

## **Speaker & Moderator Biographies**

### **NPLAN Symposium 2013**

#### **Leon T. Andrews, Jr.**

Leon T. Andrews, Jr. serves as senior fellow at the National League of Cities' Institute for Youth, where he has led all of the Institute's youth development work with mayors and other municipal leaders around the country including in areas related to childhood obesity, disconnected youth, youth engagement and leadership, and youth master planning since 2006. Before joining the National League of Cities, Leon completed a research fellowship at The Forum for Youth Investment. Leon has an extensive background working in government, the community, the private sector, and academia for the last 20 years including the United States Department of Justice, United States Senator Barbara A. Mikulski, the United States Public Interest Research Group, the Allegheny County Department of Human Services, YouthBuild Pittsburgh, the Development Corporation of Columbia Heights, PricewaterhouseCoopers, and as an adjunct professor in the Department of Political Science at Eastern Michigan University. He is a published author, a presenter at a number of conferences and other forums throughout the country, and serves on a number of national and local boards. He received his Bachelor of Arts in Political Science from Howard University, a Master of Science in Public Policy and Management from Carnegie Mellon University, and is a PhD candidate in the Urban and Regional Planning program at the University of Michigan.

#### **Shavon Arline-Bradley**

Shavon Arline-Bradley is the Director of Health Programs for the NAACP. She has 10 years of public health experience in the areas of health disparities, federal and state government health program management, and community and stakeholder collaborative relationship building. She served as the Health Programs Coordinator of REACH 2010 @ the Heart of New Orleans focusing on the heart health of over 1300 African American women. She was also the Health Program Manager with the Black Women's Health Imperative and the National Recreation and Park Association (NRPA) overseeing community outreach and program implementation for programs focusing on healthy living for African American women and their families. Mrs. Arline-Bradley is a co-author of "The Queen's Legacy", a journey of the trials and triumph of phenomenal women. She was also a recipient of the Young and Powerful Excellence in Leadership Award. A public health advocate and former track and field athlete, she earned her Bachelor of Science degree in Exercise Physiology and Masters of Public Health degree from Tulane University in New Orleans, Louisiana.

#### **Marice Ashe**

The founder and chief executive officer of ChangeLab Solutions, Marice Ashe has launched a number of groundbreaking efforts to improve public health through the use of law and policy. Under her leadership, ChangeLab Solutions builds the capacity of leaders across the nation to address a range of chronic diseases through practical policy solutions. ChangeLab Solutions' team of lawyers, city planners, and policy specialists develop model laws and policies, consult on tough policy questions, and provide training and technical assistance to ensure strong policy initiatives and sustainable solutions. Marice is a frequent speaker at public health conferences throughout the nation, and she consults with federal and state agencies on how best to incorporate legal and policy tools into public health strategies. She is a graduate of the University of Notre Dame, and received her MPH and JD from the University of California at Berkeley.

#### **Councilman Joe Cimperman**

Currently serving his sixth term on Cleveland City Council, Councilman Joe Cimperman is a senior member of the body and is highly regarded by his constituents, and peers, for his work ethic and ability to build meaningful bridges to tackle important issues. Councilman Cimperman currently represents the City of Cleveland Ward 3, one of the most diverse wards in the City. Councilman Cimperman currently serves as the Chair of the Health & Human Services Committee and is a member of the Legislation, Public Parks, Property, and Recreation, and Community and Economic Development Committees on Cleveland City Council. Councilman Cimperman is a proud graduate of St. Ignatius High School (1988) and John Carroll University (1992). While attending John Carroll, Councilman Cimperman founded Project GOLD, an award-winning international community service organization dedicated to assisting underprivileged families.

### **Quang H. Dang**

Quang H. Dang is a senior staff attorney and the technical assistance legal director for the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), Quang oversees the development and dissemination of legal and policy tools aimed at addressing the environmental causes of childhood obesity. Prior to joining ChangeLab Solutions, he worked as a senior litigation attorney at a law firm in San Francisco, and as a director for an international consulting firm, where he led teams to optimize the use of technology in litigation. He has also worked extensively with organizations serving at-risk youth in a range of areas, including health education, HIV/AIDS prevention, homelessness, elimination of discrimination and bias, leadership training, and mentoring. He is a graduate of Brown University (Phi Beta Kappa and magna cum laude) and the UC Berkeley School of Law.

### **David Erickson**

David J. Erickson is director of the Center for Community Development Investments at the Federal Reserve Bank of San Francisco and edits the Federal Reserve journal Community Development Investment Review. His research areas in the Community Development Department of the Federal Reserve include community development finance, affordable housing, economic development, and institutional changes that benefit low-income communities. Erickson has a Ph.D. in history from the University of California, Berkeley, with a focus on economic history and public policy. He also holds a master's degree in public policy from Berkeley and an undergraduate degree from Dartmouth College. He has also been a leader in the collaboration between the Federal Reserve and the Robert Wood Johnson Foundation on bringing health together with community development. To date, this collaboration has resulted in 15 conferences around the country and numerous publications, including a cluster of articles in Health Affairs in November, 2011. His book on the history of community development, *The Housing Policy Revolution: Networks and Neighborhoods*, was published in 2009 by the Urban Institute Press. He also co-edited *Investing in What Works for America's Communities: Essays on People, Place, and Purpose*.

