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**LETICIA IBARRA**

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**EDUCATION****UCLA, School of Public Health****Master of Public Health, 1998**

Major: Community Health Sciences/Health Education and Promotion

Academic fellowship recipient, 1995-1996 and 1996-1997

**Harvard/Radcliffe Colleges****Bachelor of Arts, 1995**

Major: Psychology

**PROFESSIONAL EXPERIENCE**

Clinicas de Salud del Pueblo, Inc., Brawley, CA

**Director/Manager of Programs.** *Community Health Outreach Dept.* Feb 2013 – Present & Feb 2005 – Sep 2011.

Planned, developed, implemented, coordinated, and evaluated health policies and programs in several specialized areas including asthma, immunizations, diabetes, sexually transmitted diseases, maternal, child, and adolescent health by determining areas and levels of need in schools, patients, staff and community health education through analysis of available statistics and consultation with the health educators in the target community, topic specific programs, and with other concerned public or private agencies or groups. Established priorities for the solution of community health education problems. Evaluated the extent to which health education programs met their objectives and impacted the target population's knowledge, attitudes, beliefs, practices, and behaviors, by utilizing appropriate data collection methods such as pre and post examinations, focus groups, surveys, and questionnaires. Developed culturally appropriate health education materials, including materials with age specific literacy levels; prepared targeted health education messages; wrote professional journal articles and news releases. Coordinated the volunteer activities by recruiting volunteers, maintaining records of participation, and coordinating volunteer recognition programs. Recruited and oversaw undergraduate and graduate health education students for internships or practicum.

San Diego State University Research Foundation, San Diego, CA

**Program Intervention Specialist.** *Our Choice Project.* Dec 2011 – Feb 2013.

Planned, developed, implemented, coordinated, and evaluated a policies and methods for a child wellness program aiming to prevent and control childhood obesity in Imperial County in collaboration with several partners such as Clinicas de Salud del Pueblo. Developed culturally appropriate health education materials, including materials with age specific literacy levels; prepared targeted health education messages; wrote professional journal articles and news releases. Solicited and maintained extensive and complex involvement with underserved communities including frequent interaction with community interest groups, academia, community-based organizations, and public or private agencies by obtaining their active participation in project workgroups. Provided orientation and training to professionals and lay persons in health education methods, techniques, and skills; oversaw the activities of a health education staff including Health Educators or other non-professional staff. Oversaw and assisted in the evaluation of the work performance of health education staff assigned to the program. Recruited and oversaw undergraduate and graduate health education students for internships or practicum.

Los Angeles County Department of Health Services - Immunization Program, Los Angeles, CA  
**Project Manager/Research Analyst III**, *Rescatando Salud Project*. Sep 1998 – Aug 2003.

UCLA Office of Public Health Practice, Los Angeles, CA

**Project Coordinator**, *Rescatando Salud Project*. Sep 1997 – Aug 1998.

Planned, developed and implemented immunization education program through the application of health education methods and procedures, and in collaboration with targeted communities. Evaluated the extent to which the immunization project met its objectives and impacted the target population's knowledge, attitudes, beliefs, practices, and behaviors, by utilizing appropriate data collection methods such as pre and post examinations, focus groups, surveys, and questionnaires. Built and supported mutually beneficial relationships with other organizations, associations and community contacts; coordinated services with multiple external groups; identified risks and concerns and effectively articulated these issues to management and administration; had a solid understanding of the internal government processes related to my programs; was sensitive to political dynamics within the stakeholder organizations; was able to effectively represent the County of Los Angeles, Immunization Program in public forums. Provided orientation and training to professionals and lay persons in health education methods, techniques, and skills; oversaw the activities of a health education staff including Health Educators, Health Education Assistants, or other non-professional staff. Oversaw and assisted in the evaluation of the work performance of health education staff. Coordinated volunteer activities by recruiting volunteers, maintaining records of participation, and coordinating volunteer recognition programs. Recruited and oversaw graduate health education students for internships or practicum.

## **PROFESSIONAL/VOLUNTEER ASSOCIATIONS**

Brawley Elementary and Brawley Unified High School District Student Attendance Review Boards & School Wellness Committees, Brawley, CA

**Member**. September 2012 – present

Help guide and provide resources for local students, parents and school leaders related to student attendance and student health, focus on health care access, sleep, healthy eating, physical activity, asthma and lice control resources.

Childhood Obesity Prevention Alliance, El Centro, CA

**Member**. February 2012 – present

Led Rethink Your Drink workgroup for the alliance and helped with campaigns to prevent childhood obesity in Imperial County.

