

**LETICIA CAZARES, M.P.H.**  
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### **Areas of Expertise**

- Over 20 years of public health practice and management experience
- Cross-sector Coalition Building
- Program planning & evaluation
- Community Outreach & Education
- Culturally-appropriate marketing & promotion
- Grant procurement and management
- Staff development & training

### **EXPERIENCE AND ACCOMPLISHMENTS**

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**San Diego State University-School of Public Health (SPH)      San Diego, CA, 08/2018 – Current**  
*Lecturer/Applied Practice & Professional Development Advisor (Current)*  
*Field Placement Coordinator (02/2008 – 08/2009)*

- Develop and manage the Applied Practice Experience program for the SPH undergraduate and graduate programs
- Instructor for Applied Practice (PH 497/PH 650R) and Professional Development (PH 300) courses;
- Counsel undergraduate and graduate students on workforce preparation, career pathways and professional development
- Establish and maintain agreements with over 100 organizations and businesses serving as field sites.

#### **Independent Consultant**

**2006 – Present**

Provide consulting services in areas of organizational development; needs assessment and research; program planning and evaluation; coalition-building and community outreach. Clients include:

- San Diego organizations include the County of San Diego – Health & Human Services, Casa Familiar, Old Globe, Outdoor Outreach, United Women of East Africa, Engage San Diego, San Ysidro Health Center. Others include Our Place DC, and Washington AIDS Partnership in Washington D.C.
- Primary consultant responsible for planning and development of the *San Diego Rapid Response Network*, a San Diego County-wide community hotline for individuals to report immigration enforcement activities and/or in need of assistance (May-Nov 2017).

**San Ysidro Health Center**  
*Special Projects for CEO (2012)*  
*Director of Outreach (08/2013 – 01/2017)*

**San Ysidro, CA, 11/2012 – 01/2017**

Served as subject-expert and spokesperson for the Affordable Care Act (ACA) overseeing development and implementation of marketing, outreach, health insurance enrollment and training efforts for the second largest federally-qualified community health center (13 clinics and 23 program locations). Key duties include marketing/promotion, partnerships and community collaboration with public, government and private sectors; strategic planning and program development; policy advocacy and media relations.

- Utilized cost-saving strategies, innovative marketing tactics and a successful partnerships generating over \$5 million in revenue.
- Developed a successful patient-centered model of “coverage to care” that focused on patient/community education (e.g. preventive care, primary care VS Emergency Room), patient navigation and community resource linkage (i.e. food, housing, transportation, etc.).
- Established SYHC as a leader in health coverage and access efforts: Nearly 20,000 residents enrolled (8<sup>th</sup> in the state for Covered CA/Medi-Cal and 1<sup>st</sup> in County for Medi-Cal enrollment); reduced patient uninsured rate by 15%.
- Demonstrated leadership in health reform policy and practices resulting in local, state and national recognition: speaking engagements, article/report contributions, media appearances and community events and press conferences with Covered CA Executive Director Peter Lee and elected officials, Senator Ben Hueso, Assemblywoman Lorena Gonzalez, County Supervisor Greg Cox, and Councilman David Alvarez.

**U.S. House of Representatives**  
*Legislative Assistant, Congressman Bob Filner, California District 5<sup>th</sup> District*

**Washington, D.C., 11/2009 – 10/2011**

Responsible for legislative research, written policy briefs, talking points and making voting recommendations on legislation related to Veterans Affairs, Small Business and Trade, Foreign Affairs, U.S.-Mexico Border (includes health, immigration, security and trade), Judiciary, Agriculture, Postal Service and Law Enforcement.

- Authored legislation for the Veterans Affairs Health Subcommittee.
- Established and continue to maintain relationships with local, state and federal representative offices.

**San Ysidro Health Center**  
*Volunteer Coordinator (1999-2000)*  
*HIV/AIDS Services Coordinator (2000-2002)*  
*HIV/AIDS Operations Manager (2004-2006)*

**San Ysidro, CA, 11/1999 – 2006**

- Oversaw operations of HIV/AIDS department including primary care, prevention, outreach and testing, case management and research.

- Contributed to the procurement of federal, state and private funding that resulted in an increase in the annual budget from approximately \$200,000 in 2000 to over \$2 million in 2006.

## **RESEARCH**

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L. Freitas, S. Tweeten, M. Bursaw, L. Cazares, L. Jones, D. O’Shea, M. Ginsberg (2010, May). *Use of GIS in the Development of HIV Action Plans for African American and Latino Communities in San Diego*. Poster presentation at the Epidemiology Research Exchange Conference in San Diego.

Cazares, L. (2008, October). *Impacts of an empowerment-based intervention to improve the health and quality of life of monolingual Latinos living with HIV/AIDS along the US/Mexico border*. Presented at 136th APHA Annual Meeting & Exposition in San Diego, CA.

Cazares, L. (2007, August). *Impacts of an empowerment-based intervention to improve the health and quality of life of monolingual Latinos living with HIV/AIDS along the US/Mexico border* (Unpublished master’s thesis). San Diego State University, San Diego, CA.

## **EDUCATION & TRAINING**

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**Master of Public Health (MPH)**, San Diego State University, San Diego, CA, 2007

**Certificate in Nonprofit Management**, Chapman College/Nonprofit Management Solutions, San Diego, CA 2001

**Bachelor of Arts (Psychology)**, San Francisco State University, San Francisco, 1998

## **LEADERSHIP**

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- Trustee, Southwestern Community College District – December 2018 - Present
- Board of Directors (President), American Civil Liberties Union – San Diego, March 2014 – Present
- Member, MANA de San Diego, 2012 – Present
- Chair and Member, Chula Vista Cultural Arts Commission, November 2015 – 2019
- Member, Chula Vista Public Safety Advisory Committee, July 2017 - 2018
- Member, Covered CA Advisory Group, May 2014 – January 2017