

HIGHLIGHTS OF SKILLS

PLANNING, EVALUATION AND PROJECT MANAGEMENT

- 30 years experience designing, planning, and evaluating community health and community-organizing programs and campaigns.
- Facilitating strategic and program planning processes that are participatory, engaging, and grounded in theories of change.
- Direct experience developing and managing of contracts, budgets and staffing plans.
- Participatory approaches to qualitative, quantitative, and empowerment evaluation.

TRAINING, EDUCATION, AND COMMUNICATION

- Over 30 years experience developing curricula and designing capacity building and leadership development training programs.
- Demonstrated success utilizing popular education, collaborative, and participatory training methodologies.
- Highly engaging training and facilitation style, utilizing minimal amounts of lecture and expertly tapping into the creativity of participants.
- Commitment to linking training programs and educational materials to broader programmatic and community-level outcomes.
- Development of effective and creative educational materials.
- Extensive experience writing and editing manuals, articles, planning, and policy documents.

EXPERIENCE

CONSULTING

Ellis Planning Associates currently provides consulting services in the areas of training and education, community organizing and community development, designing and planning programs, administration, and evaluation. A partial list of clients includes:

- Alameda County-wide Homelessness Continuum of Care Council
- Asian Resources, Inc. (Sacramento)
- Bay Area Community Resources
- California Department of Health Services, STD Control Branch
- California Department of Health Services, Tuberculosis Control Branch

- California Department of Public Health, Environmental Health Investigations Branch
- California Department of Social Services
- California Food Security Council
- Center for Infectious Disease Preparedness (UC Berkeley)
- Coalition of Lavender-Americans on Smoking and Health (CLASH)
- Community Recovery Resources (Grass Valley, CA)
- California Partnership for Children
- California Works for Better Health (The California Endowment and The Rockefeller Foundation)
- City of Berkeley Maternal Child and Adolescent Health Program
- Colusa County Public Health Department
- Contra Costa Health Services
- Korwin Consulting (clients including the San Jose Domestic Violence Advisory Board and Santa Clara County Domestic Violence Advocacy Consortium)
- Health Education Council (Sacramento)
- Labor Occupational Health Program (UC Berkeley)
- Marin County Alcohol, Drug, and Tobacco Services
- Mountain Area Preservation Foundation (Truckee, CA)
- National Asian Women's Health Organization
- Nevada County Health & Human Services Agency
- Pacific Gateway Group (client is the California Environmental Health Investigations Branch)
- Partnership for the Public's Health (The California Endowment and The Public Health Institute)
- Placer County Community Health and Placer County Human Services
- Plumas County Public Health Agency
- Putnam Consulting Group (clients including Robert Wood Johnson Foundation, Northern California Grantmakers, Stewardship Council, and Stuart Foundation)
- Service Employees International Union
- Sonoma County Department of Health Services
- Tuolumne County Public Health Department
- Westside Health Center/Southeast Partnership for Health (San Francisco)

TECHNICAL ASSISTANCE, TRAINING, AND CURRICULUM DEVELOPMENT

Developed training programs utilizing popular education methods, and developed technical assistance programs for local and statewide community-building initiatives:

- Faculty and developer for the To the Point Facilitation's Facilitator Certification Program, providing beginning to advanced meeting planning and facilitation skills training to individuals and organizations throughout California.
- Developed Bioterrorism Preparedness Training and Field Epidemiology Training-of-Trainers curricula for local health departments.
- Developed training curriculum for job developers to counsel clients on finding healthy and quality jobs.
- Developed curriculum and provided training for 20 week parent advocacy and leadership institute.
- Developed curriculum and trained grantees of statewide initiative in connections between work and health utilizing popular education methods.
- Oversaw training and coordination of 19 local coaches for a statewide public health partnership initiative.
- Developed and coordinated technical support program for grantees of a statewide public health partnership initiative.

- Developing Environmental Justice (EJ) performance standards for the California Environmental Health Investigations Branch.