Hispanic Arts Theatre, San Diego, CA

**Board Member**. November 2011 – January 2017

Led grant writing efforts for this non-profit organization aiming to promote Hispanic culture and foster cross-cultural understanding in San Diego.

Imperial County Immunization Coalition, El Centro, CA

**Co-Chair and Member**, April 2005 – June 2011

Helped guide this county-wide coalition dedicated to improving immunization rates and decreasing vaccine preventable diseases in Imperial County.

Building Healthy Communities-East Coachella Valley, CA

**Steering Committee Member and Member**, April 2009 to March 2011

Helped develop the strategic plan and lead community engagement efforts for this regional coalition aiming to build a healthy East Coachella Valley as part of The California Endowment ten year initiative.

HIV Planning Board, El Centro, CA

**Member**, September 2007 – August 2010

Helped guide this county-wide coalition dedicated to improving immunization rates and decreasing vaccine preventable diseases in Imperial Valley.

East Coachella Valley Social Change Collaborative, Coachella, CA

**Member**, April 2005 – March 2010

Actively participated in this regional coalition dedicated to improving the well-being of local residents.

Zamora Institute for Health Research, Training and Education, Brawley, CA

**Founding Board Member**. December 2005 – December 2007

Helped guide the incorporation of this coalition of health care and education professionals in Imperial County California to improve quality of life through health research, training and education.

First 5 California and Los Angeles County Maternal and Child Health Program, Los Angeles, CA

**Grant Review Panel Member**. March - April 2003

Reviewed and rated grant proposals for quality and appropriateness of content, knowledge, evaluation, objectives, methods, experience and overall worthiness of funding.

Coalition for Community Health, Los Angeles, CA

**Founding Board Member**. May 2001 – June 2003

Helped guide the incorporation of this local consortium of health care and education organizations in Central Los Angeles to reduce barriers to and improve the utilization of quality health care services.

Immunization Coalition of Los Angeles County, Los Angeles, CA

**Steering Committee Member**. September 2001 – June 2003

Helped guide this county-wide coalition dedicated to improving immunization rates and decreasing vaccine preventable diseases in Los Angeles.

Community Advisory Group of Immunize LA Kids Coalition, Los Angeles, CA

**Co-Chair**. October 2000 – June 2003

Led the community committee that developed a successful grant proposal funded by the federal REACH 2010 grant program for eliminating racial and ethnic disparities in immunizations in South Los Angeles.

## **SKILLS**

Excellent written communication skills, including grant proposal writing

Demonstrated program and study management and supervisory skills

Educator/Trainer/Facilitator/Strategic Planning

Computer Proficient: Excel, PowerPoint, Access, Corel, ADOBE Photoshop

Communications: flyer/brochure design, layout and appropriate content; publicity campaign design

Fully bilingual in English and Spanish

## **AWARDS/SPECIAL RECOGNITIONS**

**Five Years of Exceptional Service** award recipient, Clinicas de Salud del Pueblo, Inc., December 2010

**Community Empowerment** award recipient, Esperanza Community Housing Corporation-Community Health Promoter Program, October 2010

**Sister Cecilia B. Abhold** award recipient for Hablando Claro/Plain Talk teen pregnancy prevention promotora project, Health Outreach Partners, January 2009

**Promotora de Corazón** award recipient, Esperanza Community Housing Corporation-Community Health Promoter Program, April 2003

**Excellence in Immunization** award recipient for Rescatando Salud/ Health Rescue promotora project, National Partnership for Immunization, August 2001

**Academic Fellowship** Recipient, UCLA School of Public Health, September 1995 & September 1996

## PUBLICATIONS

Chuang E, Brunner J, Moody J, **Ibarra L**, Hoyt H, McKenzie TL, Binggeli-Vallarta A, Cervantes G, Finlayson T, & Ayala GX. Factors affecting implementation of the California Childhood Obesity Research Demonstration (CA-CORD) project, 2013. *Preventing Chronic Disease* 2016; 13:160238.

Parada, H., Ayala, G.X., Horton, L.A., **Ibarra, L.**, Arredondo, E.M. (2016). Latino fathers' feeding-related parenting strategies on children's eating. *Ecology of Food and Nutrition*, 55, 292-307.

Fisher, E.B., Ayala, G.X., **Ibarra, L.**, Cherrington, A.L., Elder, J.P., Tang, T.S., Heisler, M., Safford, M.S. & Simmons, D. (2015). Contributions of Peer Support to Health, Health Care, and Prevention: Papers from Peers for Progress. *Annals of Family Medicine*, 13:S2-S8.

