



## **MONROE COUNTY**

### **Human Services Committee**

**October 22, 2024 5:00 PM**

#### ***AGENDA***

A. ROLL CALL

B. PUBLIC FORUM

C. APPROVAL OF MINUTES

September 24, 2024

D. NEW BUSINESS

24-0327

Authorize a Contract with RRDA LI, Inc. to Provide Marketing Services for the Nurse Aide Training Program of Monroe Community Hospital - County Executive Adam J. Bello

24-0328

Authorize Professional Services Contracts for the Monroe County Office of Mental Health, Socio-Legal Center - County Executive Adam J. Bello

24-0332

Authorize a Contract with Family Counseling Service of the Finger Lakes, Inc. for Problematic Sexual Behavior Treatment Services - County Executive Adam J. Bello

24-0335

Amend Resolution 109 of 2024 to Increase the Grant Award from the New York State Office of Mental Health for the PFC Dwyer Veteran Peer-to-Peer Support Program - County Executive Adam J. Bello

24-0338

Confirmation of the Appointment of the Commissioner of Public Health - County Executive Adam J. Bello

E. OTHER MATTERS

F. ADJOURNMENT

The next meeting of the Human Services Committee is scheduled for Tuesday, November 26, 2024 at 5:00 P.M.



ATTACHMENTS:

Description File Name

September

- ▣ 24, 2024 9.24.24\_Human\_Services\_Minutes\_Draft.pdf
- Draft
- Minutes

Summary of Minutes  
HUMAN SERVICES COMMITTEE  
September 24, 2024  
5:00 p.m.

Chairwoman Hasman called the meeting to order at 5:02 p.m.

MEMBERS PRESENT: Linda Hasman (Chair), Albert Blankley, Rose Bonnick, Paul Dondorfer, Jackie Smith, Mercedes Vazquez Simmons

MEMBERS ABSENT: Santos Cruz (Excused), Steve Brew (Excused)  
(*Note: Legislator Cruz entered chambers at 5:06p.m.*)

OTHER LEGISLATORS PRESENT: Tracy DiFlorio, Susan Hughes-Smith, Howard Maffucci, Tom Sinclair, Michael Yudelson

ADMINISTRATION PRESENT: Jeff McCann (Deputy County Executive), Anthony Plonczynski-Figueroa (Assistant County Executive), Adrienne Green (Legislative Liaison), Robert Franklin (Chief Financial Officer), John Bringewatt (County Attorney)

PUBLIC FORUM: There were no speakers.

APPROVAL OF MINUTES: The minutes of July 30, 2024 were approved as submitted.

NEW BUSINESS:

**24-0300 -** Acceptance of a Grant from the New York State Division of Criminal Justice Services for the 2024-2025 Aid to Crime Laboratories Grant Program (Office of the Medical Examiner) - County Executive Adam J. Bello

MOVED by Legislator Vazquez Simmons, SECONDED by Legislator Blankley.

ADOPTED: 7-0

*Legislator Cruz entered Chambers at 5:06 p.m. and was present for the remainder of the meeting.*

**24-0309 -** Amend Resolution 340 of 2023 to Authorize Renewals of the Contract with Metrix Marketing, Inc. for the Implementation of an Employment Recruitment and Retention Advertising Campaign - County Executive Adam J. Bello

MOVED by Legislator Vazquez Simmons, SECONDED by Legislator Blankley.

ADOPTED: 8-0

OTHER MATTERS:

ADJOURNMENT:

There being no other matters, Chairwoman Hasman adjourned the meeting at 5:07 p.m.

