

City of Seattle Notice of Appointment

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|---|----------------------------------|---|---|
| Name: <i>Lorena Kaplan</i> | | <input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency | |
| Residential Neighborhood: <i>Olympic Hills</i> | Zip Code: <i>98125</i> | Contact Phone No.: <i>N/A</i> | FILED CITY OF SEATTLE 2014 AUG 12 PM 1:38 CITY CLERK |
| Appointed to: <i>Pedestrian Advisory Board</i> | | Date of Appointment: <i>6/18/2014</i> | |
| Authority (Ord., Res.): <i>Res.29532</i> | | Term of Office: From: <i>3/4/2014</i> To: <i>3/4/2016</i> | |
| Background: <i>Lorena is a community health education manager at Evergreen Health Medical Center. She leads planning and evaluation of injury prevention programs and was previously involved with Safe Routes to School programs through the Safe Kids Seattle Coalition. She works with clinicians, public employees, community members and school staff to develop and implement community-based pedestrian improvement projects. She has a Master's degree in public health with a concentration on social and behavioral sciences.</i> | | | |
| Authorizing Signature:  | | Name and Title of Officer Making Appointments: <i>Mayor Edward B. Murray</i> | |



Lorena P. Kaplan, MPH, CHES

Professional Profile

Public health practitioner with expertise in cross-cultural health communication, data-driven program development and evaluation. Flexible and self-motivated team player with experience in quantitative and qualitative data collection, management of interdisciplinary projects, survey design, survey implementation, and evaluation methods. Fluent in Spanish and working knowledge of French language.

Education

Master of Public Health (MPH)

Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

- Concentration in Social and Behavioral Sciences

7/2007-5/2008

Certificate in Health Communication

Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

5/2008

Certificate in Injury Control

Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

5/2008

Bachelor of Science

University of Washington, Seattle, WA, USA

- Major in Psychology, minor in Public Health

9/1999-6/2004

Diploma of French as a Foreign Language

Université de Nantes, Nantes, France

9/2002-12/2002

Professional Licensure

Certified Health Education Specialist

Recertification: October 2018

12/2008

Professional Experience

DEPARTMENT MANAGER, Community Health Education Services

EvergreenHealth Medical Center, Kirkland, WA USA

4/2012-present

- Conduct health needs assessments, develop measurable health outcomes, implement, evaluate and expand community health education programs to meet the needs of community residents and EvergreenHealth's strategic goals.
- Expertly carry out communications, relationship building, and program management with senior leaders, community representatives and with individuals of varying levels of authority and expertise to attain strategic goals and facilitate productive collaboration.
- Facilitate the creation of health education materials including teaching curricula, staff training materials, presentations, donor reports, funding progress reports, and other related materials using existing resources and guidelines, as needed.
- Turn community benefit agendas set by leadership into action plans that can be implemented effectively across multiple service lines to facilitate achievement of community health and safety milestones.
- Interpret financial reports and lead the budgeting process for 3 cost centers totaling over \$600,000, in collaboration with the Levy Funding Committee and Senior Leadership.
- Manage events including community-wide health fairs, training workshops, and outreach events, including logistical support and materials creation.
- Manage six full or part-time Health Education Coordinators and Instructors, one full-time Administrative Coordinator, 15 hourly employees, and 10+ contract employees, providing timely and motivational performance feedback, priority-setting guidance and corrective action, if necessary.
- Manage day-to-day operations of the Community Health Education Services and Childbirth & Early Parenting Education Departments.



PROGRAM MANAGER, Community Health Improvement and Outreach
Harborview Medical Center, Seattle, WA, USA

1/2011-4/2012

- Maintained all responsibilities as listed in previous *Coordinator* position.
- Evaluated community and patient health outcomes and injury prevention needs through a variety of methods including focus groups, observational studies and quantitative as well as qualitative surveys.
- Led staff and community partners in planning, developing, implementing, promoting, managing and evaluating community health programs and services.
- Coordinated hospital and community-based health education campaigns with national and local health initiatives.
- Provided strategic leadership for Harborview Resource Center's health education services and patient and family wellness and safety programs, such as the child passenger safety and patient literacy programs.
- Developed and distributed health education and marketing materials in partnership with UW Medicine's Community Relations and Marketing team.
- Worked with key clinical and administrative staff in the Harborview trauma program to ensure outreach and community education efforts were aligned with requirements for the hospital's trauma designation and mission.
- Managed complex service contracts, vendor negotiations and multi-partner community project budgets of over \$100,000.
- Supervised and synchronized activities of program coordinators and consultants hired to oversee specific program components, such as community and patient wellness and safety workshops.

