

AGENDA

COVID-19 Emergency Webinar for Community Based Organizations

Thursday November 5, 2020
3:30-4:30 PM (EST)

[Join Zoom Webinar](#)

3:30-3:35 p.m.

WELCOME REMARKS

Judith Monroe, MD
CDC Foundation President and CEO

3:35-3:45 p.m.

CDC COVID-19 EMERGENCY RESPONSE BRIEFING

Michael J. Beach, PhD
Principal Deputy Incident Manager
Centers for Disease Prevention (CDC) COVID-19 Emergency Response

3:45-4:00 p.m.

ACCELERATING KEY MESSAGES THROUGH COLLABORATIVE INITIATIVES

Maggie Rivera, PhD
CEO/President
Illinois Migrant Council

Scott Packard
Chief Communications and Public Affairs Officer
Houston Health Department

4:00-4:15 p.m.

IDENTIFYING CBOs' TOUGHEST CHALLENGES

Sharon Moffatt, MS, BSN
CDC Foundation COVID-19 Corps Senior Regional Advisor

4:15-4:20 p.m.

CALL TO ACTION

Judith Monroe, MD

4:20-4:30 p.m.

Q&A

4:30 p.m.

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Judith Monroe, MD

President and CEO, CDC Foundation

Dr. Judith Monroe, president and CEO of the CDC Foundation, has dedicated her career to protecting people and saving lives. She joined the CDC Foundation in February 2016 as president and CEO, following her role as a deputy director of the U.S. Centers for Disease Control and Prevention (CDC) and director of CDC's Office of State, Tribal, Local and Territorial Support.

In her work at the CDC Foundation, Dr. Monroe advances priority programs that improve the health of people across America and around the world. The CDC Foundation mobilizes philanthropic and private-sector resources to support CDC's critical health protection work, managing hundreds of programs in the United States and in more than 140 countries.

The CDC Foundation is actively supporting CDC and U.S. health departments' response to the COVID-19 pandemic. Under Dr. Monroe's leadership, the CDC Foundation has provided support to disproportionately affected populations; procured personal protection equipment for frontline health workers; is hiring surge staff for all 50 states, six large cities, tribal organizations and territories; and is supporting data solutions for contact tracing. In addition, the CDC Foundation is supporting communications and clinical research, including a portfolio with a focus on health equity. The CDC Foundation is also partnering with cross-sectoral leaders to provide expert panel discussions and scenario planning to help safely reopen the U.S. economy.

The CDC Foundation responded to the Zika epidemic as an implementing partner in addition to mobilizing resources; supported the response and recovery from the 2017 hurricane season; and serves as CDC's strategic partner for global health security. In 2019, Dr. Monroe was recognized by the Metro Atlanta Chamber of Commerce with a MAC Heroes of Global Health award.

Prior to the CDC Foundation, Dr. Monroe oversaw key activities and technical assistance at CDC supporting the nation's health departments and the public health system. Throughout the 2014–15 Ebola epidemic she served as senior advisor for the domestic response. During her tenure as the state health commissioner for Indiana she served as president of the Association of State and Territorial Health Officials through the H1N1 pandemic. She envisioned and founded the ASTHO president's challenge in 2008. This leadership platform resulted in initiatives with significant health improvements and focus of ASTHO annual meetings.

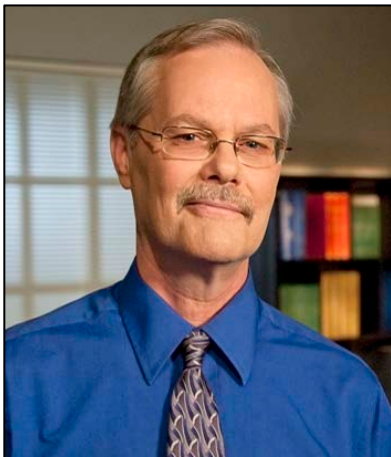
Dr. Monroe currently serves on the board of directors for the Center for Global Health Innovation and for the Georgia Global Health Alliance, and is a member of the Milken Institute's Public Health

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Advisory Board. Additionally, she serves as a member of the World Health Organization Foundation's Advisory group and on the Advisory Council of the Pandemic Action Network.