The next Human Services Committee meeting is scheduled for **Tuesday, October 22, 2024 at 5:00 p.m.**

Respectfully submitted,  
Nayeliz Santiago  
Deputy Clerk of the Legislature



ATTACHMENTS:

Description File Name

▣ 24-0327 R24-0327.pdf



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

<b>OFFICIAL FILE COPY</b>	
No.	<u>240327</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
<b>HUMAN SERVICES</b>	<b>-L</b>
<b>WAYS &amp; MEANS</b>	

October 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Authorize a Contract with RRDA LI, Inc. to Provide Marketing Services for the Nurse Aide Training Program of Monroe Community Hospital

Honorable Legislators:

I recommend that Your Honorable Body authorize a contract with RRDA LI, Inc. to provide marketing services for the Nurse Aide Training Program ("NATP") of Monroe Community Hospital ("MCH") in an amount not to exceed \$200,000 for the period of December 1, 2024 through December 31, 2026.

To maximize the success of the NATP at MCH, it is necessary that MCH contract with a vendor that is able to promote, develop, and execute a comprehensive marketing strategy to increase enrollment and raise awareness of MCH and the NATP. These services include advertising, website design, video testimonials, promotional materials, social media management, public relations, search engine optimization, brand reputation services, and analytics and reporting in accordance with regulatory requirements and professional standards of practice.

A Request for Proposals was issued for this contract, and RRDA LI, Inc. was selected as the most qualified to provide this service.

**The specific legislative action required** is to authorize the County Executive, or his designee, to execute a contract and any amendments thereto, with RRDA LI, Inc., 2 Garden Court, Glen Head, New York 11545, to provide marketing services for the Nurse Aide Training Program of Monroe Community Hospital in an amount not to exceed \$200,000 for the period of December 1, 2024 through December 31, 2026.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

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Monroe County Legislature, October 22, 2024 • (585) 933-1000 • fax: (585) 755-1014 • [www.monroecounty.gov](http://www.monroecounty.gov) • e-mail: [countyexecutive@monroecounty.gov](mailto:countyexecutive@monroecounty.gov)

Funding for this contract is included in the 2024 operating budget of Monroe Community Hospital, general fund 9301, funds center 6201010000, MCH Administration. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither RRDA LI, Inc., nor its owner, Jaime Hollander, owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello  
Monroe County Executive



ATTACHMENTS:

Description File Name

▣ 24-0328 R24-0328.pdf



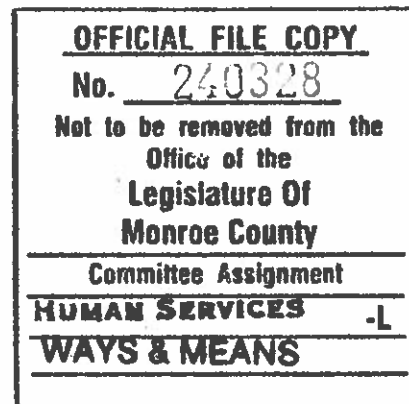


Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

October 4, 2024



To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorize Professional Services Contracts for the Monroe County Office of Mental Health, Socio-Legal Center

Honorable Legislators:

I recommend that Your Honorable Body authorize contracts with Michael McGrath, M.D., Gagandeep Jattana, M.D., d/b/a Chouke Consultation, Upstate New York Forensics, LLC, Psych Tech Services USA, LLC, Viki Katsetos, M.D., Dr. Caroline Easton, Dr. Kelsey Hobart, M.D., and Dr. Michael MacKay, D.O. in an amount not to exceed \$106,081, cumulatively, for mental health services to be provided for the Monroe County Office of Mental Health, Socio-Legal Center for the period of July 1, 2024 through December 31, 2024, with the option to renew for four (4) additional one year terms, with each additional term in a total amount not to exceed \$177,800 annually.

The Socio-Legal Center (the "Center") provides a variety of mental-health-related services and supports to the criminal justice system and individuals with mental illness and their families involved in the justice system. Professional services contracts are maintained with approved and qualified psychiatrists to provide evaluations for competency to stand trial, court-ordered psychiatric evaluations and testimony to the courts as needed, and as required by New York State Mental Hygiene Law. The psychiatrists also provide services to the Assisted Outpatient Treatment ("AOT") program, which is operated at the Center under New York State's "Kendra's Law." The AOT program serves individuals with serious mental illness who, due to noncompliance with outpatient treatment, may be ordered by a court to receive treatment in the community on an outpatient basis.

