- Collaborate with quality manager to provide quality improvement & evaluation (formative, process, outcome) support for community health and clinical programs, including Vaccines for Children and Title X.
- Co-lead integration of Patient-Centered Medical Home principles into interdisciplinary workflows, training, and communications.
- Write and secure diverse grants from public and private funders for programmatic support. Oversee project implementation.

LSU SCHOOL OF PUBLIC HEALTH, NEW ORLEANS
DIRECTOR, LOUISIANA BREAST AND CERVICAL HEALTH PROGRAM

MARCH 2018-DEC. 2020

- Design and direct all strategies for statewide implementation of the CDC's National Breast and Cervical Cancer Early Detection Program, including screening and patient navigation services, health system change and quality improvement interventions, community education and engagement, and environmental (workplace) approaches.
- Improve health equity in Louisiana by ensuring BCC early detection screening & HPV vaccination services are appropriately targeted to medically underserved, lower-income, and disenfranchised populations; strategically plan and monitor outcomes using primary and secondary data sources and mixed evaluation methods.
 - Annual screening services doubled under my tenure.
- Manage \$3,000,000 budget from diverse funding streams, and provision of sub-awards at clinical facilities and community-based organizations across Louisiana. Monitor implementation of sub-awards, including fee-for-service contracts.

- Provide leadership both within department, including supervision of 9 staff, and across departments under the Louisiana Cancer Prevention and Control Programs umbrella, applying strategic management principles to increase staff engagement in shared planning, decision-making, & monitoring.
- Build and oversee organizational effectiveness initiative to improve service delivery and ensure target population is best served by sub-awardees by providing support for quality improvement, communication, professional development, community engagement, and data feedback.
- Collaborate with statewide partners and coalitions to leverage resources and create synergy to collectively improve quality of life and reduce mortality from breast and cervical cancers.
- Develop and lead resilience initiative with internal and external stakeholders to transform public health responses from reactive to proactive in an ever-changing healthcare environment, including Louisiana healthcare privatization, Medicaid expansion, and the COVID-19 pandemic.
- National leader in patient navigation best practices among NBCCEDP grantees, including both barrier resolution and understanding and addressing root causes of rarely or never screened patients.
- Oversee funding development and reporting and ensure fulfillment of grant deliverables. Lead development of annual CDC work plan, evaluation plan, and competitive/continuing applications.

SECOND HARVEST FOOD BANK, SOUTH LOUISIANA

AUGUST 2015-FEB. 2018

DIRECTOR OF PROGRAMS AND PARTNERSHIPS

- Develop and direct strategic plans, program design, implementation, and evaluation for all anti-hunger and nutrition programs across 24 parish (county) service area in south Louisiana. Programs include school and traditional food pantries, nutrition quality and education, cooking and farming, wrap-around services, and agency relations and capacity-building.
- Expand and modernize scope of anti-hunger programming from traditional, limited-choice food distribution methods to systemically integrate choice, dignity, health, and anti-racism principles.
- Manage \$2,000,000 budget from widely diverse funding streams and across 8 food bank budget areas, including operations, programs, and personnel. Write grants and report to funders.
- Improve organizational effectiveness to address root causes of hunger by providing participatory education, solutions, and tools to 80+ staff and 400+ partner agencies (pantries, etc.).
- Strengthen food security and nutrition programming through strategic partnerships in public health, social services, and advocacy sectors.
- Increase community efficacy by integrating community-based participatory methods into advocacy, nutrition education and other programmatic initiatives, and data-informed strategic planning.
- Oversee disaster response and resilience operations.
- Ensure effectiveness, regulatory compliance, and quality improvement of all child, adult, and senior anti-hunger programs.
- Spearhead medically based Therapeutic Food Pantry model in partnership with University Medical Center's Cancer Center, which increases access to nutritious food and improves cancer outcomes for food insecure patients.
- Assumed permanent position after consulting on Rethink Hunger Grant to assess community capacity and the efficacy of current programs, services, and food distribution operations at food pantry partners to address the root causes of poverty and hunger, especially in vulnerable rural parishes. Designed assessment tools and collected and analyzed data. Developed recommendations and a best practices toolkit based on both community-identified needs and independent research.

LSU SCHOOL OF PUBLIC HEALTH, N.O.

SEPT. 2014-JUNE 2015|SEPT. 2015-JUNE 2016

COORDINATOR (CONTRACT), FLU NEAR YOU PROJECT

- Direct and execute participatory surveillance efforts for Flu Near You, an app that promotes flu awareness and vaccination, using social marketing techniques, research presentations, and mass media.

- Design and implement student program objectives and activities for 2-year project period; write grant proposals and reports to Skoll Global Threats Fund.
- Design and conduct formative and ongoing evaluation for marketing research and outreach campaign performance.
- Develop a Flu Near You best practices toolkit for national dissemination.

LOUISIANA PUBLIC HEALTH INSTITUTE, N.O.

APRIL 2015-AUGUST 2015

QUALITY CONTROL RESEARCH ASSISTANT, TOBACCO FREE LIVING (TFL) - CONTRACT

- Set gold standards for reliable data collection and train, monitor, and evaluate research assistants.
- Perform data analysis, evaluation, interpretation, and report for the TFL Healthy Stores Point-of-Sale study, which annually conducts research on tobacco products and their prices, promotion, and placement in “corner stores,” to understand correlation with tobacco use.
- Design and conduct qualitative evaluation for future e-cigarette research recommendations.