### **Adolph Falcón**

Mr. Falcón, Senior Vice President, currently oversees the science and policy portfolio of the Alliance. A nationally recognized expert on Hispanic health policy, he played a leading role in the landmark Disadvantaged Minority Health Improvement Act of 1990 and most recently has been active in health information technology policy, the Children's Health Insurance Program Reauthorization Act, access for underserved communities under the American Recovery and Reinvestment Act, and the Patient Protection and Affordable Care Act. Mr. Falcón currently serves as principal investigator for the Alliance/Merck Ciencia Hispanic Scholars Program, a \$4 million scholarship and internship program to increase Hispanic participation in science, technology, engineering, and math (STEM) careers. He has served as principal investigator for initiatives funded by the Atlantic Philanthropies, Centers for Disease Control and Prevention, Food and Drug Administration, National Institutes of Health, and the Robert Wood Johnson Foundation among others. He received his Masters of Public Policy from Harvard's John F. Kennedy School of Government and his Bachelor of Arts from Yale University.

### **Christine Fry**

Christine Fry is a senior policy analyst and program director at ChangeLab Solutions. She has written extensively on public health policy with an emphasis on food and agriculture issues, including the federal Farm Bill and the impact of restaurant and retail policy on public health. She is a cofounder of the Healthy Farms, Healthy People coalition, a national network of public health and agriculture leaders working to create a healthier food system for farmers, workers, and consumers. A skilled trainer and facilitator, Christine has given dozens of trainings and presentations on policy development to audiences across the nation. She also has consulted with local, state, and federal agencies on child welfare, mental health, and housing, and she is a board member at America Walks, the national advocacy organization for walkable communities. She is a graduate of the Massachusetts Institute of Technology and the Goldman School of Public Policy at UC Berkeley.

### **Carter Headrick**

Carter Headrick is Director of State and Local Obesity Policy for Voices for Healthy Kids, a Project of the American Heart Association. In this role Mr. Headrick and his team work with American Heart Association staff and public health coalitions in all 50 states to pass and implement state and local policies to promote healthy eating and physical activity. Prior to joining the American Heart Association, Mr. Headrick developed an expertise in tobacco prevention and cessation policy during eleven years working at the Campaign for Tobacco-Free Kids. Mr. Headrick has been a featured speaker at dozens of local, state, national and international conferences regarding best practices for running effective public health advocacy campaigns, grassroots organizing and volunteer motivation. He currently serves on the steering committee for the Safe Routes to School National Partnership and is a past President of America Walks. Mr. Headrick received his B.A. from Minnesota State University at Moorhead and lives with his family in Colorado.

### **Manel Kappagoda**

Manel Kappagoda is the Deputy Director of the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN) housed at ChangeLab Solutions in Oakland, California. Funded by the Robert Wood Johnson Foundation, NPLAN provides legal and policy technical assistance on obesity prevention strategies to communities nationwide. Since its inception in 2007, the program has responded to thousands of technical assistance requests on healthy eating and active living strategies. Manel's entire career has been focused on using law and policy tools to improve health access and outcomes in low income communities. Prior to joining ChangeLab Solutions, she worked for many years at the East Bay Community Law Center as an attorney in the health law practice. In addition, she has worked with the UC Office of the President and the San Francisco Department of Public Health. She received her law degree from UC Hastings College of the Law and her Master's in Public Health from the UC Berkeley School of Public Health.

### **Ian McLaughlin**

Ian McLaughlin is a senior staff attorney and program director with ChangeLab Solutions, working both on tobacco control and childhood obesity issues. Ian's practice focuses on retailer strategies for tobacco, sugar-sweetened beverages and healthy food access, public financing (taxes and fees), and code enforcement issues. Ian also serves as a municipal administrative hearing officer for the City of Petaluma, California, conducting hearings and deciding a variety of code enforcement matters. Prior to joining ChangeLab Solutions, Ian practiced municipal law with a private law firm, Meyers, Nave, Riback, Silver & Wilson, and served as City Attorney for the City of Clearlake, California, and Assistant City Attorney for the City of Healdsburg. He has also served as legislative counsel to the Hawaii State Senate and the National Legislature of the Republic of Palau. Ian is a graduate of the University of California at Berkeley and the UC Berkeley School of Law.

### **Thomas Merrill**

Thomas Merrill has been General Counsel to the New York City Department of Health and Mental Hygiene since 2006. He has provided legal counsel on numerous public health initiatives, including calorie labeling, letter grading, portion control and salt reduction. Prior to joining the Department, Mr. Merrill was a litigator. He began his legal career at the Kings County District Attorney's office, where he prosecuted homicide and narcotics cases, and later worked in private practice and at the New York City Law Department, where he was Deputy Chief of its Tort Division. Mr. Merrill is a graduate of Trinity College and the University of Connecticut School of Law.