A Request for Qualifications was issued for these services and the following forensic psychiatrists responded with their qualifications and have been approved to provide these services:

- Michael McGrath, M.D., 233 Southshore Place, Webster, New York 14580
Gagandeep Jattana, M.D. d/b/a Chouke Consultations, 8 Silco Hill, Pittsford, New York 14534
Dr. Caroline Easton, 2613 West Henrietta Road, Suite D, Rochester, New York 14623
Upstate New York Forensics, LLC, 6913 Jillian Rise, Victor, New York 14564
Psych Tech Services, USA, LLC, 8060 Barony Woods, Pittsford, New York 14534
Viki Katsetos, M.D., 10 Cohasset Drive, Rochester, New York 14618
Dr. Kelsey Hobart, M.D., 1072 Carrington Way, Victor, New York 14564
Dr. Michael MacKay, D.O., 340 Wintergreen Way, Rochester, New York 14618

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Please refer to the attached Purchase of Services Information Form for disclosure of information required pursuant to Resolution 223 of 2007, as amended by Resolution 11 of 2008.

**The specific legislative action required is** to authorize the County Executive, or his designee, to execute contracts, and any amendments thereto, with Michael McGrath, M.D., Gagandeep Jattana, M.D., d/b/a Chouke Consultation, Upstate New York Forensics, LLC, Psych Tech Services USA, LLC, Viki Katsetos, M.D., Dr. Caroline Easton, Dr. Kelsey Hobart, M.D., and Dr. Michael MacKay, D.O. for mental health services to be provided for the Monroe County Office of Mental Health, Socio-Legal Center in an amount not to exceed \$106,081, cumulatively, for the period of July 1, 2024 through December 31, 2024, with the option to renew for four (4) additional one year terms, with each additional term in a total amount not to exceed \$177,800 annually.

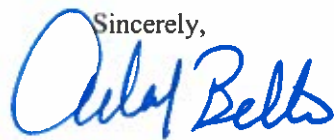
This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for these contracts is included in the 2024 operating budget of the Department of Human Services, Office of Mental Health, fund 9001, funds center 5701030000, Socio-Legal Center. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that the individuals listed below do not owe any delinquent Monroe County property taxes.

Michael McGrath, M.D.  
Gagandeep Jattana, M.D., d/b/a Chouke Consultations  
Upstate New York Forensics, LLC  
Psych Tech Services USA, LLC  
Viki Katsetos, M.D.  
Dr. Caroline Easton, M.D.  
Dr. Kelsey Hobart, M.D.  
Dr. Michael MacKay, D.O.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,  
  
Adam J. Bello  
Monroe County Executive

AJB:db

**PURCHASE OF SERVICES INFORMATION FORM**  
**Per Resolution No. 11 of 2008**

Authorize Professional Service Contracts for the Monroe County Office of Mental Health, Socio-Legal Center

**PROGRAM:** MONROE COUNTY OFFICE OF MENTAL HEALTH – SOCIO-LEGAL CENTER  
 CONTRACTED PHYSICIAN SERVICES – PSYCHIATRIC CONSULTANTS

**CONTRACTOR:** Physicians – Psychiatric Consultants

**CONTRACT AMOUNT** \$106,081

**PRIMARY OBJECTIVE(S) / DELIVERABLE(S):** The objective of the contracted physician/psychiatric consultant services is to provide court-ordered psychiatric/mental health examinations and evaluations for persons involved in the criminal justice system and for persons requiring court-ordered mental health treatment (Assisted Outpatient Treatment).