COORDINATOR, Injury Free Coalition for Kids of Seattle & Safe Kids Seattle
Harborview Medical Center, Seattle, WA, USA

2/2009-12/2010

- Developed, implemented and evaluated hospital and community-based health education and wellness programs.
- Implemented health and injury prevention community projects based on health education principles and best practices, including neighborhood improvement or revitalization projects, community health fairs and outreach events in collaboration with community-based organizations.
- Built and maintained partnerships with health organizations, community agencies and businesses, such as the Washington Department of Health, YMCA-Metrocenter and Starbucks.
- Served as a health education and injury prevention expert on regional advisory boards and committees.
- Recruited and supervised interns, established work plans and evaluated their work performance.
- Guided the creative development of child safety, health education and injury prevention marketing materials.

RESEARCH CONSULTANT, Firearms and Domestic Violence Education and Intervention Program
University of California - Davis, Sacramento, CA, USA

10/2009-7/2010

- Assisted in the creation of study materials including survey tools and data collection guidelines.
- Provided translation of survey content from English to Spanish and reviewed study materials for linguistic accuracy.
- Participated in survey implementation, documented informed consent and maintained research documents.
- Conducted bilingual interviews in a respectful and effective manner with individuals experiencing domestic violence, health issues and other challenging circumstances.

INTERN/CONSULTANT, Reproductive Health
The Population Council, Mexico City, Mexico

6/2008-4/2009

- Conducted public opinion surveys on abortion and emergency contraception via in-person interviews.
- Performed qualitative research on women's experiences with reproductive healthcare in Mexico using in-depth interviews.
- Analyzed qualitative survey data on the co-occurrence of intimate partner violence and syphilis among pregnant women in Bolivia. Contribution to scientific article.
- Analyzed interview and survey data on the use and quality of prenatal care received by pregnant women at Casas Maternas (maternity centers) in rural Guatemala.
- Assisted in the completion of grant applications and research documents for the XVII International AIDS Conference.
- Provided logistical management of presentations to health professionals and local community stakeholders such as the Ministry of Health and elected officials.

RESEARCH ASSISTANT, Intimate Partner Violence Study
Johns Hopkins Center for Injury Research and Policy, Baltimore, MD, USA

7/2007-6/2008

- Conducted confidential phone surveys, performed detailed literature reviews and assisted in database maintenance.



Seattle Pedestrian Advisory Board

11 members: Per Resolution 29532, all subject to City Council confirmation, 2-year terms

- 5 Appointed by City Council
- 6 Appointed by Mayor
- 1 Appointed by YMCA Get Engaged program

| D* | G | Position No. | Name | Appointed | Term Ends | Term # | Position | Appointed By |
|----|---|--------------|-------------------|-----------|-----------|-----------------|----------|---------------------|
| 6 | F | 1 | Lydia Heard | 3-4-14 | 3-4-16 | 2 nd | | City Council |
| 6 | M | 2 | Devor Barton | 3-26-13 | 4-1-15 | 2 nd | | City Council |
| - | - | 3 | VACANT | 3-26-13 | 4-1-15 | 1 st | | City Council |
| 5 | M | 4 | Jacob Stuiksma | 3-26-13 | 4-1-15 | 2 nd | | City Council |
| 1 | F | 5 | Jennifer Olegario | 3-26-13 | 4-1-15 | 1 st | | City Council |
| 6 | M | 6 | Jeffrey Linn | 3-4-14 | 3-4-16 | 1 st | | Mayor |
| 6 | F | 7 | Dottie Faris | 3-26-13 | 4-1-15 | 1 st | | Mayor |
| 6 | M | 8 | David Goldberg | 3-4-14 | 3-4-16 | 2 nd | | Mayor |
| 5 | F | 9 | Ninona Boujrada | 5-30-14 | 5-30-16 | 1 st | | Mayor |
| 6 | F | 10 | Joanne Donohue | 3-26-13 | 4-1-15 | 1 st | | Mayor |
| 3 | F | 11 | Lorena Kaplan | 3-04-14 | 3-4-16 | 2 nd | | Mayor |
| 6 | F | 12 | Lily Berticevich | 7-15-13 | 9-1-14 | 1 st | | Get Engaged - Mayor |

*Diversity

| | Men | Women | Vacant | Minority | (1) Asian-American | (2) African-American | (3) Hispanic Latin@ | (4) Native-American | (5) Other** | (6) Caucasian |
|--------------|----------|----------|----------|----------|-----------------------|-------------------------|------------------------|------------------------|---------------------|------------------|
| Mayor | 2 | 4 | | 1 | | | | | Native Am /Hispanic | 3 |
| Council | 2 | 2 | 1 | 1 | 1 | | | | Visual impaired | 4 |
| Other Bodies | | 1 | | | | | | | | 1 |
| Total | 4 | 7 | 1 | 2 | 1 | 0 | 0 | 0 | 2 | 8 |

**Other includes diversity in any of the following: race, gender and/or ability

