

# Lara Jones Jaskiewicz

Grand Valley State University  
School of Public, Nonprofit and Health Administration  
401 W. Fulton St., 228C  
Grand Rapids, MI 49504  
(616) 331-6580

## EDUCATION

PhD	Public Health Studies	University of Illinois Chicago	2010
MPH	Public Health Administration	University of Minnesota	1995
MBA	Strategic Management	University of Minnesota	1995
BA	Russian Studies	University of Illinois	1990

## SCHOLARSHIP

### **Research**

GRAND VALLEY STATE UNIVERSITY Grand Rapids, MI  
2013-14 Healthy Food Access Pre-Post a New Farmers' Market: Perceptions vs. Reality

- Primary Investigator on project
- Hired and supervised student research assistants
- Managed data collection and management process
- Worked with statistical consultant on data analysis

COOK COUNTY DEPARTMENT OF PUBLIC HEALTH Oak Forest, IL  
Public Health Institute of Metropolitan Chicago

2012 Healthy HotSpot Corner Store Program Evaluation

- Developed evaluation plan and led tool development
- Managed data collection and management process
- Conducted interviews and focus groups
- Conducted qualitative data analysis

CHILDREN'S MEMORIAL MEDICAL CENTER Chicago, IL

Consortium to Reduce Obesity in Chicago Children (CLOCC)

2009-10 Community Nutrition and Physical Activity Survey

- Provided input into survey question development and gathered community input into specific survey questions
- Hired and supervised community residents as survey research assistants
- Organized training workshop for RAs
- Coordinated data collection
- Ordered and managed participant incentives
- Assisted with interpretation of survey results and development of reports
- Organized community forum and presented results

- 2007-08 Evaluation of continuing education and support to elementary teachers
- Led the design of the intervention to educate teachers and school staff about child obesity and the role schools can play in reducing its impact
  - Provided input into pre-post test questions
  - Planned and lead professional development workshops, including pre-test data collection
  - Supervised post-test data collection
- 2006 Research into provision of mobile health services at mobile emergency food fresh produce distribution sites
- Staffed the project advisory committee
  - Assisted in survey development
  - Scheduled community data collection dates and sites
  - Conducted survey at community locations
  - Ordered and managed participant incentives
  - Provided staff support to focus groups.
- 2006 Evaluation of the impact of a weekly produce basket program on overall diet
- Provided input into survey development
  - Coordinated development of data collection protocol
  - Supervised data collection

### **Peer-Reviewed Publications**

Jaskiewicz, L. J., Block, D., Chavez, N. Finding Food Deserts: Issues of spatial measurement. *Health Promotion Practice*. In press.

Jaskiewicz, L. J., Dombrowski, R., Massuda Barnett, G., Mason, M., Welter, C. (2015) Training local organizations to support healthy food access: Results from a year-long project. *Community Development Journal*. doi: 10.1093/cdj/bsv022.

Lake, D. L., Sisson, L. G., Jaskiewicz, L. J. (2015) Local Food Innovation in a World of Wicked Problems: The Pitfalls and the Potential. *Journal of Agriculture, Food Systems, and Community Development*; Spring.

Jaskiewicz LJ, Dombrowski RD, Drummond H, Massuda Barnett G, Mason MA, Welter C. (2013) Partnering with Community Institutions to Increase Access to Healthful Foods across Jurisdictions. *Preventing Chronic Disease*; Vol. 10.

Mason M, Jaskiewicz LJ, Christoffel KK. (2010) Feasibility of Adding Health-related Services to Free Produce Distribution Sites: Participant Perspectives. *Journal of Applied Social Science*; Vol. 4 (2): 1-16.

Suarez-Balcazar Y, Redmond L, Kouba J, Hellwig M, Davis R, Martinez LI, Jones L. (2007) Introducing systems change in the schools: the case of school luncheons and vending machines. *American Journal of Community Psychology*; Vol. 39: 335-345.