**1. PRIMARY PERFORMANCE MEASUREMENT/INDICATOR:** Number of evaluations and examinations completed.

Program Year	2021 Actual	2022 Actual	2023 Annualized	2024 Projected
Total # of Evaluations	121	127	140	150

**OUTCOME ASSESSMENT METHODOLOGY:** Data will be collected through tracking systems and procedures to determine number of evaluations and examinations completed on a monthly and annual basis.

**2. PRIMARY PERFORMANCE MEASUREMENT/INDICATOR:** Timely completion of court-ordered competence examinations per Criminal procedure Law 730. Percent of examinations completed within 30 days or less.

Program Year	2021 Actual	2022 Actual	2023 Annualized	2024 Projected
% of evaluations/examinations completed < 30 days	80%	80%	80%	85%

**OUTCOME ASSESSMENT METHODOLOGY:** Data will be collected from the scheduled events log and records tracking system.

**BOARD MEMBERS:** N/A

**SOURCE MATERIAL:** N/A



ATTACHMENTS:

Description File Name

▣ 24-0332 R24-0332.pdf



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

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No. <u>240332</u>
Not to be removed from the Office of the Legislature Of Monroe County
<b>Committee Assignment</b>
<b>PUBLIC SAFETY -L</b>
<b>HUMAN SERVICES</b>
<b>WAYS &amp; MEANS</b>

October 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Authorize a Contract with Family Counseling Service of the Finger Lakes, Inc. for Problematic Sexual Behavior Treatment Services

Honorable Legislators:

I recommend that Your Honorable Body authorize a contract with Family Counseling Service of the Finger Lakes, Inc. ("FCSFL") in an amount not to exceed \$100,000 for problematic sexual behavior treatment services for the period of April 1, 2024 through March 31, 2025, with the option to renew for four (4) additional one-year terms in an amount not to exceed \$100,000 per year.

Family Counseling Service of the Finger Lakes, Inc. will provide child and adolescent sexual abuse assessment and treatment services using a variety of therapeutic modalities to address trauma, abuse, and/or loss, as well as provide therapeutic treatment for acute and ongoing mental health concerns, substance abuse, relational concernsm and other life challenges. Assessment and treatment services will be provided by a master's-level therapist trained in problematic sexual behaviors-specific modalities.

A request for proposals was issued for this contract, and Family Counseling Service of the Finger Lakes, Inc. was selected as the most qualified to provide these services.

**The specific legislative action required is to authorize the County Executive, or his designee, to execute a contract and any amendments thereto, with Family Counseling Service of the Finger Lakes, Inc., 671 South Exchange Street, Geneva, New York 14456-3414, for problematic sexual behavior treatment services in an amount not to exceed \$100,000 for the period of April 1, 2024 through March 31, 2025, with the option to renew for four (4) additional one-year terms in an amount not to exceed \$100,000 per year.**

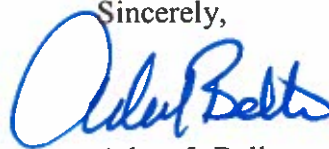
This is a Type II action pursuant to 6 NYCRR § 617.5(c)(26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is included in the 2024 operating budget of the Department of Public Safety, general fund 9300, funds center 2403020100, Juvenile Services Family Division. No additional net County support is required in the current Monroe County budget.

Family Counseling Service of the Finger Lakes, Inc. is a not-for-profit agency and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello  
Monroe County Executive

AJB:db



ATTACHMENTS:

Description File Name

▣ 24-0335 R24-0335.pdf





# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

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Committee Assignment
<b>HUMAN SERVICES</b> -L
<b>WAYS &amp; MEANS</b>

October 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Amend Resolution 109 of 2024 to Increase the Grant Award from the New York State Office of Mental Health for the PFC Dwyer Veteran Peer-to-Peer Support Program

Honorable Legislators:

I recommend that Your Honorable Body amend Resolution 109 of 2024 to increase the grant award from the New York State Office of Mental Health for the PFC Dwyer Veteran Peer-to-Peer Support Program from the amount of \$185,000 to the amount of \$192,400.