Dr. Monroe was recognized in October 2020 by United Way of Greater Atlanta with the Woman of Excellence Award for her unwavering commitment to serving the community. CDC's Office of Minority Health and Health Equity also recognized her in 2020 as their Summer Health Equity Champion. In 2019, she received the American Public Health Association's Presidential Citation for her work to improve the health and well-being of people around the world, and for her commitment to the future of public health as a mentor to young physicians and public health students.

Dr. Monroe received her doctor of medicine from the University of Maryland and a bachelor of science degree from Eastern Kentucky University. She completed her residency in family medicine at the University of Cincinnati, a rural faculty development fellowship through East Tennessee State University, and a mini-fellowship in obstetrics through the University of Wisconsin. She also participated in the State Health Leadership Initiative at Harvard University's Kennedy School of Government and received an honorary doctorate from Purdue University in Health and Human Services.



Michael J. Beach, PhD

Principal Deputy Incident Manager, CDC COVID-19 Emergency Response, Centers for Disease Control and Prevention

Associate Director for Healthy Water and Deputy Director, CDC Division of Foodborne, Waterborne and Environmental Diseases, National Center for Emerging and Zoonotic Infectious Diseases

Michael Beach, PhD, is associate director for healthy water, a program he originated at CDC. He is also deputy director of the Division of Foodborne, Waterborne and Environmental Diseases at CDC's National Center for Emerging and Zoonotic Diseases, and is currently serving as principal deputy incident manager for the CDC COVID-19 Emergency Response.

An epidemiologist and laboratorian with extensive experience in parasitic and other waterborne diseases, Dr. Beach leads a worldwide program to ensure access to safe drinking water, adequate sanitation, and basic hygiene to protect people from waterborne illnesses.

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Early in his career Dr. Beach learned how health communication and promotion helps advance public health outcomes. An advocate for sharing information in ways that people can understand and use it, he created CDC's Healthy Water and Health Swimming websites, now the world's premiere information source for safe water and safe swimming. He founded the CDC's Healthy and Safe Swimming Week. The 15-year-old observance focuses national attention on swimming health and safety.

More than 700 million people in the world lack access to safe water. As a result, nearly 32 bus loads of children die each day because of diarrhea. Dr. Beach combats that trend by leading CDC's laboratory, epidemiology and public communication work to bring safe water, adequate sanitation, and basic hygiene wherever in the world need exists. He develops and tests new ways to allow people to make safe water in their homes or schools. He shows how new water system installations benefit health. And he leads testing and development of new methods for improving water quality or sewage treatment and disposal.

Dr. Beach launched the steering committee that developed America's first Model Aquatic Health Code. This provides a framework for state and local health departments to prevent drowning, injuries and the spread of recreational water illness at public swimming pools and spas.

Dr. Beach has been part of more than 40 outbreak responses ranging from international crises to local water park outbreaks. When cholera erupted in Haiti in 2010, Dr. Beach was tapped as deputy incident manager and associate director for science for CDC's 6 month-long emergency response.

Recognizing that every waterborne outbreak is local, Dr. Beach spearheads programs to provide tools and materials that local, county, state, and country health officials can use to investigate and solve waterborne disease outbreaks. From his first recreational waterborne disease outbreak in 1995, his advocacy for public availability of materials has taken him from the lone voice about recreational waterborne illness to being part of a nationwide partnership to combat increases in waterborne disease.

Dr. Beach received the PhD in biochemistry from Purdue University and completed postdoctoral research at the University of Massachusetts. He is an adjunct professor at the Emory University's Rollins School of Public Health.

Dr. Beach has authored more than 170 peer-reviewed articles, monographs, editorials, and chapters covering a broad range of public health topics. He is sought frequently as a lecturer on topics related to waterborne illness and safety. He is a member of the National Environmental Health Association and the Council of State and Territorial Epidemiologists. He was named one of the most influential people of the past 25 years by Aquatics International and received the 2011 Distinguished Ag Alumni award from the Purdue University Department of Agriculture.

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Maggie Rivera, PhD

CEO/President

Illinois Migrant Council

Dr. Maggie Rivera is the daughter of a former Bracero migrant farm worker. She grew up in Woodstock/Chicago, IL, and has been an advocate for human rights since the age of 16. She has been a member of the League of United Latin American Citizens (LULAC)

for 25 years and is the founder of many councils across the Midwest. She has held many positions within LULAC at the national, state and local levels, currently serving as state director for Illinois. In October 2017, Dr. Rivera was unanimously appointed to CEO/President of the Illinois Migrant Council, a non-profit organization that services seasonal and farmworkers across Illinois. Throughout her lifetime, she has volunteered for numerous other nonprofit organizations.

