Paula Amezola De Herrera, MPH

Southern California

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Summary

Paula Amezola has invested nearly 20 years in the field of public health working in various capacities including research, program evaluation, advocacy, and career development. Despite a wide spectrum of experience, Mrs. Amezola has predominantly focused on inclusion, diversity and equity issues, specifically as these relate to communities of color. Her DEI philosophy is to facilitate experiences that offer a mirror and a window for all, to find commonalities inherent in humanity and to explore culture with humility.

Mrs. Amezola received her MPH in Epidemiology at the University of California Los Angeles, where she was trained in survey development, program evaluation, data analysis, data mining and data reporting. She believes that this training can be applied to any issue that requires telling a story with data.

As the Partnership Program Coordinator for the National Cancer Institute, she worked closely with non-profits on community asset mapping, coalition building, and grant writing. During her time at the NCI, she established more than 200 professional relationships and led the development of tracking tools, database infrastructure and evaluation plans for 8 projects with partnering organizations and key stakeholders.

Additionally, she was the lead epidemiologist at the LAGLC clinic, a sentinel surveillance site for the Los Angeles County Department of Public Health. Mrs. Amezola presented the center's data at National HIV Prevention Conferences. The CDC recognized the study on Crystal Meth Use Among HIV Positive Clients and had a press release in major newspapers including the LA Times.

Mrs. Amezola is bringing this experience to the USC Keck School of Medicine. As the founder of the Public Health Career Services, she has planned and implemented every aspect of the program, while working seamlessly with all academic departments. She is excited to coach public health professionals and helps them explore, discover and navigate their public health careers.

Experience

Keck School of Medicine of USC

Founder of the Public Health Career Services

Keck School of Medicine of the University of Southern California

May 2015 - Present (6 years +)

Helping graduate students find their passion in the public health workforce.

• Founder of the Public Health Career Services for the Public Health Sciences, Preventive Medicine, Keck School of Medicine at University of Southern California

• Planned and led the programming for more than 600 on-campus and online students respecting inclusion, diversity and equity

• Designed, evaluated, and presented workshops and course curricula to ensure that students were prepared to enter the workforce

• Constructed a data management system in Qualtrics by creating measurement tools for different points of contact (one-on-one, group, and multiple groups) this data was evaluated and presented via reports to demonstrate the effectiveness of career services with regards to the formative, process and outcome of the program.

• Connected and built instrumental relationships with key stakeholders and compiling these into a searchable online database
• Created all graphic materials utilized to promote and highlight the Public Health Career Services (website, brochures, flyers, and social media)
• Coached and advised graduate students and alumni by communicating career development strategies, conducting mock interviews and leveraging relationships with potential employers and practicum sites
• Prepared the yearly budget, reconcile expenditures in Kuali, and leverage the limited resources to continue making the career services more effective
• Oversaw all aspects of the Public Health Career Fair planning committee, which was composed of student affairs staff, students and faculty, to organize our biggest and most successful event 4 years in a row
• Conceptualized and implemented the first-peer advising program by collaborating with other university programs and utilizing pee-reviews models as a foundation
• Supervised employees by identifying their strengths and leveraging these to build an effective team

Consultant | Trainer | Lecturer | Presenter

Public Health Consulting

Jan 2016 - Present (5 years 4 months +)

Public Health Consulting is prepared to help you with all your public health needs. We provide services that encompass program evaluation, advocacy, and career coaching.
• Telling Stories, Saving Lives Through the Power of Evaluation, Guest Lecture in Public Health 4360, California State University, October 2019
• Optimizing Your New Career in Public Health, Presenter for American Public Health Association, Webinar, June 2019
• Career Success and Personal Power, Presenter for the Latino Network, Riverside, May 2018

Education Committee | Public Member | Appointment by Governor Brown

State of California

Jul 2017 - Jan 2021 (3 years 7 months)

Ensuring qualified persons are licensed vocational nurses and psychiatric technicians.
• Overseeing and disciplining the licenses for over +150,000 vocational nurses and psychiatric technicians
• Enforcing education standards and requirements for all nursing schools in the state of California
• Protecting the public by ensuring competent nursing and psychiatric technicians' workforce
• Setting and influencing policy to ensure the BVNPT is not impacted by pending state legislation
• Conceptualizing the substance abuse awareness program that will leverage resources from the BVNPT, VN & PT schools and professional associations
• Reshaping and setting new goals for the BVNPT's 5-year strategic plan, which included Diversity, Equity, and Inclusion initiatives

Chair for the Parks, Recreation and Community Services Commission

City of Culver City

Jul 2017 - Dec 2020 (3 years 6 months)

Implementing community-driven conversations, improving access to parks and promoting recreation activities.