The purpose of this grant is to design, implement, and evaluate veteran peer-to-peer programs for veterans who are experiencing post-traumatic stress symptoms. The goal of the program is to provide outreach and education regarding available peer-to-peer counseling. It should also encourage family, friends, and community connectedness as well as provide access to suicide prevention/intervention measures. After adoption of Resolution 109 of 2024, the County was informed by the New York State Office of Mental Health of this increase to the grant award. This additional funding represents an increase of \$7,400 from the prior year.

The grant will continue to fund the Compeer of Rochester contract for peer mentoring as approved in the subject Resolution. Additionally the grant is funding a new peer mentor contract to support the veterans nature based therapy program.

**The specific legislative actions required are:**

1. Amend Resolution 109 of 2024 to increase the grant award from the New York State Office of Mental Health from the amount of \$185,000 to the amount of \$192,400 for the PFC Dwyer Veteran Peer-to-Peer Support Program.
2. Amend the 2024 operating budget of the Veterans Service Agency by appropriating the sum of \$7,400 into general fund 9001, funds center 7401020000, Dwyer Peer to Peer Support.



This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Partial funding for this grant is included in the 2024 operating budget of the Veterans Service Agency, general fund 9001, funds center 7401020000, Dwyer Peer to Peer Support.

This grant is 100% funded by the New York State Office of Mental Health. No net County support is required in the current Monroe County budget.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,  


Adam J. Bello  
Monroe County Executive



ATTACHMENTS:

Description File Name

▣ 24-0338 R24-0338.pdf



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
County Executive

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Committee Assignment	
<b>HUMAN SERVICES</b>	<b>-L</b>

October 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

Subject: Confirmation of the Appointment of the Commissioner of Public Health

Honorable Legislators:

I recommend that Your Honorable Body confirm the appointment of Dr. Marielena Vélez de Brown, M.D., M.P.H. as the Monroe County Commissioner of Public Health, pursuant to Section C6-12(F) of the Monroe County Charter and Article 3 of the New York State Public Health Law, for a six (6) year term to commence on November 23, 2024.

Dr. Vélez de Brown has been serving as the Acting Commissioner of the Department of Public Health since March 19, 2024, and has eight prior years of experience as the Deputy Commissioner. Additionally, Dr. Vélez de Brown has served as the Medical Director for the Department of Public Health's Starlight Pediatric Clinic since 2017. A copy of Dr. Vélez de Brown's resume is attached for your review.

**The specific legislative action required is to confirm the appointment of Dr. Marielena Vélez de Brown, M.D., M.P.H. as the Monroe County Commissioner of Public Health, pursuant to Section C6-12(F) of the Monroe County Charter and Article 3 of the New York State Public Health Law, for a six (6) year term to commence on November 23, 2024.**

This confirmation will have no impact on the revenues or expenditures in the current Monroe County budget.

