



LOUISIANA HEALTHY
COMMUNITIES COALITION

2020

Virtual

ANNUAL SUMMIT

Making Healthy Change From The Ground Up

JUNE 4, 2020

AGENDA

- Noon** Participant Introductions
- 12:10 pm** **Framing the Future**
Mikal Giancola, Louisiana Healthy Communities Coalition
- 12:20 pm** **Opportunities for Smart Growth**
Calvin Gladney, Smart Growth America
- 1:00 pm** **The Role of PSEs in Transforming a Rural Community: Bogalusa Strong**
Jaime Bruins Cyprian, LPHI/TFL
Taffy Morrison, Well-Ahead Louisiana
Valerie Vincent, LSU AgCenter
- 1:20 pm** **Engaging Elected Officials in Coalition Building**
Mayor Wendy Perrette, City of Bogalusa
State Rep. Malinda White, District 75
- 1:40 pm** **Opportunities for Policy Approaches Post-COVID-19**
Tonia Moore, LPHI/TFL
Ashley Hebert, American Heart Association
- 2:00 pm** **Break**
- 2:05 pm** **Change Management: How Can We Support Our Partners In Adapting To Change?**
Jennifer Knight, (Optional Training Opportunity)
John O'Donnell, Moderator with Louisiana Healthy Communities Coalition

PRESENTER BIOS



MIKAL "MACK" GIANCOLA

I firmly believe in the power of individuals to transform ourselves and the systems we live in for the better. As the Program Manager for Comprehensive Cancer Control at LSU Health New Orleans, Chair of the Louisiana Healthy Communities Coalition (LHCC), and outgoing Chair of the National Association of Chronic Disease Directors – Cancer Council, I have dedicated my 12+ years of public health experience and expertise to working alongside communities to improve health outcomes. My vision as a citizen, a leader, and as a researcher, is to develop and sustain the structural and human dimensions of systems such that they can continue to adapt beyond a singular complex problem.



CALVIN GLADNEY

Calvin Gladney, LEED AP, is President and CEO of Smart Growth America, and is a nationally recognized thought leader on the equitable and sustainable revitalization of communities. Prior to being named President and CEO of Smart Growth America in April of 2018, Mr. Gladney was Managing Partner of Mosaic Urban Partners, a real estate development and advisory services firm that advised nonprofits, cities, and elected officials on how to sustainably and equitably regenerate their communities. In 2017, Mr. Gladney was also the Urban Land Institute's Senior Visiting Fellow.



JAIME BRUINS CYPRIAN

Jaime Bruins Cyprian serves as the Regional Manager in Region 9 for the Louisiana Campaign for Tobacco-Free Living. Cyprian has over 15 years of experience working in nonprofit, social services and public health-related fields. She currently specializes in public health with an emphasis on tobacco control and prevention. Cyprian also provides leadership and support to the Region 9 Louisiana Healthy Communities Coalition, and enjoys working within communities to create healthier air for all citizens.

PRESENTER BIOS



TAFFY MORRISON

Taffy currently serves as the Healthy Community Consultant for the Louisiana Department of Health/Office of Public Health Well-Ahead Louisiana Division, and serves as a Louisiana Healthy Community Coalition state team member. As the state's Healthy Community Consultant, she works with towns, cities, parishes, legislatures, mayors, parish presidents, hospitals, community organizations, leaders and members to create a healthier community. She empowers communities by forming collaborative community partnerships and connecting to resources in order to create healthy environments for their residents. Taffy has 30 years of experience working with businesses, community organizations, leaders and members promoting healthy lifestyles to prevent chronic disease.



VALERIE VINCENT

Valerie Vincent serves as the FCS Regional Coordinator for the LSU AgCenter in the Southeast Region and is also a Certified Health Coach. Valerie has over 18 years of experience working, coordinating, managing and evaluating programs that have an emphasis on children, families, communities and technology. She specializes in marrying the traditional extension community education model with community-based engagement opportunities to facilitate policy, system and environmental changes. She enjoys working to implement strategies for community-wide change.



