



Speaker Bios

Sabrina Adler, JD ChangeLab Solutions



As senior staff attorney & program director, Sabrina works primarily on legal and policy issues related to school foods and food marketing to children. Before joining ChangeLab Solutions, she was a staff attorney at the Child Care Law Center, where she assisted legal aid attorneys with child care cases and did policy work on health and obesity prevention in the child care setting, due process protections for parents with child care subsidies, and child care licensing standards. In addition, she received a Skadden Foundation Fellowship to found the San Francisco Medical-Legal Partnership (a collaboration between Bay Area Legal Aid and San Francisco General Hospital), in which she provided direct legal services to low-income pediatric patients and their families. Her practice included advocacy in the areas of housing, health, public benefits, disability, education, and family law. Sabrina graduated from Brown University (magna cum laude) and Stanford Law School.

Cara Hale Alter, MFA SpeechSkills, LLC



Relying on 20 years of research, Cara has a deep understanding of how nonverbal communication shapes the perception of leadership presence. She literally wrote the book on projecting credibility and confidence: the critically acclaimed *The Credibility Code*. In workshops, she's known for delivering precision feedback with warmth and humor. On stage, she's an energetic and compelling presenter, having won numerous national awards for public speaking. As founder and president of SpeechSkills, Cara has provided training to some of the world's best-known companies, including Allstate, Caterpillar, Google, Intel, PayPal, Pixar, Pinterest, Salesforce, Schwab and Wells Fargo. A guest lecturer at UC Berkeley, Harvard University, Stanford University, and UC Hastings College of Law, Cara has also worked with numerous top-100 law firms. She is a frequent media resource, appearing in *Forbes.com*, *The Globe and Mail*, *USA Today*, and countless other media outlets. A past board member of NAWBO (National Association of Women Business Owners), Cara has had the pleasure of speaking at more than 500 conferences, in 20 different countries. She's currently a featured expert on the Lean In website with her video series *Taming Adrenaline*.

Rachel Borovina, MD Champion Provider Fellow, San Mateo County



Rachel Borovina, MD, is a primary care Pediatrician for San Mateo County Health and recently joined Hillcrest Juvenile Hall as Medical Director. She began her journey in public health as an undergraduate working with California Project LEAN, a Public Health Institute program that advances nutrition policy in schools and early childcare settings. During her pediatric residency, she trained at ZSFGH's Healthy Lifestyles Clinic. Inspired by this multi-disciplinary approach, in 2005 she founded Healthy Lifestyles Clinic-SM for San Mateo Medical Center where she continues to encourage healthy habits and connect families to community resources. During her Champion Provider Fellowship, Dr. Borovina partnered with San Mateo NEOP to create San Mateo County ParkRx. This program empowers providers to promote the benefits of nature on one's physical and mental health. SMC ParkRx integrates resources within the clinical setting and electronic medical record while facilitating a direct connection between the medical home and nature.



Wilma Chan

Alameda County Board of Supervisors, District 3



Wilma Chan is the first Asian American elected to the Alameda County Board of Supervisors and the first woman and Asian American to be Majority Leader when she served in the California State Assembly. She is President of the Board of Supervisors and Chair of the Health Committee. Supervisor Chan has been involved in several key policy initiatives, including declaring a "New War on Poverty", launching the "All In to End Hunger 2020" campaign to eliminate food insecurity in Alameda County, and leading the county to become the first in the nation to commit to connecting all eligible children to health care coverage. She has authored several groundbreaking bills, including one that implemented a no-lead standard in drinking water pipes and fixtures, another historic legislation to end the practice of hospitals overcharging un/underinsured patients and to cover California's 800,000 uninsured children. Ms. Chan wrote the strategic plan to keep the Alameda County Medical Center open, formed the Alameda County First Five Commission, implemented a citizenship program with the passage of welfare reform, and established youth collaboratives in Alameda and San Leandro focused on improving the lives of young people. Ms. Chan has served on the Oakland Board of Education, California Medical Assistance Commission, as the Legislator-in-Residence and Political Science teacher at UC Berkeley and as Vice President for Policy at Children Now, a national children's advocacy organization. Awards include Person of the Year, Legislator of the Year, Outstanding Public Service Award, and many more.