COMMUNITY ORGANIZING AND LEADERSHIP DEVELOPMENT

Twenty years of direct community organizing and leadership development experience, combined with management and administration of community building programs. Developed nationally recognized models that build on community strengths and assets, recognize and develop local leadership, and utilize participatory methods of training and education. Examples include:

- Healthy Neighborhoods Project, a resident-lead neighborhood-organizing project in which 120 residents were trained as community organizers to improve the quality of life in their communities. Over 1000 residents participated in developing and implementing action plans in six low-income neighborhoods.
- TIGHT (Tobacco Industry Gets Hammered by Teens), a youth leadership development and training initiative, which established four regional anti-tobacco campaigns involving hundreds of multi-cultural youth organizers.
- Lead Safe Neighborhoods, a local resident-driven campaign which trained 16 organizers in two neighborhoods who mobilized their neighbors to reduce lead hazards.

POLICY DEVELOPMENT

Developed local policy campaigns in collaboration with labor and community coalitions, local officials, and businesses, including advocacy for local ordinances and statewide legislation in the areas of:

- Smoke free public places and workplaces
- Prevention of video display terminal (VDT) injuries
- Elimination of tobacco advertising targeted at youth.

PLANNING AND EVALUATION

Facilitation and technical assistance in the areas of program planning, strategic planning, and evaluation:

- Training and technical assistance to non-profits and public agencies on logic modeling and outcome-based prevention planning and evaluation.
- Developed evaluation plans and implemented evaluation protocols for local and regional tobacco control and economic development programs.
- Developed participatory data analysis workshops for local community-based strategic planning processes.

MEDIA ADVOCACY

Utilized the media to advance public health and community development goals:

- Developed media advocacy strategies to support local policy campaigns and to expose tobacco industry activities.
- Created on-going relationships with local media personnel to maximize coverage of health campaigns.
- Trained staff and local residents to develop media advocacy strategies and become spokespersons to the media.

EMPLOYMENT HISTORY

1998-present President, Ellis Planning Associates Inc., Nevada City, CA.
2007-2012 Health & Wellness Program Manager, Nevada County Public Health Department, Grass Valley, CA.
2003-2004 Regional Trainer, Prevention by Design, UC Berkeley, CA.
1992-1998 Program Director, Tobacco Prevention Project, Lead Poisoning Prevention Project and Healthy Neighborhoods Project, Contra Costa County Health Services, Martinez, CA.
1991-1992 Administrative Director, Center for Working Life, Oakland, CA.
1989-1991 Training, Education and Policy Consultant, self-employed, Berkeley, CA.
1987-1988 Project Manager, Age Wave, Inc., Emeryville, CA.
1984-1986 Community Relations Coordinator, Womancare Clinic, San Diego, CA

EDUCATION

MPH, Health Education -University of California, Berkeley, 1991
B.A., Social Science - San Francisco State University, 1989

PROFESSIONAL MEMBERSHIPS

American Evaluation Association (AEA)
American Public Health Association (APHA)
California Public Health Association - North
National Community Building Network (NCBN)
Northern California Society for Public Health Education
Society for Public Health Education (National)

COMMUNITY ACTIVITIES

10/09-Present: Sierra Health Foundation – Health Leadership Program Class IX
6/08-1/10: Nevada County Dial 211 Community Board
9/06-Present: Nevada County Community Leadership Institute – Class of 1997
1/07-6/09: *Strategic Planning Committee* – Center for Nonprofit Leadership
1/95-1/97: *Local Grants Advisory Board Co-Chair* - Food For All - A nonprofit organization
4/92-10/95: *Board of Directors* - Coalition of Lavender-Americans on Smoking and Health
2/86-12/86: *Membership Committee Chair* - Sunset Junction Neighborhood Alliance
5/86-11/86: *Steering Committee Member* - Stop AIDS Quarantine Committee

JOURNAL AND BOOK CHAPTER PUBLICATIONS

(1998-2005 listed under former name "El-Askari")

Ellis, G. and Walton, S. "Building Partnership between Local Health Departments and Communities: Case Studies in Capacity Building and Cultural Humility," in Community Organizing & Community Building for Health and Welfare, 3rd Edition, Minkler, M. editor, Rutgers University Press, New Brunswick, NJ, 2012.