MAYOR WENDY PERRETTE

Mayor Wendy O' Quin-Perrette, a graduate of Bogalusa High School, Pearl River Community College and Southeastern Louisiana University, is a lifelong resident of Bogalusa. She served on the Bogalusa City Council for 12 years, four as vice-president, and five as president, later becoming the first woman ever elected as Mayor of Bogalusa. Restoring the city's financial health, safety, and recreation, and revitalizing the great city of Bogalusa are only a few of her goals as mayor. She loves the people in Bogalusa and working for them, and considers Bogalusa the hidden gem of the north shore. Mayor Perrette initiated the first-ever Bogalusa Mayor's Wellness Council, overseeing the direction and development of the Bogalusa Strong Healthy Community Coalition. She serves as active member of the Bogalusa Strong Healthy Community Coalition and the Bogalusa Strong Get Moving, Be Healthy Focus Group Parks Alive Project. Mayor Perrette is also the proud mother of a 16-year-old son, Rex Alan.

PRESENTER BIOS



STATE REP. MALINDA WHITE

State Representative Malinda White is a member of the House of Representatives from Bogalusa, in District 75, sitting on the following committees: Ways and Means, House and Governmental Affairs, Agriculture, Forestry, Aquaculture and Rural Development. Prior to her election, Rep. White was a leader in community affairs. Her accomplishments include being the founder and executive co-chairwoman of the Bogalusa Blues and Heritage Festival, a member of the Washington Parish Commission on Human Services, a Court-Appointed Special Advocate (CASA) for foster children, and a board member for the Youth Services Bureau of St. Tammany and Washington Parishes. She also served on the Bogalusa City Council and boards promoting natural sites, parks and the parish fair. In addition, Rep. White was the leading force in bringing the first substance abuse and rehabilitation center to Washington Parish which opened recently. Rep. White serves as a member of the Bogalusa Mayor's Wellness Council and is an active member of the Bogalusa Strong Healthy Community Coalition and Bogalusa Strong Behavioral & Emotional Health Focus Group, promoting the newly opened WP Addiction Recovery Center, Woodlake Addiction Recovery Center.



TONIA R. MOORE

Tonia R. Moore serves as the director of the Louisiana Campaign for Tobacco-Free Living (TFL), a program of the Louisiana Public Health Institute and the Louisiana Cancer Research Center. She has over 14 years of experience both in public health policy and government relations, and five years in health care administration. Her role and responsibilities include program oversight and development, budget and fiscal management, strategic planning, and policy development. One of Tonia's career highlights includes being part of a dynamic team to progress the city of New Orleans, and 28 other cities in Louisiana, to become smoke-free. She currently serves on the executive committee of the Tobacco Control Network and SelfMade Health Network, and completed a fellowship with the CDC Office of Smoking and Health Leadership and Sustainability School. Tonia is active within her professional and community organizations. She currently serves as chair of the City of New Orleans Pay Equity Commission, president of the Southern University 1880 Society Annual Fund, a member of the American Public Health Association and the New Orleans Chamber of Commerce Chambers Council. She is also an active member of Delta Sigma Theta Sorority, Inc. – New Orleans Alumnae Chapter. (Cont.)

PRESENTER BIOS

(Cont. from previous page) Tonia received both a bachelors and masters degree in Political Science from Southern University and A&M College in Baton Rouge, Louisiana. She also obtained a Master of Science in Health Care Management from the University of New Orleans. Community involvement is important to Tonia, and she volunteers with professional, community and political organizations. Tonia enjoys experiencing new adventures, traveling, and reading. A personal goal for Tonia is to visit all the US presidential libraries.



ASHLEY HEBERT

Ashley Hebert has served as Louisiana Government Relations Director of the American Heart Association for four years where she works on state and local policy. With the AHA moving into new lanes and spaces in the fulfillment of its mission, Ashley also serves as national staff person on the social determinants of health. She's honored to represent the AHA internally on new policy development and externally on partnership development. Prior to joining the AHA, Ashley served as Legislative Analyst for the House Committee on Transportation, Highways, and Public Works. She is from Lafayette and has a Master of Public Administration from LSU.