

Name of Nominee:

Julia Simhai

Nominee's Employer/Agency:

OMNI Institute

Nominee's County of Residence:

Denver

Nominee's Self-Identified Area of Public Health Expertise:

Evaluation; Substance Use Prevention and Treatment

For which position would you like to submit a nomination?:

Culture of Data - Associate Director (2-year Term Commitment)

Describe your background, education, and experience relevant to the CPHA Board. (200 words maximum):

I have been engaged in public health since I completed my undergraduate degree in community health. I love public health for its broad reach and the fact that it encompasses so many topics and types of work. I moved to Colorado after finishing my MPH and have worked at OMNI Institute since 2016. In my role as a Senior Researcher, I focus on evaluation, capacity building, and data visualization across a variety of public health topics, including substance use prevention and treatment both in and out of Colorado. Through my work I have exposure to a diverse set of public health organizations which CPHA aims to serve. In addition to my connections in the public health field, I know the Culture of Data conference well. I presented at Culture of Data in 2019 and was on the planning committee for the 2020 conference. The goals of Culture of Data also align with my day-to-day work: promoting the use of data for equity and impact. I am passionate about making data accessible and digestible for a wide variety of audiences and am eager to bring my experience in that area to support the continued success of the conference.

What are your goals in serving on the CPHA Board? (150 words maximum):

I would like to join the board in the Culture of Data Associate Director position in which I hope to continue to build that conference and expand its reach. Culture of Data is a great way to spread interest and access to data to those who don't normally engage with it. It is also an accessible way for CPHA members to engage with each other and with the Culture of Data messages. In addition to my role related to Culture of Data, I am excited about the opportunity to continue building connections in the public health field with individuals across Colorado and to support an organization that advocates for the field. CPHA helped me get immersed in the public health landscape in Colorado and I would like to contribute to its continued success by serving on the board and contributing my skills wherever I can.

What specific contributions do you expect to make to CPHA? (150 words maximum):

Most importantly, I expect to contribute to the success of Culture of Data by ensuring the planning committee is run effectively and efficiently, resulting in a productive and engaging conference. Achieving success will require agility as we explore virtual options and new formats, but this also presents opportunities for greater reach since attendees don't need to be geographically nearby. I am up for this challenge and expect we'll use learnings from the 2020 PHiR conference to produce a successful event. In addition, the Culture of Data planning committee discussed last year some ways to improve our practices and streamline processes. This type of work, along with project management skills, is a strength of mine so I could bring these skills to the committee as well as the larger CPHA board for a variety of work areas during my term.

Please use the scale below to indicate your level of experience with the following:

- 0 No knowledge or experience
- 1 Some knowledge around this skillset but no experience putting it into action
- 2 Moderate knowledge and experience applying the skillset
- 3 Extensive knowledge and experience applying the skillset

Accounting:

1

Community Organizing:

1

Event Planning:

2

Financial Literacy:

2

Grant Writing:

2

Legal:

0

Marketing/PR:

1

Organizational Management:

2

Public Policy:

1

Risk Management:

1

Strategic Planning:

3

In which areas of CPHA do you think you could make the most contributions?:

I have strong project management skills and extensive experience in strategic planning, which would enable me to contribute to strategic planning for CPHA as well as systems improvements to help the board and organization run efficiently. I also have professional expertise in evaluation, so can use evaluation data and other inputs to help guide CPHA planning and strategy. I am detail-oriented, organized, and am a quick learner, so I am able to jump into many different tasks, and as a new board member would be willing to do that to get exposure to the variety of areas of work that go into making CPHA successful. Finally, my experience as an evaluator in the public health field rather than a direct service provider or government employee, allows me to bring that perspective to the board and contribute to CPHA's mission to ensure professional education and development for members from diverse public health roles.

Which areas of CPHA's work would be more difficult for you to make contribution?:

Public policy and the legal aspects of CPHA's work are not areas where I have previous experience or much exposure. However, I recognize their importance for CPHA as an organization and the public health field. I also know they are interconnected with the other areas of work where I do have experience, and ensuring that I am able to work with those who have policy and legal backgrounds would be important. I'm open to learning more about these areas to support CPHA's work and inform my role as needed.