Shantal Hover-Jones, MPH, CLES

Public Health Consulting Services

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Skills

- Solution-oriented and versatile public health leader with experience in policy, research and statistical analysis, training personnel, and health education
- Adept at planning, coordinating and implementing wellness and community health education programs
- Demonstrated success with program management, process improvement and program development in both university and government entities
- Excellent ability to foster communication and teamwork by maintaining a positive, supportive, and productive work environment

Relevant Experience

Santa Barbara County Public Health Department - WIC Breastfeeding Program / Regional Breastfeeding Liaison - Public Health Consultant
March 2022 - current, Santa Barbara, CA

- Serve as a leader and champion in the region to support breastfeeding services, improve support systems and policies, and provide education.
- Strengthen coordination of breastfeeding services for WIC participants in the region via provider education, training, and policy development.
- Promote the use of consistent evidence-based breastfeeding messages in the community, and improve perception and knowledge of WIC and breastfeeding.
- Conduct strategic planning to improve WIC breastfeeding initiation and duration rates across the County.
- Narrow support gaps in communities by engaging with community groups, stakeholders, providers and participants
- Provide technical assistance to hospitals to comply with model hospital policies and improve outcomes for the mother-baby dyad.
- Coordinate and oversee educational outreach events in the community.
- Management of data collection, analysis and reporting for evaluation requirements.

Santa Barbara County Public Health Department - Tobacco Prevention Program/ Cannabis Education Program / Program Manager & Project Director
July 2019 - July 2021, Santa Barbara, CA

- Experienced leader in managing the County Cannabis Education and Tobacco Prevention Program of 4 direct-report staff and a budget of $1.5M to deliver departmental goals and objectives, which resulted in a 95%-100% rating from the California Department of Public Health (CDPH) on successfully implementing the countywide programs and activities.
- Worked closely with the Public Health Executive team to plan and present committee reports, board orders, and briefing content with comprehensive analyses and recommendations on prevention policies to the Santa Barbara County Board of Supervisors and City Councils, which resulted in the adoption of six (6) tobacco prevention ordinances in jurisdictions throughout the County in 2017-2021. Policies included: smoke-free outdoor air policies, tobacco retail licensing policies, and healthy retail incentive programs.
- Engagement of youth and adult coalition members, advocates, and community

organizations to support systems and policy change in local communities.
- Management of data collection, analysis and reporting for evaluation requirements.
- Coordination of program marketing and communication efforts.
- Creation and oversight of ongoing cannabis education campaign and provider engagement efforts.
- Management of work plan development and completion, completion of timely reports to state grantor, establishing goals and objectives, and programmatic budgeting.
- Supervision and selection of employees and subcontractors, conducts trainings, assigns and reviews work, establishes standards and evaluates performance.

Santa Barbara County Public Health Department - Tobacco Prevention Program/ Cannabis Education Program / Health Educator

January 2017 - July 2019, Santa Barbara, CA

- Coordination of local policy development and implementation, successfully passing two smoke-free city policies.
- Community education on the dangers of secondhand smoke, flavored tobacco products, tobacco industry tactics, health effects of cannabis, and emerging issues.
- Engagement of youth and adult coalition members, advocates, and community organizations to support systems and policy change in local communities.
- Management of data collection, analysis and reporting for evaluation requirements.
- Coordination of program marketing, communication, and educational efforts, including management of social media campaigns and media purchasing.
- Coordination of work plan development and completion, completion of timely reports to state grantor, establishing program goals and objectives.
- Participation in the selection of employees and subcontractors, conducts trainings, assigns and reviews work, establishes standards and evaluates performance.

Public Health Associate Program (PHAP), Centers for Disease Control and Prevention / Public Health Fellow

October 2015 - January 2017, San Luis Obispo, CA

- Coordinated activities to reduce the number of injuries in the community through bicycle, pedestrian, and child safety seat prevention education.
- Worked to create innovative methods to assess walkability of communities, provide technical assistance within schools, and enhance safe bike and walk to school initiatives.
- Created the evaluation component of Outside-In- SLO, the ongoing climate change educational outreach program within the Health Promotion Division.
- Developed school wellness policies, and coordinated nutritional tasting, educational presentations, and physical activity programming in schools.

