



## 2021 Call for Applications: Policy and Systems Change to Improve Health

### *Merit Review Panels*

The review panel for community-led submissions consist of Wisconsin-based individuals with a broad range of expertise related to:

- Familiarity with Wisconsin’s health needs
- Experience working in policy and systems change strategies as well as demonstrated experience and/or expertise in one or more of AHW’s health focus areas of heart health, healthy minds, and cancer
- Experience in community engagement – working with community partners to address population health needs (may include community-based organizations, government, health care providers, public and community health practitioners, and lay health navigators and advocates, among others)
- Knowledge of health equity as it relates to Wisconsin’s health



**Jerica R Broeckling, MA**  
*Owner*  
Jerica Broeckling Advising

Ms. Broeckling works with social sector organizations to build their capacity for system change. Her role is national rather than local; she serves as researcher, advocate and educator on what works, with a focus on helping organizations create effective and long-term change. Today she has a deep focus on accelerating organizational capacity for equity, diversity, and inclusion, working to help organizations understand equity through a systems lens and to align their operations, staffing, and programs to address inequities. Previous to her role as a consultant, she spent eight years with the Alliance for Strong Families and Communities network, a national network of human service organizations committed to excellence and innovation. As Associate Director for the Center for Engagement and Neighborhood Building, she oversaw network learning and partnerships related to engaging client voice, healthy communities, civic participation, and job readiness. She still works closely with the Alliance and has just completed a systems analysis and strategic plan for advancing socioeconomic mobility outcomes through a focus on social determinants of health and racial equity. She holds a master’s degree in Nonprofit Administration from Marquette University. For six years she has served as a graduate instructor there, teaching courses on social innovation and nonprofit management. She began her work in the social sector as a Peace Corps volunteer in Ghana, working on child and maternal health and HIV prevention.



**Veronica Lawson Gunn, MD,  
MPH, FAAP**  
*CEO*  
Genesis Health Consulting

Dr. Gunn has twenty years’ experience improving health for children and families. Her experiences in clinical practice, research, health care administration and policy roles at the state and national levels give Dr. Gunn a unique perspective on systems-based approaches to sustainably improve health. She co-founded one of the first pediatric health innovation programs in the nation, supporting the development and implementation of novel models of care delivery and providing consultation to other health systems on pediatric health management. Prior to leading health system transformation for a prominent pediatric health system, Dr. Gunn served as the Chief Medical Officer for the Tennessee Department of Health, where she developed and implemented legislative and administrative policies to improve the health of Tennesseans. Dr. Gunn is frequently invited to speak at industry, clinical and policy conferences internationally. She earned her undergraduate degree at Rhodes College and her medical degree at Vanderbilt University School of Medicine. She completed pediatric residency and chief residency at the Johns Hopkins Hospital and her master’s in public health with concentrations in health policy and analysis and injury and violence prevention from the Johns Hopkins Bloomberg School of Public Health. Dr. Gunn is a Fellow of the American Academy of Pediatrics and is a board-certified pediatrician.