Jessica Davidman, MPH

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Jessica Davidman, MPH, is the Administrative Coordinator for the Champion Provider Fellowship. She has 10 years of experience in non-profit and governmental program administration in the San Francisco Bay Area and Los Angeles. She attended San Francisco State University for her BS in Health Education, where her commitment to improving health through social justice was born. After receiving her MPH in Community Health Science at University of California, Los Angeles, she returned home to apply her skills acquired through diverse experiences in the community and academic settings. Jessica is based at the Zuckerberg San Francisco General campus.

Alicia Fernández, MD

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Dr. Fernández is a Professor of Clinical Medicine at UCSF and an attending physician at ZSFG. Her research focuses on health and health care disparities, and she is particularly interested in diabetes, Latino health, immigrant health, and language barriers. In addition to her research and clinical practice at ZSFG, Dr. Fernández is an active mentor of students, residents, fellows, and faculty. She has received several honors and awards, including the Arnold P. Gold Professorship for Humanism in Medicine. She has served as an advisor to the Robert Wood Johnson Foundation, the California Endowment, the National Quality Forum, the Commonwealth Fund, the American Medical Association, the American Board of Internal Medicine, and other organizations focused on health care disparities, Latino health, and limited English proficiency populations. Dr. Fernández was a standing member of the Agency for Healthcare Research and Quality (AHRQ) Health Care Quality and Effectiveness study section (2006-2010), and is currently a member of NIH Health Services Organization and Delivery (HSOD) study section. Dr. Fernández was recently appointed to the Board of Governors of the Patient-Centered Outcomes Research Institute (PCORI) and the Institute of Medicine Roundtable on Literacy.



Liz Goldman, MD, MCR

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Dr. Goldman is an Associate Professor of Medicine at UCSF, affiliate faculty at the Philip Lee Institute for Health Policy Studies, and a primary care physician at ZSFG. She is interested in innovative health systems solutions to improving the quality of care in the safety net, particularly for care transitions, care coordination, and health care value. Dr. Goldman is nationally recognized for her expertise in quality measurement and evaluation and has partnered with the San Francisco Department of Aging and Adult Services, the San Francisco Department of Public Health, and the California Office of Health Care Planning and Development.

Paula Hamilton, MS

Brown Miller Communications



Paula Hamilton is Director of Brown-Miller Communications, an award-winning, full-service public relations and communications company with a wide range of public and non-profit sector clients, including public health, health care, education and advocacy organizations. She brings over 30 years of experience as a journalist to Brown-Miller Communications, along with a wealth of knowledge about the media and an extensive network of local, statewide and national media contacts. Her background as a journalist provides her with an understanding of the needs of the press and how to best deliver stories that meet these needs in today's changing media environment. She is skilled at crafting compelling stories that educate the public about her client's critical public health issues. In addition to her work with the media, Paula's expertise includes providing comprehensive, hands-on training on messaging, working with the media and becoming a successful spokesperson.

Paul Hsiao, DDS, MPH, JD

Champion Provider Fellow, Fresno County



Dr. Hsiao was born in Taiwan and spent part of his childhood in Monrovia, Liberia, before moving to Southern California. After majoring in Political Science at UC Berkeley, he earned a MPH with a dental emphasis, and a Juris Doctorate with a healthcare focus while he attended dental school at UCSF. During dental school, he received two research fellowships and his research topics have included dentin remineralization and oral health needs assessments of individuals with developmental disabilities. He was Chief Resident for Community Medical Centers and the Fresno VA's general practice residency. Dr. Hsiao was past faculty at UCSF's AEGD clinic. As part of the American Dental Association's Institute of Diversity in Leadership program, Dr. Hsiao developed a project called "Good Oral Hygiene: even a 5-8 year old can do it!", which can be viewed on YouTube. In 2017, he received the ADA's David Whiston leadership award. He just finished his term as President of the Fresno Madera Dental Society and is also serving his third year on the California Dental Association's appointed Judicial Council position. He currently owns two small private offices in Fresno county serving a large population of Denti-Cal patients, veterans, and private patients. During his spare time, he mentors high school and junior high school students at UCSF's Doctors Academy and is the dental advisor for Fresno County's Local Dental Pilot Project (also known as the Statewide Dental Transformation Initiative (DTI)). In Fresno, He cofounded Veterans Smile Day three years ago and last year they saw 70 plus patients and provided approximately \$100,000 in dental treatment. In the past, he's worked for a mobile dental clinic, private offices, and a community clinic around the Fresno area.



