

Name of Nominee:

Kelsey Robinson

Nominee's Employer/Agency:

Peer Assistance Services

Nominee's County of Residence:

Denver

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

Substance Use Prevention

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

Communication - Associate Director (2-year Term Commitment)

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

I graduated in December 2019 with my Master's in Public Health and was a 2018-2019 CPHA Mentoring Program mentee. While I was completing my MPH at the Colorado School of Public Health, I was the Communications Chair for the Student Health Promotion Committee and the Speaker Engagement Chair for the annual Emerging Leaders Conference. Through both of these leadership opportunities, I gained skills in public engagement and outreach, social media, membership recruitment and meeting facilitation. During that time period, I was also working at CDPHE on the new Healthy Youth public awareness campaign as a co-chair of the Evaluation Workgroup, where I again gained skills in leadership and project coordination as well as public health messaging and communications. In my current position, I manage and create content for all of our social media platforms, including contributing to the creation of digital advertisements for our public awareness campaign and our new Women's Health and Alcohol app. I am also responsible for gathering content and designing and disseminating our monthly newsletter. Finally, I've continued to build skills in leadership, meeting facilitation and project management, as the chair of the Adolescent SBIRT Workgroup out of the Substance Abuse Trend and Response Task Force.

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

As the associate communications director, my main goal would be to increase awareness of the work, events, and viewpoints of CPHA. I hope to help contribute to creative solutions for expanding CPHA's following, not only to additional public health professionals, but to the general public as well as I feel that the information that CPHA disseminates can benefit individuals in nearly every field. A personal goal is to improve my own skills regarding public health communications and messaging and to continue to learn more about the public health landscape and current events happening throughout Colorado. I also look forward to inevitably growing my network of other passionate public health professionals order to both further my

own understanding of public health in Colorado and to continue to grow support for the work that CPHA does.

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

I expect to contribute a fresh perspective to the social media and newsletters and to work towards providing a steady flow of content. I have always been passionate about design, which is something else that I can contribute to these more creative outlets as visuals are an important piece of effective messaging. I also expect to help the communications team strategize towards increasing public and professional engagement and membership among CPHA. Additionally, given the current political landscape, I hope that together with the communications team and the rest of the CPHA board, I can help to ensure that any communications that go out are inclusive and representative of all Coloradans, including those who have traditionally been marginalized. With that, I hope to have open and honest discussions about where CPHA stands as a leader in public health and social justice for Colorado and help the organization to advance these priorities.

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:

0

Community Organizing:

2

Event Planning:

3

Financial Literacy:

1

Grant Writing:

1

Legal:

1

Marketing/PR:

2

Organizational Management:

3

Public Policy:

2

Risk Management:

1

Strategic Planning:

3

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

I think that I can make the most contributions in terms of developing newsletters and other email campaigns, creating new content for social media and continuing CPHA's outreach and engagement efforts. I also think that an important piece that I can contribute is time and passion. As a younger professional and someone who is relatively new to the field, I am eager to be as involved in public health in Colorado as possible. Finally, I can contribute an open-mindedness and a willingness to have difficult and potentially uncomfortable conversations in order to ensure that the work that we do is equitable and truly benefits all Coloradans.

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

As I understand, the communications director is often quite involved with policy campaigns. The Colorado legislature is something that I am just this past year beginning to learn about and understand more. I think that is where the biggest learning curve would be for me, knowing who key stakeholders and legislators are, how the legislative processes work, and what CPHA's role is in supporting that work. However, I know that through collaboration with CPHA's policy committee, I would continue to learn and be led through CPHA's policy priorities.