I recommend this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,

Adam J. Bello  
Monroe County Executive

## MARIELENA VÉLEZ DE BROWN MD, MPH

### Public Health Leadership Experience

- Mar 19, 2024 - Present Acting Commissioner of the Monroe County Department of Public Health
- Oversee expanded DPH opioid crisis response efforts, including media campaign
  - Oversaw submission of 2024-25 annual Budget of ~\$83, 300,000+
  - Directing CURE Violence initiative to reduce Firearm related injuries
  - Medical consultant for FEMA/NYS observed Ginna Power Plant Exercises
- Oct 2016 – Mar 2024 Deputy Commissioner of the Department of Public Health, Monroe County, NY
- Opioid Crisis response, involved in grant-writing, state and private grant funder reporting, collaborations with local law enforcement, Overdose data collection, reporting, and presentation on dashboard
  - Initiated Trauma Informed Organizational Transformation Pilot; Modified curriculum to fit DPH context, brought no-cost educational resources to Early Childhood Development division; directed policy changes to imbed Trauma informed principles in program
  - Liaison to DEI office, author of department Diversity Action and Language Access plans
  - Intimately involved in COVID-19 pandemic response; as contact tracer; data analysis and public-facing dashboard manager; mass vaccination site planner (including writing and modifying policies/scripts), clinical supervisor, vaccinator, and data manager; Bilingual community educator about masking and vaccines; Educator to Health Care Providers about offering vaccines in their PCP offices, crafted policies around schools, businesses, work-from-home; addressing health disparities by using data to target highly impacted and poorly vaccinated groups
  - Corporate Compliance Officer, review and address workplace violence and blood-borne pathogen incidents, confidentiality, privacy, and HIPAA breaches
  - Head of educational programming for the County Department of Public Health
    - Manage learning agreements/contracts with colleges/universities
    - Oversee resident physicians and other learners in the department
  - DPH representative to community workgroups: Maternal-Child Health advisory group, Community Health Improvement Workgroup, Latino Health Coalition, African American Health Coalition, Breastfeeding Friendly Coalition, Unintended pregnancy prevention
  - Respond on department behalf to state, regulatory and other surveys
  - Significant experience with live and pre-recorded radio and television media events/education, in both English and Spanish
- Jul 2014 – Jun 2016 Preventive Medicine Residency, University of Rochester Medical Center
- Chief resident July 1, 2015 – June 30, 2016
  - Monroe County Dept of Public Health Emergency Preparedness experience
  - Extensive experience reviewing/evaluating methodology within scientific literature in preventive services, environmental, nutritional, and occupational epidemiology for population health applications
  - Trained in Grant-writing

### Clinical Experience

- Mar 19, 2024 - Present Acting Commissioner of the Monroe County Department of Public Health
- Medical Director for DPH Clinics, Physician of Record for standing orders in: Immunization, Sexual Health, Naloxone/Narcan Initiative
  - Continue role as Medical Director of Starlight Pediatrics
- Oct 2016 – Mar 2024 Deputy Commissioner of the Department of Public Health, Monroe County, NY
- Experience responding to Measles, Hepatitis A, Monkeypox, Syphilis, COVID-19 and other infectious disease outbreaks

	<ul style="list-style-type: none"> <li>- Medical Director (Since 2017) and Primary Care Physician at Starlight Pediatrics, providing holistic, trauma-informed, primary and psychosocial care to children in the foster care system</li> <li>- QI program director, managing adjustment to information blocking regulations, personnel hiring and supervision, supervisory/collaborating physician for NPs in the practice, shepherded transition to new EMR</li> </ul>
Jul 2014 – Jun 2016	<p>Preventive Medicine Residency, University of Rochester Medical Center</p> <ul style="list-style-type: none"> <li>- Cared for underserved, medically complex and vulnerable populations at Tuberculosis, Immunization, STD, Foster Child Pediatric, Rural/Migrant Worker, and Preventive Cardiology clinics in interdisciplinary teams</li> <li>- Behavioral modification clinic using Self-determination theory for tobacco cessation and dietary modification for weight and cholesterol control</li> </ul>
Jul 2010 – Jun 2013	<p>Family Medicine Residency, Christiana Care Health System</p> <ul style="list-style-type: none"> <li>- Hospital and Outpatient primary health care to 6-12 medically underserved patients/day</li> </ul>
2007-2010	<p>Clinician and translator at Quarterly Spanish Health Fair as Medical student through Breast Cancer Clinic at MetroHealth Hospital, Cleveland OH</p> <ul style="list-style-type: none"> <li>- Provided clinical breast exams and medical translation supervised by Dr. Jean T. Stevenson MD, Breast Surgeon</li> </ul>

