

## Speaker Bios (Listed Alphabetically)



### **Muriel Bañares\***

*Brown-Miller Communications*

A veteran communications expert specializing in consumer health education and multicultural communications, Muriel develops and manages integrated communications campaigns aimed at educating consumers, and changing and improving behaviors. She directs audience research, discerns areas of opportunity and crafts unique strategies to influence and educate specific audience segments. In many cases, this means addressing varying language and cultural issues among key populations and sub-populations. Her execution of the award-winning comprehensive social marketing campaign, Steps to a Healthier Salinas, resulted in

groundbreaking and lasting health improvements.



### **Amy Beck, MD, MPH**

*UCSF Zuckerberg San Francisco General Hospital*

Dr. Amy Beck received her MD and MPH degrees from the University of Connecticut and completed a pediatric residency and General Academic Pediatrics Research Fellowship at the University of California San Francisco (UCSF). Dr. Beck is currently an Associate Professor of Pediatrics at UCSF in the Division of General Pediatrics. She practices general pediatrics at Zuckerberg San Francisco General Hospital (ZSFG) and serves as the co-director of the Healthy Lifestyles Clinic, a pediatric weight management clinic at ZSFG. Dr. Beck's research focuses on the development and evaluation of novel primary care based strategies to prevent obesity in low-income Latino children as well as innovative approaches to obesity treatment in this

population.



### **Melissa Campos, MD**

*Champion Provider Fellow, San Diego County*

Melissa Campos, MD, is a faculty member for the Scripps Family Medicine Residency Program. She practices full spectrum care and is involved with all aspects of the residency program, including obstetrics, inpatient and nursing home services. Her outpatient clinical work is at San Ysidro Health, an FQHC in San Diego. She is passionate about working with the South Bay community in San Diego and encourages the development of family medicine physicians who choose to work with the underserved.

She has focused her career on empowering youth and mentorship. She is passionate about advocating for the patients she serves and is currently President of the San Diego Academy of

Family Physicians. Dr. Campos went to college and graduated from Yale University. She earned her medical degree from Tufts University School of Medicine and completed her Family Medicine residency at Scripps Chula Vista Family Medicine Residency. After residency, she completed the faculty development program "Addressing the Health Needs of the Underserved" at UCSD.

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### **Erica Eilenberg, MPH, RD**

*California Department of Public Health, Nutrition Education and Obesity Prevention Branch*

Erica completed her BS in Health Education at SFSU and MPH at SJSU, both with an emphasis in community-based health. Erica is also a registered dietitian (RD) and completed the Nutritional Science program at SJSU, concentrating in dietetics. She completed her dietetic internship clinical rotations at the California Pacific Medical Center in Oakland and Berkeley.

Prior to her new role as Nutrition Education and Obesity Prevention (NEOP) Branch Chief, she was the Project Director for SF NEOP where she developed, implemented, and evaluated PSE-level change initiatives at the local health department level in San Francisco. Erica spent almost two years at SFDPH being redirected to COVID-19 response work, where she led SFDPH's Information

and Guidance Branch in providing information and guidance to all sectors of San Francisco.

Erica's previous experience includes working with children and families in community and nonprofit settings, overseeing outpatient nutrition services, and developing health and nutrition related programs to prevent chronic disease and ease disease management. Erica's professional interests include community nutrition and population health, factors influencing behavior change, developing sustainable programs, and program evaluation.



### **Kristen Hughes, MD**

*Champion Provider Fellow, Santa Barbara County*

Kristen Hughes was raised in Menifee, California, a small farming town near Temecula. She graduated summa cum laude from Westmont College with a B.S. in biology, where she was also an All-American and National Champion soccer player. She attended Loma Linda University Medical School and did her pediatric residency also at Loma Linda. Afterwards, she served on faculty for a short time, prior to relocating back to Santa Barbara, where she worked as a pediatric hospitalist at Cottage Children's Medical Center. She now works for the Santa Barbara Public Health Department, as a general pediatrician in two county health care centers (Franklin HCC and Carpinteria HCC). In her free time, she enjoys playing soccer, hiking, biking and camping with her

husband Rob (who is a sports medicine physician at UCSB), her two children and dog.



### **Jayanth Kumar, DDS, MPH**

*California Department of Public Health, Office of Oral Health*

Dr. Kumar is State Dental Director in the California Department of Public Health. He is a board-certified specialist in dental public health and a former director and president of the American Board of Dental Public Health. Before joining the California Department of Public Health, he was state dental director in New York where he held multiple positions. He has served as a consultant to many national and international organizations including the Centers for Disease Control & Prevention (CDC), National Institute of Dental & Craniofacial Research, NIH, Health Resources Services Administration (HRSA), the American Dental Association (ADA), Health

Canada, and the National Academies' National Research Council (NRC). He led the efforts in California to develop the California Oral Health Plan. He is currently engaged in implementing the 2016 Tobacco Tax Oral Health Initiative and assisting the California Department of Health Care Services in implementing the Medical 2020 Dental Transformation Initiative.