### **Grant Funding**

- Grand Valley State University, Pew Scholar Teacher, lead grant writer and manager - \$6,690, 2014-15
- Grand Valley State University, Early Career Research Stipend, Primary Investigator - \$3,000, 2014-15
- Grand Valley State University, Interdisciplinary Research, Primary Investigator - \$10,000, 2013-14
- Polk Bros. Foundation, lead grant writer and project director- \$50,000, 2005
- White House Drug-Free Communities, lead grant writer and project director - \$100,000 per year up to 3 years, 2002
- Education Now and Babies Later, lead grant writer and project director - 2000-2001, 2002
- Minnesota State Incentive Grant for youth substance use prevention, project director - 2000-2002
- Minnesota Women, Infants and Children, lead grant writer and project director - 1997-1999
- Minnesota Maternal and Child Health, lead grant writer and project director - \$8,900 yearly, 1997-1999
- Minnesota Healthy Communities Program, lead grant writer and project director - \$10,000 yearly, 1997-1999
- Minnesota HIV/STD Prevention, lead grant writer and project director - 1998-1999

### **PROFESSIONAL EXPERIENCE**

Aug. 2012 – Present                      **Grand Valley State University**                      Grand Rapids, MI  
**Assistant Professor**

#### ***Teaching***

- PA 630—Health Services and Administration
- PA 631—Health Policy and Politics
- PA 639—Community Benefits Assessment and Management
- PA 640—Marketing Health and Human Services
- PA 644—GIS in the Public Service
- PA 674—Built Environment and Public Health
- PA 693—Research Project
- PA 699—Directed Readings
- PH 693—Masters Project

#### ***Directed Student Learning***

- Dissertation Committee Member, Nursing. (September 4, 2014 – present)  
Advised: Shawn Hillman
- Dissertation Committee Member, "The Influence of Supportive Nursing Leadership in Staff Nurse Retention," Nursing. (December 6, 2013 - December 1, 2014).  
Advised: Theresa Dawson
- Master's Thesis Committee Member, "A Cost-Benefit Analysis of Community Health Worker Impact upon the Birth Outcomes of At-Risk Pregnant Women," School of Public, Nonprofit, & Health Admin. (October 18, 2012 - December 13, 2013).  
Advised: Ed Jados

Jan. 2011 – Present                      **UNIVERSITY OF ILLINOIS AT CHICAGO**                      Chicago, IL  
**Adjunct Assistant Professor**  
**Adjunct Lecturer**

- HPA 400—Principles of Management in Public Health

July 2010 – Aug 2012   **PUBLIC HEALTH INSTITUTE OF METROPOLITAN CHICAGO** Oak Park, IL  
**Program Manager**

- Lead county-level policy initiatives to create a county food policy council, county vending machine nutritional standards policy, and oversee the county-level non-motorized transportation initiatives
- Develop and manage an intervention to add healthy foods to corner stores
- Supervise two regional health coordinators in the outreach and technical assistance provided to communities and schools related to nutrition and physical activity policy, systems and environmental change

Aug. 2004 – July 2010                      **CHILDREN'S MEMORIAL HOSPITAL**                      Chicago, IL  
**Consortium to Reduce Obesity in Chicago Children (CLOCC)**

July 2006 – July 2010

**Project Manager**

- Developed built environment and community partnership strategy
- Supervised Community Networker Team
- Administered grant programs
- Wrote fact sheets on key issues
- Developed and delivered presentations on CLOCC and its public education message

April 2005 – July 2006

**Project Coordinator**

- Developed and coordinated collaborative projects with CLOCC community partners
- Prepared reports and deliver presentations on CLOCC and its members' activities
- Continued to fulfill duties of Program Assistant

Aug. 2004 – April 2005

**Program Assistant**

- Staffed working groups for Schools, Data Surveillance, and Research Support
- Maintained departmental budget

July 1999 – Aug. 2002                      **BLOOMINGTON PUBLIC HEALTH**                      Bloomington, MN  
**Public Health Activity Coordinator**

- Coordinated health promotion activities internally and with the local community
- Conducted community health needs assessments using both qualitative and quantitative data
- Evaluated agency activities
- Wrote and administered local, state, and federal grants
- Supervised and coordinated Health Division communication activities
- Facilitated a three-city community youth health coalition
- Initiated and supported the development of Coordinated School Health programs
- Supervised 6-8 professional health promotion staff, health planner, and communications staff

Feb. 1997 – July 1999      **LAKE COUNTY HEALTH DEPARTMENT**      Two Harbors, MN  
**Public Health Education and Services Supervisor**

- Performed county-level community health assessment and planning
- Wrote and administered state, federal, and local grants
- Performed health promotion activities, including health education, community development, and collaboration with managed care organizations
- Supervised nursing home pre-admission screening program including the Elderly Waiver and other adult care programs
- Oversaw enforcement of county environmental health ordinances
- Managed contract with private agency for home health and community nursing
- Recruited for and staff the public health advisory council
- Supervised Sanitarian, Social Worker and Case Aide