Ayala, G.X., **Ibarra, L.**, Cherrington, Parada, H., Horton, L., Ji, M., & Elder, J.P. (2015). *Puentes hacia una mejor vida* (Bridges to a Better Life): Outcome of a Diabetes Control Peer Support Intervention. *Annals of Family Medicine*, 13:S9-S17.

Ayala, G.X., **Ibarra, L.**, Binggeli-Vallarta, A., Moody, J., McKenzie, T.L., Angulo, J., Hoyt, H., Chuang, E., Ganiats, T.G., Gahagan, S. Ji, M., Zive, M., Schmied, E., Arredondo, E., & Elder, J.P. (2015). Our Choice/Nuestra Opcion: The Imperial County, California, Childhood Obesity Research Demonstration Study (CA-CORD). *Childhood Obesity*, 11(1).

Schmied, E.A., Parada, H., Horton, L., **Ibarra, L.** & Ayala, G.X. (2015) A process evaluation of an efficacious family-based intervention to promote healthy eating: The Entre Familia Reflejos de Salud study. *Health Education and Behavior*, 42, 583-592.

Ayala, G.X., **Ibarra, L.**, Horton, L., Arredondo, E.M., Slymen, D.J, Engelberg, M., Rock, C.L., Hernandez, E., Parada, H., & Elder, J.P. (2014). Evidence supporting a *promotora*-delivered entertainment education intervention for improving mothers' dietary intake: the *Entre Familia: Reflejos de Salud* study. *Journal of Health Communication*. 20(2):1-12.

Horton, L.A., Parada, H., Slymen, D.J., Arredondo, E., **Ibarra, L.**, Ayala, G.X. (2014). Improving children's diets in a family intervention: *Entre Familia: Reflejos de Salud*. *Salud Publica de Mexico*, 55(Suppl 3), 397-405.

Parada, H., Horton, L., Cherrington, A., **Ibarra, L.**, Ayala, G.X. (2012).Correlates of Medication Non-Adherence among Latinos with Type 2 Diabetes. *The Diabetes Educator*, 38(4), 552-61.

Ayala, G.X., **Ibarra, L.**, Arredondo, E., Horton, L., Hernandez, E., Parada, H., Slymen, D., Rock, C., Engelberg, M., Elder, J.P. (2011). Promoting healthy eating by strengthening family relations: Design and

implementation of the *Entre Familia: Reflejos de Salud* intervention. In R. Elk & H. Landrine (Eds.), *Cancer Disparities: Causes and Evidence-Based Solutions*. Springer.

Persichino, J. and **Ibarra, L.** (2011). HIV and Latino migrant workers in the USA. *Ethnic and Racial Studies*, DOI:10.1080/01419870.2011.594167.

Glik, D., Berkanovic, E., Stone, K., **Ibarra, L.**, Jones, M.C., Rosen, B., Schreibman, M., Gordon, L., Minassian, L., & Richardes, D. (1998). Health education goes to Hollywood: Working with primetime and daytime entertainment television for immunization promotion. *Journal of Health Communication*, 3(3), 263-282.

## PAPERS/PRESENTATIONS

**Ibarra, L.** “Latino Health Access in Rural America: Establishing a dental home for Latino Children in Imperial County, CA.” Paper presented at the National Council of La Raza (now UnidosUS) Latino Health Summit 2017– Phoenix, AZ, July 10, 2017.

**Ibarra, L.** “Outcome Effectiveness of a Multi-Level Intervention to Prevent and Control Childhood Obesity: The Our Choice/*Nuestra Opción* Study.” Paper presented as part of the Linking Primary Care to Public Health: Lessons Learned from the Childhood Obesity Research Demonstration (CORD) Projects Session at the 2016 Obesity Society Annual Scientific Meeting – New Orleans, LA, November 3, 2016.

**Ibarra, L.; et al.** “Effective Partnerships for Innovative Collaborative Asthma Intervention – Overview of the *Respira Sano* Partnership.” Paper presented at the 7<sup>th</sup> Annual Imperial County Environmental Health Leadership Summit 2016 – Brawley, CA, October 22, 2016.

**Ibarra, L.** “Our Choice is to be Healthy: Working Together Against Childhood Obesity in Imperial County.” Paper presented at the 2015 Binational Childhood Obesity Symposium – San Diego, CA, June 29, 2015.

**Ibarra, L.** “Respira Sano Asthma Toolkit.” Paper presented at the Migrant Health Best Practices Forum – La Quinta, CA, April 30, 2015.