Kinesiology Department, Cal Poly University / Instructor - Personal Health: A Multicultural Perspective

August 2016 - December 2016, San Luis Obispo, CA

- Instructor and facilitator of classroom instruction, lecture presentation development, exam development, supervision of graders, and mentoring students. Topics covered include: Health disparities, complementary and alternative medicine, chronic and infectious diseases, nutrition, STIs, birth control and sexual health education, U.S healthcare system, and the built environment.

Population Health Sciences, Virginia Tech University / Public Health Project Coordinator

July 2014 - October 2015, Blacksburg, VA

- Served jointly as the Practicum and Outreach Coordinator for Virginia Tech's Public Health Program and the Project Coordinator for the Center for Public Health Practice and Research.
- Coordinated program recruitment efforts, increasing social media presence, expansion of practicum opportunities and practicum sites, and management of student progress through the practicum process.
- Assisted in the design, implementation, and evaluation of research projects and collaborative opportunities.
- Performed grant management, grant writing, process and outcome evaluation, community based participatory research, data management, and interdisciplinary collaboration and coordination.

Population Health Sciences, Virginia Tech University / Co-Investigator: HSV Prevalence and STI Education in College and High School Students

May 2013 - June 2014, Blacksburg, VA

- Designed, implemented, and published research that surveyed the STI and sexual health education received by adolescents and college students.
- Coordinated prevalence data collection via blood collection, serum testing, online survey administration, and participant interviews.
- Coordinated human subject clinical research, IRB protocol development, confidential data analysis using statistical software, and reporting of sensitive results to participants.
- Synthesis of data to promote improved sexual health education in local schools and among Virginia Tech and Radford University students.

Department of Biological Sciences, Virginia Tech University / Graduate Teaching Assistant

August 2012 - May 2013, Blacksburg, VA

- Instructor and facilitator of six biology laboratory sections, with a total of 150 students over the course of the year. Duties included classroom instruction, lecture presentation development, practical exam development, mentoring students, and laboratory facilitation.

Education

Certified Lactation Education Specialist (CLES) / Breastfeed LA

06/2023-08/2023

Virginia Tech/ Masters of Public Health in Infectious Disease (MPH)
& Graduate Certificate in Global Planning and International Development Studies

08/2012 - 05/2014, Blacksburg, VA

Virginia Tech/ Bachelors of Science, Biological Sciences

05/2012, Blacksburg, VA

Publications

Hover, S. S., & Bertke, A. S. (2017). Herpes simplex virus 1 and 2 educational assessment of young adults in rural southwest Virginia. PLoS ONE, 12(6), e0179969. http://doi.org/10.1371/journal.pone.0179969

Board and Coalition

Santa Barbara County Breastfeeding Coalition

Member / Santa Barbara County, 04/2022 - Present

Memberships

Central Coast Breastfeeding Coalition
Member / 06/2023- Present

First Five Advisory Board Member
Santa Barbara County, 01/2019 - 06/2021

CEASE: Coalition Engaged in a Smoke-Free Effort
Advisor / Santa Barbara County, 01/2017 - Present

Santa Ynez Valley Youth Coalition
Member / Santa Barbara County, 06/2017 - Present

Santa Barbara Youth Wellness Coalition
Member / Santa Barbara County, 05/2018 - Present

Fighting Back Santa Maria Coalition
Member / Santa Barbara County, 05/2017 - Present

Awards

Ryan C. Aday Memorial Award in Health Promotions - Infectious Disease Track
Population Health Sciences, Virginia Tech. 2014
Annual award granted to one Masters in Public Health student in each of the program tracks who demonstrates scholarship, engagement, and who would serve as a good advocate for the MPH program.

First Place, Integrated Life Sciences Research Poster Symposium
Virginia Tech. May 2014
HSV Prevalence and STD/STI Education in College Students.