Sept. 1995 - Aug. 1996      **NATIONAL HEALTH SERVICE WALES**      Swansea, UK  
**Administrative Fellow**

***West Glamorgan Health Authority / Iechyd Morgannwg Health***

The government body responsible for the health of the local population (350,000)

- Researched and reported on tariffs and efficiency data for use during contracting
- Reported on and made recommendations concerning a purchasing consortium in South Wales
- Coordinated and acted as liaison for primary care pilot total purchasing project

***Morrison Hospital NHS Trust***

A hospital providing secondary and tertiary services to the local and regional populations

- Developed referral network for new cardiac services: conducted marketing surveys of regional specialists; researched network benchmarks; wrote case study on network development for the Council of International Hospitals
- Researched new business developments; wrote business plans

1990-1993      **SONICRAFT, INC.**      Chicago, IL  
An electronics and communications equipment design, development and manufacturing firm  
**Training Coordinator**

- Determined corporate training needs; researched, previewed, and selected training programs; conducted training programs
- Reviewed and updated employee job descriptions; designed employee database

**PRESENTATIONS**

***Invited Talks***

- Webinar: Impacting the Food Environment Through Procurement Policy Change – December 2011 – “Cook County Vending Machine Nutrition Standards”
- Chicago Public Schools professional development workshop for physical education teachers – October 2008 – “A Healthy Lifestyle Message for Childhood Obesity Prevention”
- Northwestern Memorial Hospital, Advances in Medicine and Science Teacher Conference – February 2008 – “Child Overweight and School Performance”

- Chicago Botanic Garden Annual School Gardening Conference – July 2006 – Keynote: “Child Overweight and School Nutrition”

### **Conference Presentations**

- Joint meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society – June 2014 - Perceptions and measurements of access to fresh fruits and vegetables for a low-income neighborhood
- American Public Health Association Annual Meeting – November 2013 - How do Low-income Residents View Corner Store Owners? Implications for healthy store projects; and Developing Community Capacity to Increase the Availability of Healthy Foods in Corner Stores
- Joint meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society – June 2013 - Corner Stores as Community Members: Low-income residents perspectives (poster)
- American Public Health Association Annual Meeting – November 2010 - Differences in accessibility spatial measures: Implications for community strategy
- Chicago Metro Association for the Education of Young Children, Opening Minds conference – January 2010 – Early Child Care and Child Obesity: What's the Connection?
- Building a Healthier Chicago, Building a Healthier Community: Eat Well, Live Well –January 2009 – Creation and Community Dissemination of a Healthy Lifestyle Message for Children and Their Caregivers
- Healthy Foods Healthy Moves conference – October 2008 – “Learning the 5-4-3-2-1 Go!<sup>TM</sup> Message”
- Minnesota Annual Institute for Tobacco and Youth Risk Behavior Prevention – May 2002 – “Coordinated School Health and the School Health Index”
- University of Minnesota ISP International Health Symposium in Budapest, Hungary 2000 - “How Should the Government Assure Health? One US Perspective”
- Minnesota Program Sharing Conference 1998 - “Development of an Adult Alcohol Prevention Social Marketing Campaign” co-presenter

### **Community Presentations**

- Alliance for Healthy and Active Communities – 2012 – Healthy HotSpot Corner Store Program
- Pilsen Community Nutrition and Physical Activity Survey – 2010
- Englewood Community Nutrition and Physical Activity Survey – 2009
- Bloomington Day-Makers Rotary – March 2002 – Bloomington’s AmeriCorps volunteer
- Advisory Boards of Health for the cities of Bloomington, Edina and Richfield - 1999 & 2001 - Community Health Services Plan
- Maternal and Child Health Task Force - September 2001 - Minority Health Data Report
- Bloomington Today cable television show - April 2001 - Public Health Week
- Rotary International District 5580 Annual Meeting – 2000 – Group Study Exchange experience
- Bloomington Rotary Club - 2000 - organized Mayor’s Luncheon and presented the Bloomington Youth Violence Report
- Bloomington City Council - 1999 - Community Health Services Plan
- Lake County Board of Commissioners - supported strengthened ordinance to reduce youth access to tobacco products - 1999
- Lake County Human Services Board monthly reports - 1997-1999