Asbury P. Jones, MPA

California Department of Public Health, Nutrition Education Obesity Prevention Branch



Asbury is the Public Relations Manager with Nutrition Education Obesity Prevention Branch at the California Department of Public Health. In 2018, he oversaw the launch of two new Statewide Days of Action: Rethink Your Drink Day and Healthy Snack Day. He is also the former Marketing Manager of the African American Campaign, a social marketing initiative designed to promote healthier eating and increased physical activity in the African American community. In this capacity, he oversaw the delivery of the Body & Soul Program, a faith-based health and wellness framework that promoted healthy eating and physical activity, to more than fifty churches throughout California. He also oversaw the provision of technical assistance and support to more than twenty distinct health and wellness environmental change initiatives across California that resulted in community gardens, corner-store conversions, farmers' markets, mobile food carts, beauty salon conversions and more. Asbury earned a Masters Public Administration from the Harvard Kennedy School.

Caroline Kurtz, PhD

California Department of Public Health, Nutrition Education Obesity Prevention Branch



Dr. Caroline Kurtz is the Branch Chief of the Nutrition Education and Obesity Prevention Branch (NEOP) at the California Department of Public Health, where she oversees the implementation of the CalFresh Healthy Living and CDC funded programs; working closely with both state partners and local health departments. Through several state programmatic management roles over the last five years, Caroline has worked with the team to transition and implement a local health department model. Prior to working with the NEOP Branch, Dr. Kurtz was a research scientist and health program manager with the California Tobacco Control Program for eight years where she worked on various efforts such as media evaluation, local program evaluation, the tobacco waste campaign, and served the Chief of the Health Equity and Local Programs unit. Dr. Kurtz received both her undergraduate and graduate degrees in Nutrition at the University of California, Davis, where she currently still teaches a Nutritional Anthropology course, coordinates MPH seminar courses, and serves as a faculty advisor to MPH students.

John Maa, MD

Marin General Hospital



Named one of the *Top 20 People Making a Difference In Healthcare In America*, "San Francisco Super Doctor," and recipient of the *Perlman Award for Medical Journalism* and an *Award of Excellence in State Advocacy*, Dr. Maa is the Chief of the Division of General and Acute Care Surgery at Marin General Hospital. He is an Army Veteran and UC Berkeley and Harvard Medical School graduate. He undertook a public policy sabbatical in Washington DC where he worked with members of congress, Capital Hill, and the media including CNN, CSPAN, the New York Times, and the Wall Street Journal. In 2012, Dr. Maa was the first requestor of an election recount of a statewide ballot measure in the history of the State of California. He has been involved in each of the subsequent statewide California ballot recounts, and has assisted with National election integrity efforts. In 2018, he served as the San Francisco Marin Medical Society President.



Michael J. Miller

Brown Miller Communications



As president and founder of the cause-oriented public relations agency Brown Miller Communications, Michael has spent the last 25 years working with the media, the public and policymakers to help shape public opinion and motivate positive social change. Rooted in issues affecting the nation's health, food and agricultural communities, Mr. Miller works to raise awareness on issues ranging from the crisis surrounding the health of farmworkers to America's emerging obesity epidemic. His skills as a strategic communicator have helped to address a broad list of critical legislative issues, including his media support of efforts to remove unhealthy foods and beverages from schools and his campaign to win support for menu labeling legislation. For his work to address nutrition and health issues, Mike has been awarded the nation's highest public relations honor, the Silver Anvil, on four different occasions.