El-Askari, G. A. et al, "The Healthy Neighborhoods Project: A Local Health Department's Role in Catalyzing Community Development," Health Education & Behavior, Vol. 25(2):146-159 (April 1998).

Ellis, G. A.; Reed, D. F.; and Scheider, H., "Mobilizing a Low Income African American Community Around

Tobacco Control: A Force Field Analysis," *Health Education Quarterly*, Vol. 22(4): 443-457 (November 1995).

Ellis, G. A.; Hobart, R. L.; and Reed, D. F., "Overcoming a Powerful Tobacco Lobby in Enacting Local Smoking Ordinances: The Contra Costa County Experience," *Journal of Public Health Policy*, Vol. 17(1): 28-46, 1996.

INSTRUCTIONAL PUBLICATIONS

El-Askari, G., curriculum developer, "Infectious Disease Emergency Field Investigator Training," *STD and TB Control Branches, California Department of Health Services*, forthcoming.

El-Askari, G., curriculum developer, "Field Epidemiology Basics: Training-of-Trainers," *UC Berkeley Center for Infectious Disease Preparedness*, August 2005.

El-Askari, G., curriculum developer, "Bioterrorism Preparedness Training for Frontline Disease Investigators," *UC Berkeley Center for Infectious Disease Preparedness*, August 2005.

El-Askari, G., curriculum developer, "Healthy Jobs Training Program Trainer's Guide," *Sacramento Works for Better Health*, July, 2004.

El-Askari, G., contributor, "Healthy Neighborhoods Project: Guide for Community-Building and Mobilizing Around Health," *Contra Costa Health Services*, January 2005.

El-Askari, G., Walton, S., and Yen, I., "Work and Health Training Curriculum," *California Works for Better Health*, 2001.

El-Askari, G. and Renner, R. , "Instructor's Guide and Parent Training Handbook," Parent Leadership Advocacy Network to Learn About Democracy (PLAN to LEAD), 20 week parent advocacy course. *Sponsored by the California Partnership for Children*, 2001.

PAPER PRESENTATIONS

Floyd-Carroll, C., Ellis, G. A., and Freestone, J., "Tobacco Free Youth: Community Assessment of Policy Options Which Reduce Pro-Tobacco Influences on Young People," Poster Session delivered to the American Public Health Association, Indianapolis, ID, November 1997.

Ellis, G. A., Walton, S., Morgan M. A., Zellers, L. and Martinez-Ochoa, L., "Healthy Neighborhoods Project: Implementing a Community Agenda Under Categorical Funding Restraints," Delivered to the American Public Health Association, Indianapolis, ID, November 1997.

Ellis, G. A., Kraut, K. L. and Irizarry, C., "The Healthy Neighborhoods Project: Mapping and Mobilizing Community Capacities to Address Public Health Problems," Delivered to the American Public Health Association, San Diego, CA, October 1995.

Ellis, G. A., McCurdy, G. S. and Rahn, P. A., "Fighting Back: The Lesbian/Bay/Bisexual Community Responds to Tobacco and Alcohol Industry Targeting," Delivered to the American Public Association, San Diego, CA, October 1995.

Scheider, H. and Ellis, G. A., "A Dialogue on Mobilizing Low Income, Ethnic Communities Around Tobacco Control: Lessons Learned and Fresh Starts," Delivered to the American Public Health

Association, Washington, D.C., November 1994.

Ellis, G. A., "Reaching the Lesbian/Gay/Bisexual Community with Mainstream Health Programs: The Contra Costa County Experience," Delivered to the American Public Health Association, Washington, D.C., November 1994.

Ellis, G. A., "Moving from Participation to Community Involvement: A Local Health Department Model for Tobacco Control," Delivered to the American Public Health Association, Washington, D.C., October 1994.

Ellis, G. A. and Morgan, M. A., "Overcoming Invisibility: The Need for Lesbian-Sensitive Prevention Programs," Delivered to Society for Public Health Education (SOPHE) Midyear Scientific Conference, Chapel Hill, NC, July 1994.