### **Stephanie Morain**

Stephanie Morain is a doctoral candidate in the Interfaculty Initiative in Health Policy at Harvard University. She holds a M.P.H. in the History and Ethics of Public Health from the Columbia University's Mailman School of Public Health and a B.A. from Lafayette College. In the fall of 2013, she will be transitioning to the Berman Institute of Bioethics at Johns Hopkins as a Hecht-Levi postdoctoral fellow. Ms. Morain conducts both empirical and normative research into issues at the intersection of ethics, law, and health policy. Her work examines political and ethical issues concerning the scope of government authority in public health, the role of stakeholder opinion in shaping public health policy, and the institutional oversight of faculty-industry consulting relationships. Ms. Morain serves on the Harvard School of Public Health's Institutional Review Board, and has served as a consultant to the CDC's Public Health Ethics Training Committee, as well as the Canadian Institute of Health Research's Population and Public Ethics Advisory Committee.

### **Maya Rockymoore**

Dr. Maya Rockeymoore is President and CEO of Global Policy Solutions, a social change strategy firm, and President of the Center for Global Policy Solutions, a social change nonprofit based in Washington, D.C. In this role, she directs Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation dedicated to helping state and local officials advance policies and programs that support healthy eating, active living and childhood obesity prevention. She currently serves as the board chair of the National Committee to Preserve Social Security and Medicare, was a member of the National Academy of Social Insurance's study panel on Medicare and Disparities and has served on numerous health-related boards and advisory groups. Her many awards include being named an Aspen Institute Henry Crown Fellow in 2004. Dr. Rockymoore earned her Ph.D. and M.A. in political science with a concentration in public policy from Purdue University. She earned her B.A. in political science from Prairie View A&M University.

### **Lawrence Wallack**

Lawrence Wallack recently stepped down after serving nine years as Dean of the College of Urban and Public Affairs, Portland State University. For 2013-14 he will be a Senior Public Health Fellow of the Moore Institute for Nutrition and Wellness at Oregon Health and Science University and a Senior Scholar at the Berkeley Media Studies Group. In Fall 2014 he will return to Portland State as a professor of Public Health. He is also Emeritus Professor of Public Health, University of California, Berkeley and was a founding senior fellow and first President of the Rockridge Institute, a California-based think tank and later a senior fellow at the Longview Institute. He was the founding director of the Prevention Research Center (1983-86), the first federally funded national alcohol research center with a primary emphasis on prevention. In 1993 he was the founding director of the Berkeley Media Studies Group (BMSG), an organization conducting research and training in the use of media to promote healthy public policies. Dr. Wallack is one of the architects of media advocacy -- an innovative approach to working with mass media and communities to advance social and public health issues. He has published extensively and lectures frequently on news media and public health policy issues.

### **Jerome D. Williams**

Jerome D. Williams is the Prudential Chair in Business and Interim Director and Research Director of The Center for Urban Entrepreneurship & Economic Development, in the Department of Management and Global Business, Rutgers Business School-Newark and New Brunswick. His current research interests cover a number of areas in the consumer marketing domain, with an emphasis on multicultural marketing. He has conducted research on marketing communications and promotion strategies targeting multicultural market segments and consumer behavior of multicultural market segments related to public health communication issues. He was a member of the Institute of Medicine Committee on Food Marketing and Diets of Children and Youth that authored the book *Food Marketing to Children and Youth: Threat or Opportunity?* He also is co-editor of a book entitled *Advances in Communication Research to Reduce Childhood Obesity*.

### **Professor Lindsay Wiley**

Professor Wiley teaches torts, health law, and public health law. Her current research focuses on access to health care and healthy conditions in the U.S. and globally. She also works on various law and policy issues at the intersection of public health, food systems, and environmental change. Prior to joining the faculty at WCL, Professor Wiley was the Global Health Law Program Director at the O'Neill Institute for National and Global Health Law at Georgetown University. She had also previously worked at the Center for Law and the Public's Health at the Johns Hopkins Bloomberg School of Public Health, the American Society for Law, Medicine and Ethics, and Gordon, Feinblatt, Rothman LLC in Baltimore, MD. She received her AB and JD from Harvard, where she served on the Harvard Law Review, and her MPH from Johns Hopkins.

### **Sara Zimmerman**

Sara Zimmerman is a senior staff attorney and program director at ChangeLab Solutions. Sara works on legal and policy issues related to healthy land use and transportation policy, including topics such as safe routes to school, bicycle friendly policy, complete streets, and active design, with a particular focus on liability. Prior to joining ChangeLab Solutions, she worked for the Community Benefits Law Center at Partnership for Working Families and at Disability Rights Advocates, in addition to other nonprofit organizations. She also clerked for Judge Richard Paez of the Ninth Circuit Court of Appeals. She is a graduate of Swarthmore College (Phi Beta Kappa) and the UC Berkeley School of Law (Order of the Coif).