Xavier Morales, Ph.D., MRP

The Praxis Project



Xavier Morales, Ph.D., MRP, is the executive director of Praxis Project, a national organization dedicated to supporting communities building power for health. Xavier is a longtime advocate for community-driven initiatives to achieve health equity and environmental justice. Taking an expansive view of what constitutes good health and community wellness, he works in partnership to enable opportunities across the social determinants of health. Xavier currently serves on the board of the Urban Peace Initiative, and was until recently, the Chair of City of Berkeley sugar sweetened beverage tax expert panel. Xavier often provides testimony in legislative arenas and is a frequent speaker at health conferences and health justice gatherings. Xavier, a former Peace Corps volunteer (Hungary), is originally from Sanger, California and studied environmental sciences at the University of California, Berkeley and city and regional planning at Cornell University.

Caroline Peck, MD, MPH, FACOG

California Department of Public Health, Center for Healthy Communities



Dr. Peck serves as California's Chronic Disease Director and Division Chief/Assistant Deputy Director of the Center for Healthy Communities in the California Department of Public Health, overseeing programs that address chronic disease and injury prevention via evidenced-based public health approaches. She is a board-certified obstetrician/gynecologist and preventive medicine/public health physician devoted to improving the wellbeing of Californians, especially for the uninsured and underinsured. Dr. Peck has experience as Chair of the Obstetrics and Gynecology Department at the Northern Navajo Medical Center in New Mexico and in local and state government overseeing maternal-child health and breast and cervical cancer early detection programs. Seeing the need to maintain a pipeline of public health physicians and scientists, she became Section Chief and Director of the California Department of Public Health General Preventive Medicine/Public Health Residency and California Epidemiologic Investigative Service Fellowship.



Alana Pfeffinger, MPH, CHES

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Based at the Zuckerberg San Francisco General Hospital campus, Alana is the Project Manager for the Champion Provider Fellowship. She has an MPH from the University of Southern California, Keck School of Medicine, and is a member of the Delta Omega Honorary Society in Public Health. Alana's area of focus has been obesity prevention and community engagement. She has worked in the Los Angeles area for the American Diabetes Association and the LA Junior Chamber of Commerce, where she managed the LA Watts Summer Games, interfacing with key leaders and stakeholders from multiple sectors. While pursuing her master's degree, Alana interned with the LA County Department of Public Health, Maternal Child and Adolescent Health Programs Division, on a project to improve healthy eating and physical activity in child care centers, with the ultimate goal to inform local and state policy for nutrition and physical activity standards in child care. She is interested in facilitating multi-sectorial collaborations and partnerships to develop comprehensive solutions to address the current obesity epidemic.

Dean Schillinger, MD

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Dean Schillinger, MD is UCSF Professor of Medicine in Residence and a primary care physician at San Francisco General Hospital (SFGH). He serves as Chief of the UCSF Division of General Internal Medicine at SFGH and directs the Health Communications Research Program in the UCSF Center for Vulnerable Populations. Dr. Schillinger served as Chief Medical Officer for the Diabetes Prevention and Control Program for California from 2008-13. He was honored with the 2003 Institute for Healthcare Advancement Research Award, the 2008 Research Award in Safety and Quality from the National Patient Safety Foundation and the Bay Area Research Mentor of the Year Award in 2010 and the 2016 Institute for Health Policy Career Mentoring Award. In 2013, he received the Everett M Rogers Award from APHA in recognition of his lifelong contributions to advancing the study and practice of public health communication. He co-created a youth-led diabetes prevention social media campaign called The Bigger Picture Campaign, which received the 2014 Latino Coalition for a Health California Award for Youth Leadership and the Spirit of 1848 Social Justice Award from the American Public Health Association (APHA). Dr. Schillinger has been instrumental in local public health regulation of sugary drinks, and served as the scientific expert for the City and County of San Francisco in defense of a lawsuit filed in Federal Court by the American Beverage Association for an injunction against the City's ordinance to mandate health warning labels on billboards advertising sugary drinks.



