

Pledge the Practice! Pass the Policy!

Promising Practices Sharing Forum

BANPAC Membership Meeting

January 28, 2015 from 8:30am to 1pm
San Francisco Library, Room 1, 100 Larkin St., San Francisco, CA 94102

Speaker Biographies

Maureen Erwin – Choose Health SF and Erwin and Muir Public Affairs and Political Consulting

Maureen Erwin is a partner at Erwin and Muir, a San Francisco-Bay Area political consulting and public affairs firm. Founded in 2008, Erwin and Muir hold a 90% win record and have secured over half a billion dollars in financing for schools, roads, transportation infrastructure and parks improvements through 2/3rds voter approval. Erwin and Muir managed San Francisco's November 2014 soda tax measure, Proposition E, which garnered 56% of the vote despite being outspent 30:1 by the beverage industry. Their portfolio includes successful campaigns for US Congress, state assembly, county supervisor, city council, and community outreach for non-profits, school districts and trade associations. Visit www.erwinandmuir.com for more information.

Robert Vargas – Navigator, Community Engagement and Health Policy Program, CTSI, UCSF

Roberto Ariel Vargas, MPH, is charged with leveraging University of California, San Francisco (UCSF) science expertise toward supporting health equity and in partnership with policymakers, public health partners and community-based collaborators. Vargas helped convene partners to craft health policy to reduce consumption of sugary drinks in SF; the SF Soda Tax is the first policy proposal. Vargas helped connect stakeholders to education and policy efforts, including leadership from SF communities carrying the burden of disease disparity in SF-- communities he is from and has called home. Once the coalition's first policy proposal became a ballot measure, Vargas participated as a volunteer advocate in his own time, representing his own communities in debates against the American Beverage Association, doing phone banking and grassroots organizing. Prior to joining UCSF, Vargas served low-income SF communities as Director of school and community-based programs serving high-risk youth and as a teacher in public schools and Juvenile Hall.

Holly Scheider – Outreach Manager at Berkeley Healthy Child Coalition

Holly Scheider, MPH, has a 30-year commitment to facilitating social justice and health equity. Her experience in public health includes directing tobacco policy (Clean Indoor Air ordinances passed in 10 cities) and HIV prevention for Contra Costa County. Most recently, she provided leadership for the Berkeley vs. Big Soda campaign helping with strategy and issue framing, community outreach, and voter mobilization. She can be reached at hollyscheider@me.com.

Mario A. Chang – Teacher, Mission Education Center

Mario Chang is a Spanish Bilingual teacher. He has been teaching in the SFUSD for more than thirty years. He has been at Mission Education Center for 21 years teaching primarily First and Second grade newcomer students. He is the Environmental Champion, Health Advocate and P.E. representative for the school. He is also the chair of the Garden Committee. He also has an Environmental Educator Certificate from Dominican University and coordinates most field trips with NatureBridge-Headlands campus, Crissy Field, National Park Service and Wildcare. In 2012, Shape Up San Francisco named him one of three P.E. Champions for his work to implement Physical Education and fitness at his site.

Tavi Baker, MPH – Boys & Girls Club of San Francisco Health Advisory Board

Tavi Baker is the former Citywide Director of Health & Fitness at Boys & Girls Clubs of San Francisco (BGCSF). She currently serves on its Health Advisory Board. While at BGCSF, Tavi led the development of the first Edible Schoolyard afterschool program in Hunters Point and co-created the nutrition policy for nine Clubhouses and Camp Mendocino. She has over 12 years of experience in program management, health education and promotion.

Jessica de Barros Barreto – Citywide Manager of Health and Fitness at Boys & Girls Clubs of San Francisco.

Jessica de Barros Barreto is currently the Citywide Manager of Health and Fitness at Boys & Girls Clubs of San Francisco. Her previous professional experience includes 13 years working for San Francisco Unified School District's ExCEL After School Programs as well as the Nutrition Education Project. Jessica holds a BA in Health Education and has over 15 years experience coordinating health programs for San Francisco Bay Area youth.

Gloria R. Brown – UC Cooperative Extension

Gloria is co-founder of the Sutter Health Mills-Peninsula Health Services African American Community Health Advisory Committee. She also had a 36-year career with UC Cooperative Extension in San Mateo and San Francisco counties, 19 of which was as County Director. Among the awards she has earned were the Leonard Houston Carter Award from the local chapter of the NAACP in 2004, the National Football League Award for Community Service "Community Quarterback Award" from the San Francisco 49ers in 2002, she was named one of the 10 most influential African Americans in the Bay Area by City-Flight Magazine in 2003 and she received a Distinguished Service Award from UC Agriculture and Natural Resources in 1993.