## **REPORTS**

### ***Primary Author***

- Overview of CLOCC Seed Grant Program, 2003-2010, 2010
- Minority Health Data Report for Bloomington, Edina and Richfield, 2001
- Bloomington Youth Violence Report, 1999

### ***Contributor/Reviewer***

- East Humboldt Park Community Nutrition and Physical Activity Survey, 2011
- Pilsen Community Nutrition and Physical Activity Survey, 2010
- Englewood Community Nutrition and Physical Activity Survey, 2009
- Chain Reaction: Income, Race, and Access to Chicago's Major Player Grocers, Metropolitan Chicago Information Center, 2005
- Community Health Services Plan Update for Bloomington, Edina and Richfield, 2001
- Hennepin County Senior Health Report reviewer, 2000
- State Community Health Services Advisory Committee Work Group on the Community Health Services Administration Handbook member, 1999
- Lake County Community Health Services Plan Update, 1997

## **HONORS AND RECOGNITION**

- Nominated to be 2001-2002 President-Elect of the Minnesota Public Health Association - refused due to plans to pursue Ph.D
- Rotary International Group Study Exchange participant to Brazil, 1999
- Beta Gamma Sigma Honor Society member
- Recipient of the UIC Graduate College Abraham Lincoln Fellowship, 2003-2004
- Recipient of the U of MN SPH Lee D. and Donna Stauffer Scholarship, 1994
- Presidential Management Intern Program finalist, 1995
- Recipient of the University of Minnesota Health Sciences Minority Scholarship, 1993-1995

## **SERVICE**

### ***University Service***

- Committee Member, Outstanding Service Award. (August 2014 - Present).
- Committee Chair, MPH Project / Thesis Committee in College of Health Professions. (February 2014 - Present).
- Committee Member, SPNHA Review. (January 15, 2014 - Present).
- Committee Member, MPH Program in College of Health Professions. (August 2013 - Present).
- Faculty Advisor, MPH Program in College of Health Professions. (August 2013 - Present).
- Committee Member, Internal Dynamics. (August 2012 - Present).
- Committee Member, MHA Program. (August 2012 - Present).
- Developer, New Course Proposal, Healthcare Quality. (April 8, 2013 - September 23, 2014).
- Committee Member, Faculty Search, MHA Program. (February 2014 - May 30, 2014).
- Committee Member, West Michigan Interdisciplinary Professional Education Initiative. (January 2014 - September 2014).
- Committee Member, Faculty Search - MPNL. (October 2013 - November 2013).

- Committee Member, Growing Connections Food Summit. (March 15, 2013 - May 7, 2013).
- Committee Member, MPH Program Development. (September 2012 - April 2013).
- Developer, New Course Proposal - Community Benefits. (October 1, 2012 - October 26, 2012).
- Developer, New Course Proposal - Built Environment & Health. (October 1, 2012 - October 11, 2012).

### ***Professional Service***

- American Journal of Public Health – Reviewer (2012, 2014, 2015)
- Preventing Chronic Disease – Reviewer (2014)
- Journal of Agricultural and Environmental Ethics – Reviewer (2013)
- Social Science and Medicine – Reviewer (2013)
- American Public Health Association – Food and Nutrition Section Program Committee member (2011-15); Community Health Planning and Policy Development Section Secretary (2007-2008); Section Secretary-Elect (2005-2006); Governing Council member (2002-2004, 2006-2007); Session Moderator (2001)
- UIC School of Public Health International Night volunteer, 2003
- UIC School of Public Health Strategic Planning retreat, 2002
- U of MN Public Health Administration Advisory Committee, 2002
- U of MN School of Public Health Mentor Program Advisory Committee, 2001-2002
- U of MN School of Public Health Mentor, 2000-2002
- Public Health Fellowship Coalition – to increase the number of minority public health professionals in Minnesota holding an MPH, 2000-2002
- Minnesota Public Health Association – Governing Board member (1999-2001)
- University of Minnesota School of Public Health Diversity Committee – student representative, 1993-1994
- Chair of Students United in Public Health (student diversity committee), 1993-1994
- American Society for Training and Development – Manufacturing Industry Group Section, Newsletter Editor for first edition of newsletter, 1991