**Ibarra, L** and Ayala, GX. “From Programs to Systems Changes: Lessons Learned from Puentes for Diabetes Care to Our Choice for Preventing and Controlling Childhood Obesity.” Paper presented at the Peers for Progress/American Academy of Family Physicians annual meeting – San Francisco, CA, June 17, 2014.

**Ibarra, L** and Ayala, GX. “Results and Discussion of the Entre Family and Puentes projects.” Paper presented at the Institute for Behavioral and Community Health and Clinicas de Salud del Pueblo Community Forum – El Centro, CA, May 19, 2014.

**Ibarra, L;** Ayala, GX; Luna, MB; *et al.* “Promotores: The Heart and Soul of Our Community – Community Clinic Case-Study.” Paper presented at the National Council of La Raza annual meeting – Washington, DC, July 21, 2011.

**Ibarra, L;** Ayala, GX; Cherrington, A; Elder, J; *et al.* “Peer Support for Community Advocacy and Development of Social Capital.” Paper presented at the Peers for Progress/American Academy of Family Physicians annual meeting – Kuala Lumpur, Malaysia, October 15, 2010.

**Ibarra, L.** “HIV and Latino Migrant Farmworkers.” Paper presented at the 2<sup>nd</sup> Annual HIV Treatment Update – El Centro, CA, October 13, 2009.

**Ibarra, L.** “Replication of the Plain Talk/Hablando Claro model to decrease teen pregnancy rates in rural communities.” Panel presentation during The California Wellness Foundation Roundtable on Teen Pregnancy Prevention – Los Angeles, CA, May 15, 2007.

**Ibarra, L;** Luna, MB; *et al.* “Hablando Claro in a Predominantly Mexican Border Community.” Paper presented at the National Plain Talk/Hablando Claro annual meeting – Baltimore, MD, March 9, 2009.

**Ibarra, L;** Baig, A; Ramirez, M. “AFIX Works! – Integrating AFIX into daily clinic practice proves effective in improving immunization rates at community health centers serving geographically isolated populations.” Paper presented at 41st Annual National Immunization Conference – Kansas City, MO, March 5-8, 2007.

Fernandez, M; **Ibarra, L;** Golden, R; Silberman, T; Baranov, T; et al. “Working with community partners to implement reminder/recall strategies.” Paper presented at the 5th National Conference on Immunization Coalitions – Scottsdale, AZ. May 28-30, 2003.

**Ibarra, L;** Todoroff, C; Holmquist, K; Ibrahim, N; Kar, S; et al. “Rescuing health by empowering women: Evaluation of the Rescatando Salud/Health Rescue Project.” Paper presented at American Public Health Association 129th Annual Meeting and Exposition – Atlanta, GA. October 23, 2001.

**Ibarra, L;** Todoroff, C; Holmquist, K; Kar, S; Ibrahim, N; Kotick, J. “Increasing immunization rates in south central Los Angeles.” Paper presented at 35th Annual National Immunization Conference – Atlanta, GA. May 30-June 1, 2001.

Kar, S; **Ibarra, L;** Todoroff, C; Chickering, K; Ibrahim, N; Kotick, J. “Community empowerment for health promotion.” Paper presented at American Public Health Association 128th Annual Meeting and Exposition – Boston, MA. November 14, 2000.

**Ibarra, L.,** Valdez, B. *Rescuing Health by Empowering Women: Evaluation of the Rescatando Salud Promotora Immunization Project.* Poster presented at American Public Health Association 128th Annual Meeting and Exposition – Boston, MA. November 14, 2000.

**Ibarra, L.** and Halpern Ibrahim, N. *Health promoters, allies for a healthier community: Description of the Community Health Promoters Program (CHPP).* Paper presented at American Public Health Association 128th Annual Meeting and Exposition – Boston, MA. November 14, 2000.

Kar, S; Todoroff, C; **Ibarra, L;** Chickering, K; Ibrahim, N; Kotick, J. “Empowerment of women for childhood immunization: Description of the Rescatando Salud promotora project.” Paper presented at 3rd Annual California Immunization Conference – San Diego, CA. January 27, 1999.

Kar, S; Todoroff, C; Chickering, K; **Ibarra, L;** Ibrahim, N; Kotick, J. “Establishing a baseline: evaluation of a promotora immunization project.” Paper presented at American Public Health Association 126th Annual Meeting and Exposition – Washington, DC. November 16, 1998

Todoroff, C; **Ibarra, L;** Kar, S; Todoroff, C; Chickering, K; Ibrahim, N; Kotick, J. “Description of the Rescatando Salud/Health Rescue Project.” Paper presented at 32nd National Immunization Conference – Atlanta, GA. July 23, 1998.