Dr. Rivera graduated from Benito Juarez Academy in Chicago and obtained her bachelor's degree in behavioral science from National Louis University-Chicago. She then completed all curriculum requirements for the clinical psychology master's degree, also from National Louis University-Chicago. In 2007 she obtained a master's degree in business management/organizational leadership from Webster University, on the same day her husband Jose and daughter Jennifer obtained their master's degrees. In December 2018 she graduated from Novus/Universidad Pedagogica Nacional de Zacatecas, Mexico, via Phoenix, AZ, where she earned an international PhD in education. She has participated in many international forums and has been a keynote speaker on women's issues across the United States, Mexico, Puerto Rico and Peru.

Dr. Rivera has worked in many different fields, from crop picking in the fields to government, mental health clinics, banking and other public and nonprofit institutions. She and her husband manage the family real estate and grocery store businesses. Dr. Rivera is the recipient of many awards and recognitions including the National "Athena" award and the 2016 Othli award from Los Pinos in Mexico.

Education is a priority for Dr. Rivera: she is currently working toward a master's of public administration (MPA) at Aurora University, and an online certificate on Immigrants and Refugees' Mental Health First Aid through Universidad Autónoma de Mexico in Mexico City.

Dr. Rivera is a proud mom to Jennifer and Jose Alanis, and has four grandchildren (Mariana, Alejandra, Marcos and Karlie). She lives with her husband, Jose, in Crystal Lake, IL.

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Scott Packard

Chief Communications & Public Affairs Officer Houston Health Department

Scott Packard currently serves as chief communications and public affairs officer at Houston Health Department, Houston, TX, where he is the department's primary spokesperson and provides public relations counsel to leadership.

In his current role, he oversees the preparation and distribution of responses to all media inquiries, public questions and City Council requests. He also leads the creation and execution of communications strategies to enhance brand awareness and the department's reputation and credibility, as well as comprehensive internal and external communications collateral, among numerous responsibilities related to communication strategy, ranging from developing and contributing to strategic communication and public outreach plans, to managing the communication request workflow of more than 60 programs.

Packard previously served as director of communications for Galveston County Health District from 2015 to 2018, and before that was the public information officer for the City of Seguin, Seguin, Texas. His former positions also include working as a reporter/photographer for WIAT 42, Birmingham, AL, and as a reporter/photographer for WDHN-TV, Dothan, AL.

He holds a bachelor's degree in mass communication/broadcast journalism from Sam Houston State University, Huntsville, TX.

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Sharon Moffatt, MS, BSN

**CDC Foundation COVID-19 Corps
Senior Regional Advisor**

Sharon Moffatt, MS, BSN, has over 35 years of experience as a public health leader working at the local, state and national level. Her early years as a public health nurse included home visiting, WIC clinics, Children with Special Needs Clinics and Refugee Health. In the 1990's Sharon was part of Governor Dean's administration team to develop and implement Vermont's Healthy Babies System of Care. In 2002 she was appointed Senior Deputy Health Commission then advanced to State Health Commissioner in the Governor Douglas administration in 2006. In this role Sharon led complex initiatives including the development and implementation of Vermont's Blueprint for Health—a national model of health system transformation.

In the past 10 years, Sharon Moffatt has been in a leadership role at the Association of State and Territorial Health Officials (ASTHO). Her work has focused on identification of the issues and working on solutions with the 57 state and territorial health officials and in coordination and collaboration with federal agencies, policy makers, public health organizations and nationally recognized funders. Additionally, she has led initiatives including health transformation, informing and implementation of local, state and national policy, quality improvement initiatives and cross-sector collaboration. She has led the design and application of national and multi-state quality improvement collaboratives in such areas as opioid use/abuse reduction, infant mortality, and hypertension reduction. In partnership with the Center for Creative Leadership, Sharon has assisted in the development of a comprehensive leadership institute for state health officials and their health agency teams. Sharon now works as a consultant for national, state and local organizations with a focus on leadership development to impact health outcomes and the design and implementation of health system transformation.