## **PROFESSIONAL DEVELOPMENT**

### ***Training Workshops***

- Grand Valley State University New Faculty Institute, August 2012
- Grand Valley State University Foundations of Online-Hybrid Teaching, October 2012
- Prevention Speaks storytelling training, November 2011
- Uncommon Solutions Policy 101, September 2011
- Planning Local Food Production for Healthier Communities, July 2011
- Built Environment Assessment Training (BEAT) Institute, June 2009
- Nutrition Environment Measures Survey certification training, November 2006
- How to Use Positive Communication to Build Personal Credibility, March 2001
- Learning Labs for Outcome-Based Management, 2000
- Technology of Participation group facilitation methods training, August 15-16, 2000
- Franklin Covey What Matters Most, May 31, 2000
- Health Realization, 2000



### **Conferences and Meetings**

- Robert Wood Johnson Foundation New Connections Symposium, 2015
- American Public Health Association Annual Meeting, 1994, 1996-97, 1999-2014
- Joint meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society, 2013-14
- Grand Valley State University Fall Teaching Conference, August 2012
- Chicago Center of Excellence in Health Promotion Economics (CCEHPE) and the Center for Health and the Social Sciences (CHeSS): Causal Inference in Neighborhood-based Research, Dec 2006
- UIC Great Cities Winter Forum 2005: The Healthy City: People, Place and Policy, Dec 2005
- Consortium to Lower Obesity in Chicago Children: *From the Ground Up: Improving Chicago's Physical Activity and Nutrition Environments*, Jun 2004
- National Institute of Environmental Health Services Obesity and the Built Environment Workshop, May 2004
- Minnesota Community Health Services Annual Conference, 1996-2001
- Minnesota Public Health Association annual conference, 1997, 1999-2001
- Annual Institute for Tobacco and Youth Risk Behavior Prevention, 2000-02
- Minnesota Capacity Building in Health Promotion annual conference, 1997-99
- Minnesota Organization for Adolescent Parenting and Pregnancy Prevention Conference, Apr 2002
- Hennepin County School Climate Conference, Feb 2002
- Hennepin County Racial and Ethnic Health Disparities Symposium, Dec 2001
- Influencing Policy and Creating Supportive Environments to Improve Heart Health, Nov 2001
- Working With Youth: Connection & Empowerment, Nov 2001
- Improving the Youth Sports Environment, Nov 2001
- It's Time for Action: Closing the Racial and Ethnic Health Gaps in Minnesota, Oct 2001
- Halting the Obesity Epidemic: A Public Health Policy Approach, Jun 2001
- Bridging Research and Practice, Apr 2001
- Public Health: Future Challenges and Direction, Apr 2001
- Growing Absolutely Fantastic Youth, Mar 2001
- Minnesota Food Expo: School Nutrition Services, Jan 2001
- Minnesota Suicide Prevention Symposium, Nov 2000
- Minnesota Evaluation Institute, May 2000
- Hennepin County Community Health Department Fall Prevention Forum, Apr 2000
- Teaming Up to Tackle Tobacco, Mar 2000
- Minnesota Public Health Association Annual Meeting, 1997-99
- Community Leadership: Building Relationships with Providers, Apr 1999
- Building Healthy Communities Conference: Shaping the Dream of a Healthier Future, Mar 1999
- Shutting Off the Tap to Teens: Reducing Underage Drinking Through Policy Change, Dec 1998
- Program Sharing Conference on youth substance use prevention, Nov 1998
- National Association of County and City Health Officials, Jun 1998
- Center for Health Promotion Capacity Building Videoconference, Mar 1998
- Leading Your Public Health Organization into the Future, Oct 1997

### **PROFESSIONAL MEMBERSHIPS**

- American College of Healthcare Executives. (January 2014 - Present).
- Behavioral Science and Policy Association. (2014 - Present).
- Michigan Public Health Association. (2013 - Present).
- Agriculture, Food, and Human Values Society. (2011 - Present).
- Association for the Study of Food and Society. (2008 - Present).
- American Public Health Association. (1994 - Present).

### **COMMUNITY SERVICE**

- Hope College guest speaker, 2014
- Heart of West Michigan United Way Healthy Eating Active Living Team, 2013
- Race for the Kids Children's Memorial Hospital 5-K Family Run/Walk volunteer, 2004
- Two Harbors Charter Commission, 1998-1999
- Two Harbors Ski and Recreation Trail Association, Treasurer 1998-1999
- Two Harbors Winter Frolic Snowshoe Marathon, 1999 - Volunteer recruitment and organization
- Grandma's Marathon traffic control, 1996 & 1997