• Plan and execute community-driven conversations, improve access to parks and promote recreational activities for all the residents of Culver City
• Organize the 2018 Community Conversation, with the title “Everyone Deserves to Feel Safe”, a peer lead workshop on how to change the culture of sexual violence among youth
• Spearheaded and conceptualized the 2019 Community Conversation, with the title “The Past, Present, and Future Housing in Culver City”, a panel discussion with leaders that support affordable housing and renter protections.
• Developed, implemented, and reported evaluation reposts for the PRCS, with the goal to improve human relations in the City of Culver City

Communication, Evaluation and Development Consultant

University of California, Merced

Jan 2016 - Dec 2017 (2 years)

Developing and implementing the Participatory Health Communication Asset Mapping project with community leaders and residents of Winton, California. This project yielded the following outcomes:
• Wrote a 20-page report on the process and outcomes of the Participatory Health Communication Asset Mapping project conducted during the project period January - September 2016 with community leaders, residents of Winton, and UC Merced faculty and students
• Led training on capacity-building methods and participatory asset mapping for participants (residents, community leaders, and UC Merced students)
• Developed and designed a bilingual print and digital health communication asset maps for health promotion, outreach, and health campaign

Administrative Fellow

Leadership Institute

Dec 2014 - Aug 2015 (9 months)

Leading the strategic communication efforts for the Latina Global Executive Leadership Program. Also involved in developing the newsletter and social media plan for the program. Additionally, coordinating the program sponsored by the University of Southern California, Marshall School of Business.

Program and Financial Research Manager

USC Annenberg School for Communication and Journalism

Aug 2010 - Aug 2015 (5 years 1 month)

• Executed multiple high-level projects (staffing, community activities, reports, and funding compliance)
• Managed more than 6 million in program budgets, including financial forecasts and reconciled reports
• Served as a key resource to grantees on grant and contract policies, procedures and ensured compliance with pre- and post-award administration
• Facilitated communication between research faculty and the Department of Contracts and Grants
• Supervised and oversaw the work efforts of more than 10 staff, interns, and temporary workers (including training, professional development, and evaluation)
• Responsible for setting project priorities, timelines, and outlining steps as well as the leading all execution plans and strategies

Transforming Cancer Knowledge Project Manager

University of Southern California

Apr 2009 - Aug 2015 (6 years 5 months)

Empirically testing if stories (telenovelas) are more effective than documentaries.
• Collaborated with a transdiciplinary team composed of investigators and key personnel from the School of Cinematic Arts, School for Communication and Journalism, and the School of Medicine at USC
• Produce two films of the same length and with the identical cervical cancer facts
• Presented at the 2012 APHA conference titled “Where Art and Science Meet: Development of Narrative vs. Non-narrative Educational Films Using a Participatory Approach”
• Drafted the script, found participants, organized and 24 focus groups to test formative health messages, test the draft films and asses knowledge, attitude and intentions
• Implemented the randomize research study Pre-Post with a 6-month follow-up research study

Partnership Program Coordinator

National Cancer Institute (NCI)

Apr 2006 - Aug 2009 (3 years 5 months)

