

POLICY AND THE MEDIA: HOW TO INFLUENCE CHANGE AND GET YOUR MESSAGE HEARD



Phillip Gardiner, DrPH

African American Tobacco Control Leadership Council (AATCLC)

PRESENTATION: The importance of local action on flavors and tobacco control, in order to help support the state and federal work.

Dr. Gardiner is a Public Health activist, administrator, evaluator and researcher. For the past 25 years, he has worked on studies ranging from Hypertension, Multiculturalism and AIDS, to Breast Cancer, Prostate Cancer, Diabetes and Smoking. For the past 20 years, Dr. Gardiner has lectured around the country on African American health disparities generally and menthol smoking in the Black Community, particularly. Dr. Gardiner recently retired as the Senior Program Officer for the Tobacco Related Disease Research Program (TRDRP), University of California Office of the President, a position he had been in since 1997. Dr. Gardiner is currently the Co-Chair of the African American Tobacco Control Leadership Council (AATCLC), a group of Black professionals dedicated to fighting the scourge of tobacco impacting African American communities both in California and Nationally.



Salena Meade

California Health Collaborative, San Bernardino County Tobacco Control Program

PRESENTATION: Flavored Tobacco Ordinance: City of Adelanto Success Case Study

Salena Meade has been involved in community health work since 2016. Prior to her work in tobacco control, she worked on public health policy campaigns. A key component to her work is partnering with youth and young adults. Salena has also worked for the U.S. Census Bureau and coordinated data collection efforts for programs such as the American Community Survey, Current Population Survey, American Housing Survey, National Hospital Ambulatory Medical Care Survey, and National Health Interview Survey.



Valerie Koch

American Heart Association Communications Director – Central Valley

PRESENTATION: Paid Media Strategies.

Valerie Koch is a Communications and Marketing Director for the American Heart Association covering Kern County and the Central Valley. Prior to coming to the American Heart Association, Valerie worked in the radio industry. Valerie enjoys strategizing ways to utilize various media outlets to elevate messages of health and well-being in the community. She welcomes your thoughts and ideas.



Kathleen Schock, PhD
Host of Valley Edition, Valley Public Radio

Dr. Kathleen Schock is an instructor at Fresno City College where she leads the journalism program. She also serves as the host of Valley Edition, a weekly news magazine show on KVPR, the Central Valley's NPR member station. Prior to her current roles, she worked as a Deputy Director for the California College Guidance Initiative, the Director of Strategic Communications at Fresno State, and was the Corporate Spokesperson for Pelco by Schneider Electric. Her experience in journalism includes positions as a News Associate for NBC News in New York and a General Assignment Reporter for both WVTM in Birmingham, Alabama, and KGPE in Fresno, California. She received a B.A. in International Relations from the University of Southern California, an M.A. in Journalism from UC Berkeley, and an Ed.D. in Educational Leadership from Fresno State.



Ana Ibarra,
CalMatters, Online Media

Ana joined CalMatters in February 2020 after four years with Kaiser Health News' California team. She writes about health policy and state health programs and is especially interested in how these serve disadvantaged communities. She started her reporting career in 2014 at McClatchy's Merced Sun-Star. Her work has also appeared in The Washington Post, the Los Angeles Times, USA Today and many other state and national news outlets.



Susanna Gonzalez,
Telemundo 33

Susanna González is a multimedia reporter for Noticiero Telemundo California, which airs on TELEMUNDO 33 / KCSO and TELEMUNDO 51 FRESNO / KNSO, the local station that serves the Spanish-speaking community in the Northern California and Central Valley area. As part of the Noticiero Telemundo California, González reports the latest and most important news for viewers in the area. González joined Telemundo in 2014. Before joining Telemundo 33, González worked as a promotion's assistant for our sister station Telemundo 51 Fresno / KNSO from January 2014 to December 2014. González also worked as a freelance reporter for Telemundo 51 Fresno / KNSO from 2014 to 2015. González earned her Bachelor of Science in Communication and Journalism from California State University, Fresno. González advocates for immigrants and education

Kenneth Artry,
Community Health Worker/Promotora with El Sol, Riverside

Kenneth Artry III is a Community Health Worker with El Sol Neighborhood Educational Center. He works to increase health equity amongst the African American community in Adelanto, California. Kenneth began his community advocacy work in high school as a member of the Advocate Countering Tobacco In Our Community (ACTION) Youth Coalition.



Anna Song, PhD

Associate Professor & Director of the Nicotine and Cannabis Policy Center

Dr. Anna Song is an Associate Professor of Health Psychology and Director of the UC Merced Nicotine and Cannabis Research Center. She received her BA in Political Science and Psychology at University of Michigan, Ann Arbor in 1998. She completed her PhD in Social-Personality Psychology at UC Davis in 2006, as well as a two-year post-doctoral fellowship at the Center for Tobacco Control Research and Education at UCSF, before joining the faculty at UC Merced in 2008. The overarching aim of her research program is to identify psychosocial mechanisms that explain the onset of risk behaviors, with a special emphasis on ethnic differences in risk and health behavior prevalence and onset. Risk and health behaviors of interest include nicotine and marijuana use and weight loss behaviors. Much of her work involves longitudinal statistical modeling of large, epidemiological datasets and is often interdisciplinary.



Juan Flores,

Public Information Officer - University of California, Merced

Juan Carlos Flores is a public information officer for the University of California, Merced. He joined the External Relations team in March 2021, but this isn't the first time he's been a part of the university. As a UC Merced graduate of the class of 2009, Juan was one of the pioneer students that arrived on campus as it prepared for its grand opening in 2005. He has more than 10 years of experience working in TV newsrooms, mainly in Los Angeles and Fresno. He has held several positions, including digital news producer, newscast producer and assignment editor. Most recently, he was in charge of writing web stories for the CBS Evening News with Norah O'Donnell. Juan has been in the trenches of a newsroom during several high-profile events, including the 2012 mass shooting at Sandy Hook Elementary School in Connecticut, the 2013 Asiana Airlines flight 214 crash at San Francisco International Airport, and most recently the 2020 presidential election.



Jamie Morgan,

American Heart Association

Jamie Morgan has worked as an advocate for legislative issues for over twenty years. In 2002, she joined the American Heart Association (AHA). As Government Relations Regional Lead, she develops and implements the AHA's legislative program for California and Alaska. She lobbies for issues in the Legislature and the community related to the prevention and treatment of cardiovascular disease. Her focus is on policies that promote nutrition, physical activity, tobacco control, access to care, and other issues related to the prevention and treatment of cardiovascular disease. Prior to joining the American Heart Association, Ms. Morgan worked in the Capitol as Senior Consultant to Assemblymember Howard Wayne, where she effectively advised and supported the Assemblymember on health, housing and consumer protection issues.



Alexander Mellor,
Head of Operations - Nicotine and Cannabis Policy Center, UC Merced

Alex joined UC Merced in 2017 as an HSRI project manager helping manage and coordinate large grant submissions. In 2018, following a \$3.8 million award from the Tobacco Related Disease Research Program, he became the Head of Operations for the new Nicotine and Cannabis Policy Center created by Dr. Song. Originally a native of the United Kingdom, prior to joining UC Merced, Alex spent over 20 years working within large pharmaceutical advertising agencies and marketing departments of companies both in the U.S. and Europe. During his time working in pharma, Alex spearheaded numerous successful product launches utilizing a wide variety of media platforms including TV, radio, print, online and Direct To Consumer (DTC).