Ellis, G. A. and Morgan M. A., "Mapping and Mobilizing Community Capacities," Delivered to Society for Public Health Education (SOPHE) Midyear Scientific Conference, Chapel Hill, NC, July 1994.

Ellis, G. A., "Coalition Building in Contra Costa County, California: Try, Try Again," Delivered to the American Stop Smoking Intervention Study (ASSIST) Information Exchange Conference, San Francisco, CA, May 1994.

Ellis, G. A. and Hobart R. L., "Local Policy Development: A Strategy for Tobacco Prevention," Delivered to the American Public Health Association, Washington, D.C., November 1992.

Ellis, G. A. and Hobart R. L., "Anatomy of a Local Smoking Ordinance Campaign," Delivered to the American Public Health Association, Washington, D.C., November 1992.

WORKSHOPS & LECTURES

Guest Lecturer, "Cultural Humility and Cross-Cultural Organizing to Improve Health," University of California, Berkeley, School of Public Health: Community Organizing Class, Berkeley, CA, October 2004.

Guest Lecturer, "Race, Ethnicity, and Cross-Cultural Organizing to Improve Health," University of California, Berkeley, School of Public Health: Community Organizing Class, Berkeley, CA, October 2002.

Guest Lecturer, "Training for community capacity building/Training non-public health people in understanding the determinants of health," University of California, Berkeley, School of Public Health: Health and Social Behavior Post-Residency Seminar, Berkeley, CA, September 2001.

Guest Lecturer, "Designing Interventions," University of California, Berkeley, School of Public Health: Program Planning, Development and Evaluation Class, Berkeley, CA, March 1999.

Guest Lecturer, "Building Cultural Competency Within Organizations to Facilitate Community Organizing and Community Building," University of California, Berkeley, School of Public Health: Community Organizing Class, Berkeley, CA, October 1998.

Workshop, "Healthy Neighborhoods: Creating Collaborations From the Ground Up," California Public Health Association-North 1998 Annual Meeting, Berkeley, CA, January, 1998.

Guest Lecturer, "Cross-Cultural Community Organizing," University of California, Berkeley, School of

Public Health: Community Organizing Class, Berkeley, CA, October 1996.

Workshop, "Community Development: Is It Our Line of Work?" Society of Public Health Educators Annual Meeting, San Diego, CA, October 1995.

Guest Lecturer, "The Considerations and Challenges of Conducting Community-Based Prevention Programs with Categorical Funding," University of California, Berkeley, School of Public Health: Community Health Education Seminar, Berkeley, CA, October 1994.

Session Planner/Moderator, "Tobacco Addiction in the Lesbian, Gay, and Bisexual Community: The Silent Epidemic," American Public Health Association, San Francisco, CA, October 1993.

Panel Speaker, "Future Directions: Role of the Health Officer in Tobacco Control Public Policy Issues," Workshop sponsored by California Tobacco Control Resource Partnership, a project of the Western Consortium for Public Health, Sacramento, CA, May 1993.

Guest Lecturer, "Community Planning in Tobacco Control," University of California, Berkeley, School of Public Health, Berkeley, CA, December 1992.

Conference Session Planner/Moderator, "Making it Work: Model Programs Targeting Small Business," Revolt Against Tobacco Conference, Los Angeles, CA, October 1992.

HONORS & AWARDS

(The following is a partial list of honors and awards for projects managed)

- Award for Outstanding Contribution to Tobacco Prevention in Contra Costa County, May, 2004
- Healthy Neighborhoods Project: Excellence in Community Health Award, National Association of City and County Health Officials, September 1998
- Tobacco Prevention Project: People Who Make a Difference Award, Contra Costa County Board of Supervisors, March 1994
- Recognition of Smoke-out Excellence (ROSE) Award, national recognition by the American Cancer Society, April 1993
- Award of Distinction, California Department of Health Services, October 1992
- Great American Smoke-out Par Excellence (GASPAR) Award, statewide recognition by the American Cancer Society, 1992.