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### **Larry Lee**

*Sacramento Observer*

With an understanding of how to combine editorial excellence with new media style, Lawrence (Larry) C. Lee is leading The OBSERVER Media Group into the 21st century as a powerful multi-media voice for the African American consumer. In his role as President and Publisher, Lee has taken that bold, creative legacy and applied it to a number of exciting products that influence, inform and impact the African American audience he serves.

A graduate of the San Jose State University School of Journalism and Mass Communications, Lee was named a Distinguished Alumnus by the San Jose State University School of Journalism and Mass Communications in 2006. In 2019, Larry had the distinction of also being honored as an

Outstanding Alumnus by Christian Brothers High School. The American Society of Newspaper Editors, the NNPA and the University of Missouri's College of Journalism have also saluted Lee's journalism achievements.



### **Michael J. Miller, BS\***

*Brown-Miller Communications*

As president and founder of the cause-oriented public relations agency Brown-Miller Communications, Michael has spent the last 25 years working with the media, the public and policymakers to help shape public opinion and motivate positive social change. Rooted in issues affecting the nation's health, food and agricultural communities, Mr. Miller works to raise awareness on issues ranging from the crisis surrounding the health of farmworkers to America's emerging obesity epidemic. His skills as a strategic communicator have helped to address a broad list of critical legislative issues, including his media support of efforts to remove unhealthy foods and beverages from schools and his campaign to win support for menu labeling legislation. For his work to address nutrition and health issues, Mike has been awarded the nation's highest public relations honor, the Silver Anvil, on four different occasions.



### **Nancy Ma, MSW\***

*UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital*

Nancy is the Project Manager for the Champion Provider Fellowship in the Division of General Internal Medicine at the Zuckerberg San Francisco General Hospital and Trauma Center. She works closely with Dr. Wagahta Semere to oversee all operations of the Champion Provider Fellowship. Prior to this role, she was the Project Manager for the UCSF Office of Research collaborating with multiple cross-functional teams on the Children's Hospital Research Institute at Oakland integration project. Prior to joining UCSF, she spent over 10 years in the LA area working

work in the non-profit and government sectors where she collaborated with multiple funders and community stakeholders on ending homelessness in LA County. She received her BA in Sociology from the University of California, Berkeley and her MSW with a concentration in Community Organizing, Planning, and Administration at the University of Southern California, Suzanne Dworak-Peck School of Social Work.



### **Wagahta Semere, MD, MHS\***

*UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital*

Dr. Wagahta Semere is an Assistant Professor of Medicine at UCSF and Primary Care Physician at Zuckerberg San Francisco General Hospital. She trained in Internal Medicine and completed a Chief Residency year at Yale New-Haven Hospital. She stayed at Yale to complete her health services research training through the Robert Wood Johnson Foundation Clinical Scholars Program. Dr. Semere's research is focused on developing strategies that include harnessing technology to better engage racial/ethnic minority patients and their families in diabetes management. She is a UCSF John A. Watson Faculty Scholar and has received research funding from the National Institutes of

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Health and the Agency for Healthcare Research and Quality. Dr. Semere brings to the Champion Provider Fellowship program her expertise in community-engaged research, health equity, and health communication.



### **Rakhi Singh, MD**

*Champion Provider Fellow, San Mateo County*

Dr. Rakhi Singh serves as the Medical Director for the Fair Oaks Health Center Adult Clinic, (part of the San Mateo Medical Center/ County Health System) in Redwood City. Her focus, especially during this last year with the pandemic, has been on team-based telemedicine and quality improvement using LEAN methodology. She also has a passion for tackling food insecurity and has collaborated with several community partners to find solutions and empower families to better understand that food is medicine. She has a daily meditation practice and is passionately committed to serving patients and colleagues with dignity and compassion. Rakhi received her B.S. at UCLA, MD from Saba University School of Medicine, and completed her Residency and Chief Residency at UMDNJ. She also completed a fellowship in the Department of Family Medicine in Community Health Center Director Development at Georgetown University and was part of the eighth cohort of the UCSF Institute for Physician Leadership. She happily lives in Palo Alto, CA with her husband and three children.



### **Fadra Whyte, DMD, MPH**

*Champion Provider Fellow, San Diego County*

Dr. Fadra Whyte practices pediatric dentistry at a federally qualified health center in San Diego, CA. In addition, she is a faculty member for the NYU Langone pediatric dental residency program affiliated with San Ysidro Health and Rady Children's Hospital. She recently earned her Masters in Public Health degree with a focus on dentistry. Her practicum centered on increasing access to follow up care for pediatric patients seen at Rady Children's Hospital emergency department for dental related issues. She wants to continue to work in the area of increasing access to dental care for vulnerable pediatric populations while also focusing on prevention of dental disease and childhood obesity through innovative education programs and policy changes. She is excited to continue to foster relationships that lead to collaboration and integration between the dental field and medical and public health entities.