Represented, promoted and executed the mission of the National Cancer Institute at the local, state, and national level
• Established partnerships between Southern California community organizations and the National Cancer Institute.
• Program planning in cancer prevention, treatment, survivorship and tobacco control
• Assisted in the development of Community-Based Participatory Research at USC
• Led workgroups to promote and provide capacity building services to organizations who need support (evaluation, training, grant writing, professional development, health education)
• Identified and recruited professional and community stakeholders to ensure diversity of the programs
• Instrumental in the writing, preparing, and submitting grants to local, state, CDC, and NIH
• Conducted and developed curriculum for continuing education for the Partnership Program staff
• Provided training to partner organizations and representatives on ways to educate their constituents on cancer priority areas, tobacco control, program planning, evaluation, and coalition building
• Successfully organized the Friends Allied In Teaching Health, which promotes healthy living in African American churches
• Instrumental in agency organization to address the problems with Access to Cancer Care in rural California
• Trained more than 150 community agencies on National Cancer Institute's Cancer Control Initiatives
• Managed projects in Cancer Control, Tobacco cessation, and other chronic diseases
• Planed, convened, and evaluated educational seminars for collaborating institutions working in cancer control Tobacco cessation, and other chronic diseases
• Led effort in the development of tracking tools to assess and evaluate appropriate outcomes for each project and the whole program
• Conducted outreach activities with community stakeholders to ensure diversity of the projects and to meet NCI mission to reduce health disparities in underserved communities
• Developed project budgets for grants

Sexual Health Epidemiologist and Statistician

Los Angeles LGBT Center

Jun 2002 - Apr 2006 (3 years 11 months)

Lead epidemiologist at a sentinel surveillance site for the Los Angeles County Department of Public Health monitoring STI/HIV infections and drug abuse for LGBTQ+ community.
• Supervised staff on data entry, cleaning, and integrity of Sexual health data

• Planned and implemented projects and research studies aimed at improving STD/HIV diagnosis, treatment, education and prevention services
• Evaluated the health data utilizing epidemiological methods to detect trends and patterns in STD and HIV morbidity
• Developed and presented quarterly reports to funding agencies (LA County STD Program and the City of West Hollywood)
• Coordinated the grant writing team and contributed with the writing and submission of grants for the center
• Authored and presented: Syphilis Outbreak Determinants at the 2003 APHA Conference and Methamphetamine use Among HIV Positive Patients at the 2005 National HIV Prevention Conference
• Collaborated with the CDC, CHIPTS, LA County STD Program, UCLA, and various Non-profit Organizations' researchers on the development and implementation of new projects at the SHP program
• Organized, implemented, and led the Inadvertent Treatment for Syphilis Project involving the Jeffrey Goodman HIV/AIDS care clinic, STD clinic, LAC STD Program, and the CDC
• Directed staff on new clinical procedures, lab equipment, and research activities

Education

University of California, Los Angeles
MPH, Epidemiology
2000 - 2002
In graduate school, I worked on the Parkinson's Environment and Genes Study with Dr. Beate Ritz. My role was to recruit clinics from the Central Valley to participate in the study and enrolled patients in the study.

University of California, Davis
Bachelor's Degree, Genetics
1994 - 1999
At UC Davis I worked with Dr. Boucher on an HPV prevention program targeting migrant farm working women living in farming housing camps. We held town hall meetings for each camp and learned of the unique needs for each. For example, the Lodi camp was interested in nutritional education while the Dixon camp wanted to learn more about the association between cancer and pesticides.

Licenses & Certifications

CITI Human Subjects Protections - Conduct biomedical research with human subjects.

CITI Good Clinical Practice (GCP) - International ethical and scientific standards expected in designing, conducting, performing, monitoring , auditing, recording of clinical trials.

Skills

Public Health • Epidemiology • Research Design • Grants • Program Evaluation • Grant Writing • Research • Qualitative Research • Global Health • Healthcare

Honors & Awards

- **Spirit Award** - American Cancer Society
  Jun 2008
  In recognition of your outstanding support in the Inland Empire area.

- **Vigil Poster Presentation Award** - Advancement of Chicanos and Native Americans in Science (SACNAS)
  1996
  Best poster presentation with a $500 award.

- **Graduate Student Opportunity Fellowship Award** - University of California at Los Angeles
  2000
  Fellowship award of $10,000.

- **Graduate Student Scholarship** - University of California at Los Angeles
  2001
  The Epidemiology department awarded a $10,000 scholarship.

- **Service Training Certificate** - National Cancer Institute
  2006
  National Cancer Institute's Cancer Information

- **African American Body & Soul Certificate of Appreciation** - Bethel AME Church Fontana
  2008

- **Completion of the Forum on California Politics** - USC Jesse M. Unruh Institute of Politics
  2018

- **Recognition Certificate for Advisory Committee** - Hispanos Latinos Unidos en Casinos
  2008

- **Participation Certificate in the Summer Institute** - Minority Training Program in Cancer Control Research (MTPCCR)
  2007