**Community Health Education and Outreach Experience**

Continuous	Invited lecturer/Grand Rounds presentations regarding: COVID-19, Climate Change impact on Health, Congenital Syphilis trends, the Opioid Epidemic and Response, and more
Mar 2020 - Feb 2021	Adjunct Assistant Professor of Public Health Sciences, University of Rochester, School of Medicine and Dentistry
Since 2017	Opioid Epidemic in Monroe County and Narcan training in the community
Since 2016	Invited guest on <i>Connections with Evan Dawson</i> and <i>Su Hora Informativa</i> Radio shows about Colorectal Cancer screening, Ticks/Lyme Dz, Breastfeeding, Early Intervention, HPV Vaccination, unintended pregnancy, COVID-19 disease, COVID-19 vaccination, Rabies
Jan-Apr 2016	Educated community members about Advance Care Planning during recruitment events for MPH Thesis survey, Rochester NY
Oct 2014 - Jan 2015	Collaborated on <i>Family Food and Fun Program</i> bringing nutrition and physical activity classes to Section 8 housing locations in inner city of Rochester, NY
Nov 20, 2014	American Cancer Society's Great American Smokeout Strong Memorial Hospital, Rochester NY Educated hospital staff and visitors/family members regarding smoking cessation
Sept 6, 2014	Women's Health Fair, Rochester Public Market Offered community education regarding free smoking cessation assistance
Aug 19, 2014	Invited speaker at community "Walk with the Doc" event. Discussed reading nutrition labels to make healthier food choices at Westside Farmers Market, St. Monica Church.

**Memberships and Affiliations**

2019-2020	Board member of Causewave Community Partners (formerly the Ad Council)
2018-2020	Board member of Latinas Unidas, Rochester NY
2018-Present	Co-Chair of the Creating Breastfeeding Friendly Communities Initiative
2017-Present	Member of the National Center for Deaf Health Research Community Advisory Group
2017-Present	Community Health Improvement Workgroup member
2017-Present	American College of Preventive Medicine
2017-2019	Board of Advisors of the American Cancer Society, Rochester Chapter Health Services Subcommittee
2016-2020	Admissions and Residency Advisory Committee, Preventive Medicine and Public Health Residency Program, University of Rochester
2016-Present	DPH representative to the Community Health Improvement Workgroup

**Awards/Scholarships**

Aug 23, 2024	Rochester Business Journal	2024 Power List for Health Care
Nov 2019	Rochester Business Journal	Forty under 40 Leaders award
Jan 2019	Conference Attendance & Travel Award	Behavioral Institute for Public Health Officials, MH conference
May 2017	Berg Award for MPH	University of Rochester Public Health Sciences Department
Feb 2015	Medical Faculty Council Trainee Travel Award in Clinical Science Research	University of Rochester School of Medicine and Dentistry
2002	Sigma Xi Scientific Research Society	Swarthmore College
2000 - 2004	W.W. Smith Foundation Scholarship	Swarthmore College
2000 - 2004	National Merit Scholarship	State Farm Insurance Company
2000	Hispanic Heritage Youth Award for Leadership and Community Service	Ronald McDonald House Charity HACER Fund

**Education and Training**

Mar-Apr 2024	Fundamentals of Financial Management Course, Nat'l Asso. of City and County Health Officials
Jan-Jul 2023	Adaptive Leadership Fellowship through National Association of City and County Health Officials
Jan-Mar 2022	Building Expertise in Administration & Management Certificate, University of Miami
Mar-Oct 2019	Health Business Academy Fellowship, Northstar Network
2014 - 2016	Preventive Medicine and Public Health Residency, University of Rochester Medical Center
2014 - 2016	Masters of Public Health, University of Rochester, Division of Public Health Science
2010 - 2013	Family Medicine Residency, Christiana Care Health System
2006 - 2010	Doctorate of Medicine, Case Western Reserve University, School of Medicine
2000 - 2004	Bachelor of Arts in Biology, Swarthmore College

**Licensure and Board Certification**

Medical License	New York State #277680 (2014-present, active) Controlled Substance (DEA) License (2016-present, active)
Board Certification	Board of the American College of Preventive Medicine (2017-present)

