

CAREY RICCITELLI, MPH

EDUCATION

MASTER OF PUBLIC HEALTH, HEALTH PROMOTION (DECEMBER 1993)

GRADUATE SCHOOL OF PUBLIC HEALTH, SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA

BACHELOR OF ARTS, PSYCHOLOGY (MAY 1991)

SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA

EXPERIENCE:

23 Years with the County of San Diego Health and Human Services Agency (HHS)

Community Health Promotion, Manager (2006 – Present)

- Member of the regional Executive Team and General Management Team for HHS North Coastal and North Inland Regions.
- Oversight of regional Community Health Promotion budgets, grants and funding streams.
- Manage hiring, training, supervision of professional staff as well as undergraduate and graduate student interns representing diverse ethnic and cultural backgrounds.
- Conduct performance reporting, coaching, and team building activities as well as regular meetings of staff using a strengths-based management approach.
- Responsible for community health program development, implementation and evaluation; large-scale projects and events; and numerous special projects.
- Liaise with Board of Supervisor offices, community and Tribal leaders, elected officials, contractors and County executives.
- Coordinate North County's *Live Well San Diego* implementation, Community Health Improvement Planning, and the Community Leadership Team; establish and maintain community partnerships with diverse entities across the region in this effort.

Nutrition Education and Obesity Prevention (NEOP) Program (October 2011 – Present)

- Managing implementation of North Coastal and North Inland regional NEOP grant projects, including program development and implementation.
- Provide project updates and reports to HHS departments, including regional Executives, Strategic Planning and Operational Support and Public Health Services.
- Recruited Community-based Organizations in both urban and rural settings to serve as contractors and subcontractors in the project.
- Provide technical support to Resident Leadership Academy cohorts, including culturally diverse, mono-lingual Spanish speaking and intergenerational groups, in their policy and environmental interventions.

Communities Putting Prevention to Work (March 2010 – June 2012)

- Management and oversight of \$1.2 million media campaign for HHS's federal American Recovery and Reinvestment Act grant, a large, complex, politically-sensitive project.
- Coordinated media project development, implementation and evaluation, as well as extensive local and national approval procedures.
- Serve on Local, State and Federal media task forces representing HHS CPPW media efforts to promote community-level policy, systems and environmental changes.
- Present at National conferences on CPPW media campaign, sharing best practices and lessons learned regarding media role in Policy, Systems and Environmental strategies.
- Interface with media organizations, reporters, and contractors, and serve as approved media spokesperson as needed.

Emergency Response, DOC/MOC Responder (2003 – Present)

- Serve as Public Information Officer for the Department and/or Medical Operations Centers in the event of an emergency.
- Served as Local Assistance Center Public Information Officer and media manager in Fallbrook during 2007 fires and in Valley Center during 2003 fires.

Manager, HHS Office of Media and Public Relations (February – June 2009)

- At request of the HHS Director, served as interim manager of the Agencywide media and communications office.
- Managed the HHS media response for the historic outbreak of H1N1 influenza (aka swine flu) in San Diego County.
- Served as member of the HHS Executive Team
- Chaired communications committee for *Building Better Health* design team.

Business Planner/Strategic Planning Coordinator (2002 – 2005)

- Managed strategic planning and reporting for the HHS North Coastal and North Inland Regions
- Responsible for Operational Incentive Planning, Operational Reporting, Letters of Support, Memorandums of Understanding/Agreement, Award Applications, Needs Assessments, Regional Health Statistics and Community Demographics.

Regional Community Health Promotion Specialist (1999-2006)

- Served as coordinator for a variety of health programs and special projects that engage Agency managers, regional staff, and community partners
- Coordinated media activities and public information campaigns

Public Health Educator – Immunization Program (1994-1999)

- Developed, implemented, and evaluated a nationally recognized health education module for a CDC-funded hepatitis B vaccination project for Asian/Pacific Islander communities.
- Served as an Immunization Management Consultant providing in-service to physicians.
- Conducted annual audits of school and child care facilities to ensure compliance with the California School Immunization Law and provided on-site education as needed.
- Coordinated the Family Child Care Immunization Program including conducting trainings and workshops, developing materials and resources, and providing technical assistance.