Hilary Seligman, MD, MAS

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Hilary Seligman, MD, MAS has appointments in the Departments of Medicine and of Epidemiology and Biostatistics. She directs the Food Policy, Health, and Hunger Research Program at UCSF's Center for Vulnerable Populations and the CDC's Nutrition and Obesity Policy, Research and Evaluation Network (NOPREN). She also serves as Senior Medical Advisor for Feeding America. Dr. Seligman's research focuses on food insecurity and its health implications across the life course. She has published more than 50 papers on the topic, including in such journals as New England Journal of Medicine, Health Affairs, and American Journal of Public Health. Her policy and advocacy expertise focus on federal nutrition programs (particularly SNAP), food banking and the charitable feeding network, hunger, food affordability and access, and income-related drivers of food choice. Dr. Seligman founded Vouchers4Veggies, a healthy foods voucher program for low-income residents of San Francisco. She also serves on the Food Security Task Force for the City and County of San Francisco. She completed her undergraduate studies at Williams College, medical school at Baylor College of Medicine, and residency and post-graduate training at University of California San Francisco. She is a Fellow of the American College of Physicians.

Wagahta Semere, MD, MHS

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Dr. Semere is an Assistant Clinical Professor at UCSF and primary care physician at Zuckerberg San Francisco General Hospital. She recently completed a fellowship in health services research with the Robert Wood Johnson Foundation Clinical Scholars Program at Yale. Her research focuses on understanding the health and health care needs of vulnerable populations, with a particular interest in language and communication barriers. She has extensive experience working with diverse immigrant and refugee communities. As a fellow, she was trained in and applied methods of Community-based Participatory Research (CBPR) in her work.

Vivi Stafford, MD, MPA

Champion Provider Fellow, Kings County



Dr. Stafford has a BA in Anthropology from the University of Southern California, and obtained her medical degree from the University of Minnesota in 1999. She did her general surgery internship at Mount Sinai Medical Center in New York, where she was on trauma call during the events of 9/11. Dr. Stafford is in the process of earning a Master's in Public Administration from USC. She wants to focus her medical career on public policy because policies have the potential to save lives en masse. As a primary care and addiction medicine physician, Dr. Stafford wants to apply her intersectional knowledge of healthcare, public policy, and the legal system in curbing the rise of chronic disease. As a Champion Fellow based out of Lemoore (an agricultural community where nearly one in five people live in poverty), she will work with Central Valley communities to ensure increased access to primary care, and to campaign for preventative healthcare policies.



Vanessa Thompson, MD

UCSF Division of General Internal Medicine/Zuckerberg San Francisco General Hospital



Dr. Thompson is an Associate Clinical Professor at UCSF and a primary care physician at Zuckerberg San Francisco General (ZSFG). She also serves as the Associate Medical Director for the Richard Fine People's Clinic at ZSFG. Her expertise is in medical education and care for underserved populations. Dr. Thompson is the Principal Investigator for the Champion Provider Fellowship Initiative, where her responsibilities include supervising the project coordinators, and working closely with UCSF faculty and collaborators on program development.

Scott Wiener

California State Senate, District 11



Senator Scott Wiener represents San Francisco and northern San Mateo County in the California State Senate. Elected in 2016, Senator Wiener focuses extensively on housing, transportation, civil rights, criminal justice reform, clean energy, and alleviating poverty. He chairs the Senate Housing Committee. Before being elected to the Senate, Senator Wiener served as a member of the San Francisco Board of Supervisors, representing the district previously represented by Harvey Milk, and chaired the San Francisco County Transportation Authority. Before being elected to office, Senator Wiener practiced law for 15 years, including nearly a decade as a Deputy City Attorney in the San Francisco City Attorney's Office. He also served in a number of community leadership roles, including co-chair of the San Francisco LGBT Community Center and on the national Board of Directors of the Human Rights Campaign. Senator Wiener has lived in San Francisco's Castro neighborhood since 1997. He received degrees from Duke University and Harvard Law School.