LA FAMILIA MEDICAL CENTER, SANTA FE

APRIL 2013-SEPT. 2014

COORDINATOR, RACIAL & ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH)

- Co-develop & coordinate programmatic, communications, and evaluation objectives and activities for CDC work plan using community-based participatory research methods with lower-income, Latinx/Chicanx community members residing in food deserts in Santa Fe, NM.
- Coordinate community-based efforts, in collaboration with community health workers (CHWs), to improve access to nutritious foods and physical activity through policy, systems, and environmental changes. Objectives include:
 - Facilitate opportunities for dialogue and collaboration between policymakers and disenfranchised residents to improve built-environment in lower-income, Latinx neighborhoods, including a walkability assessment and storytelling techniques.
 - Successfully advocate to the Santa Fe Farmers Market institute to increase market presence in the Latinx-majority “southside” of Santa Fe, using a PhotoVoice project to demonstrate inequitable access to locally grown food.
 - Increase access to physical activity and nutritious foods in Title 1, Latinx-majority schools.
 - Conduct needs assessment and policy scan to identify facilitators and barriers to making healthy choices that may result in health disparities for the Latinx population in New Mexico.
 - Utilize multi-method storytelling techniques to provide civic-engagement opportunities to marginalized community members, including PhotoVoice, digital storytelling, round circles, and listening sessions.
 - Identify additional opportunity to strengthen food systems and built-environment, including spearheading a collaboration with MoGro (mobile grocery) to pilot a weekly, choice-based fresh produce box at La Familia Medical Center for patients and staff. Train CHWs to provide nutrition education to MoGro recipients through newsletters, cooking demos, and gardening classes.
 - Co-lead a trans-disciplinary coalition of community members, CBOs, public health entities, & policymakers to create collaborative synergy to successful support & achieve grant objectives.

LA MONTANITA CO-OP, SANTA FE

JUNE 2012-OCTOBER 2013

ASSISTANT MANAGER

Responsible for purchasing, maintaining inventory, supervising staff, coordinating local vendors, ensuring customer/owner satisfaction, and store nutrition education programming.

SOLUTIENT, INC., SOUTH LOUISIANA

JULY 2008-JULY 2009

GRANT MANAGER - CONTRACT

- Manage FEMA funds appropriated for Jefferson Parish residents to elevate and rebuild homes affected by flooding in Hurricane Katrina.
- Monitor contractor utilization of funds and progress in completing rebuilding and elevation projects for homeowners receiving assistance.
- Work closely with Jefferson parish accounting department to distribute funds appropriately to contractors. Advise homeowners on FEMA application process, including provision of appropriate documentation.

KAPLAN EDUCATIONAL CENTER (MULTIPLE LOCATIONS) NOV. 2001-JUNE 2004
INSTRUCTOR & OFFICE MANAGER

Teach GRE & MCAT classes and provide individual tutoring assistance at multiple locations. Manage central office in Charleston, SC.

VOLUNTEER EXPERIENCE

- Crescent City Farmers Market Food Systems Programs (2017 – 2020)
- Tobacco-Free Living LGBTQ Advisory Board, Louisiana Public Health Institute (2018 – 2020)
- Researcher, Louisiana Public Health Institute (2015)
- Program Evaluator, Backyard Gardeners Network (2014 – 2016)
- Co-founder & Manager, LSU School of Public Health Sustainability & Community Garden Programs (2014 – 2016); Staff Advisory Board (2017 – 2020)
- Community Nutrition Programs, Second Harvest Food Bank (2012)
- Clinical Nutrition Support, Kindred Long-term Acute Care (2011)
- Nutrition Services Support, Belle Vie Assisted Living Center (2011)
- NO/AIDS (now Crescent Care) Fundraising Organizer (2005 – 2006)
- Reading and Math Assistance Programs, Warrior Academy Institute, rural Alabama (2004 – 2005)
- Medicaid Patient Navigation, Sunflower Rural Health Clinic, rural Mississippi Delta (2001)

TRAINING, AWARDS, MEMBERSHIPS, & CERTIFICATIONS

- Guaranteed Income Community of Practice (2023)
- New Mexico Public Health Association, member & presenter (2013-2014, 2020-present)
- American Public Health Association, member & presenter (2013-present)
- Embodied Leadership I & II; Somatics, Trauma, & Resilience leadership training: Strozzi Institute (2019-2020)
- Practice Facilitation training: HealthTeamWorks (2019)
- Organizational Effectiveness [grantee leadership development] cohort; Greater New Orleans Foundation (2017-2019)
- Louisiana Public Health Association, member & presenter (2014-2020)
- Nutrition and Dietetic Technician, Registered (2012-2018)
- Alumni Circles of Excellence award: Delgado Community College (2015)
- Anti-Oppression training: Navajo Nation/ New Mexico Public Health Association (2014)
- Digital Storytelling training: Arizona Story Center, National REACH Coalition (2013)
- PhotoVoice training: New Mexico Agriculture Extension Offices (2013)
- Louisiana Dietetic Association, member (2010-2012); Dietetic Technician Student of the Year (2012)

~Co-owner, Major Acre Farm (IG @majoracrefarm)

~Limited Spanish proficiency~