LEADERSHIP DEVELOPMENT

- Gallup Strengths: Strategic, Maximizer, Relator, Activator, Responsibility
- California Awards for Performance Excellence (CAPE) Evaluator, 2017
- Leadership North County (at Cal State San Marcos) Graduate, 2015
- Gallup Great Leaders Program graduate, 2013
- Management Development Institute graduate, 2007
- Expertise in regional operations, priorities, politics and complexities of geographically diverse North San Diego County.
- Strong, positive working relationships with managers, staff, community partners, executives
- Ongoing guest lecturer each semester in Kinesiology program at Cal State University San Marcos
- Site supervisor for internship programs with numerous universities, including California State University San Marcos, San Diego State University, National University, California State University Long Beach, California State University Northridge and additional on-line programs.

PROFESSIONAL AFFILIATIONS

- **AMERICAN PUBLIC HEALTH ASSOCIATION (APHA):** *member (1991-present)*
- **SOCIETY FOR PUBLIC HEALTH EDUCATION (SOPHE):** *National House of Delegates (1997-2002), Chapter Development Committee Chair (2000-2001)*
- **SAN DIEGO COUNTY CHAPTER, SOPHE:** *National Delegate (1997-2002), Chapter President (1996-1997), Program Planning Chair (1995-1996), Newsletter Chair (1993-1995), Graduate Student Representative (1992-1993)*

PRESENTATIONS & POSTERS

- *Collective Impact through Community Engagement: The Live Well San Diego Experience* (Presentation). American Public Health Association 143rd Annual Conference. Chicago, IL; November 3, 2015.
- *Live Well San Diego: Building Groundswell for Collective Impact through Community Engagement* (Presentation). California Obesity Conference. San Diego, CA; July 1, 2015.
- *Prevention works: A public health approach to preventing violence that affects youth* (Presentation). American Public Health Association 143rd Annual Meeting. San Francisco, CA; October 30, 2012.
- *Healthy Works: Paths to Healthy Living* (Presentation). CDC/Communities Putting Prevention to Work Conference. Atlanta, GA; May 17, 2012.
- *Family Child Care Requirements: Reaching Hispanic Providers* (Presentation). The 3rd California Immunization Conference. San Diego CA; January 28, 1999.
- *Immunization Requirements for Family Child Care: A Teaching Tool* (Presentation). American Public Health Association Annual Meeting. Washington DC; November 18, 1998.
- *From Policy to Provider: Immunization Requirements for Family Child Care* (Poster). Society for Public Health Education Annual Meeting. Washington DC; November 14, 1998.
- *Bears, Blocks, and Blue Cards: A Training Video for Family Child Care Providers* (Poster). National Immunization Conference. Atlanta, GA; July 21-24, 1998.
- *Bears, Blocks, and Blue Cards: A Training Video for Family Child Care Providers* (Presentation). The 2nd California Immunization Conference. San Diego; January 27-29, 1998.
- *Hepatitis B Education in an Asian & Pacific Islander (API) Community: The Community Representative Model* (Presentation). American Public Health Association Conference. New York; November 12, 1996.
- *Presentation at the Hepatitis Coordinators Meeting*. CDC Hepatitis Branch Meeting. Atlanta, GA; May 16-17, 1996.
- *Hepatitis B Education in an Asian & Pacific Islander (API) Community: The Community Representative Model* (Presentation). National Immunization Conference. Washington DC; April 10, 1996.

PUBLICATIONS & PRODUCTIONS

- Riccitelli, C. & Rios, A. (1999). *Tarjetas Amarillas y Tarjetas Azules (Yellow Cards & Blue Cards)* (Spanish training video). County of San Diego, Health and Human Services Agency.
- Riccitelli, C. & Workman, J. (1998). *Bears, Blocks, & Blue Cards: Immunization Requirements for Family Child Care* (training video). County of San Diego, Health and Human Services Agency.
- Sworts, V. & Riccitelli, C. (1997). *Health Education Lessons Learned: The HAPI Kids Program*. Journal of School Health. American School Health Assoc.: Vol. 67, No.7.
- Foo, MA, Wang, R, Aoki, M, & Riccitelli, C. (1997). *Southeast Asian Community Leader Training Curriculum*. UCLA School of Public Health & Asian Pacific Health Care Venture.