<p><i>(photo not available)</i></p> <p><b>Mary E. Homan, PhD</b>  <i>Assistant Professor, Center for Bioethics and Medical Humanities, Institute for Health &amp; Equity</i>          Medical College of Wisconsin</p>	<p>Dr. Homan is an assistant professor at the Center for Bioethics and Medical Humanities in the Institute for Health &amp; Equity at the Medical College of Wisconsin. Her areas of interest include clinical and public health ethics, maternal and child health, and health services research with an eye towards social justice and health equity. She has a joint appointment in the MCW Master of Public Health Program as well as an adjunct appointment in the Department of Health Behavior and Health Systems at the School of Public Health, University of North Texas Health Science Center teaching the required course ethical issues in public health. She serves on the City of Milwaukee Health Department’s fetal and infant mortality review and previously served as a reviewer and advisor for the Central Oklahoma Fetal Infant Mortality Review. Mary previously held the role of chair for the maternal and child health section for the Oklahoma Public Health Association and was a gubernatorial appointment to the Oklahoma Health Research Committee, Oklahoma Center for the Advancement of Science &amp; Technology. Previously Mary held health care ethics leadership roles in two health care systems. Mary earned degrees at Saint Louis University (BA, theological studies, 2004), Aquinas Institute of Theology (MA, systematic theology, 2006), Creighton University (MS, health care ethics, 2013) and the University of Oklahoma (DrPH, health administration and policy, 2017).</p>
 <p><b>Lorraine S. Lathen, MA</b>  <i>CEO</i>          Jump at the Sun Consultants, LLC</p>	<p>Ms. Lathen has more than 20 years’ experience designing, implementing, and evaluating health promotion and disease prevention programs. She is widely recognized as a leader in minority health advocacy, community engagement and social marketing. Ms. Lathen has provided technical direction to USAID sponsored maternal and child health and HIV/AIDS prevention programs in Africa and Romania. She is the proud recipient of the 2020 C. Everett Koop Unsung Heroes Award for her incredible work with the Wisconsin Tobacco Prevention and Control Program in addressing tobacco-related disparities among low-income and African American communities in Wisconsin through advocacy and health education. Ms. Lathen’s passion and drive to serve low income communities led her to establish, Jump at the Sun Consultants, LLC, in 2007, where she works to build a world of hope, tolerance and social justice where everyone lives in dignity and has an equal opportunity to achieve optimal health. Ms. Lathen holds a BA in Political Science and French from Marquette University and a MA from American University in International Relations. Her domestic career includes serving as President and Founder of Jump at the Sun Consultants, LLC, Vice President of Community Education for Planned Parenthood of Wisconsin, and Executive Director of Community Education for the Milwaukee Urban League. Ms. Lathen earned a Master of Arts, International Relations, American University, Washington D.C. and her Bachelor of Arts, Political Science &amp; French, Marquette University, Milwaukee, Wisconsin</p>
 <p><b>Susan Elizabeth Lloyd, PhD</b>  <i>President</i>          Lloyd Consulting, Inc</p>	<p>Dr. Lloyd advises philanthropic organizations on strategy and assessment, with particular expertise in urban poverty issues and interventions. She has developed and evaluated grant programs for The Atlantic Philanthropies, Chicago Community Trust, Joyce Foundation, JP Morgan Chase, LISC National, Mertz Gilmore Foundation, and Pritzker Traubert Foundation. Susan led the Milwaukee-based Zilber Family Foundation for 11 years. As the founding director, she activated and staffed the governing board; established systems and policies; recruited and managed staff; designed and implemented grant programs; handled government relations; and served as spokesperson. Previously, Susan directed grant programs at the MacArthur Foundation for 13 years; conducted academic research on the persistence of concentrated poverty and on the causes and consequences of violence for six years; and worked in human services agencies for ten years. Susan resumed consulting in 2019, working with three foundations, a housing coalition, a social enterprise that supports job training programs, and an initiative to restore commercial corridors in urban areas. Susan holds master’s and doctoral degrees in human development and social policy from Northwestern University, where she also was a National Science Foundation fellow on race and urban inequality. Susan volunteers with two youth development organizations and serves as a public housing commissioner.</p>



**Frank Martinelli, MS**  
*President*  
 The Center for Public Skills  
 Training

Mr. Martinelli has over 35 years of work, training and consulting experience with a variety of nonprofit and public sector organizations. He is president of the Center for Public Skills Training where he specializes in strategic planning, governing board development, systems thinking for community problem solving, and community partnership building. Since 1980 over 35,000 professional staff, board and other volunteer leaders have benefited from Frank's practical, results-oriented training and consultation. Frank has written extensively about the management of nonprofit organizations and is the author of "Encouraging Visionary Board Leadership" appearing in *You and Your Nonprofit Board: Advice and Practical Tips from the Field's Top Practitioners, Researchers and Provocateurs*, published by Charity Channel Press. A graduate of Marquette University with a B.A. in Sociology and the University of Wisconsin with an M.S. in Urban Affairs, Frank has done numerous workshops on nonprofit management topics with special emphasis on involvement of the Board of Directors. He has been trained by the Peter F. Drucker Foundation in the use of the Organizational Self-Assessment Tool. Frank has completed the BoardSource Advanced Board Consultant Training Program. Frank has also completed the UW Distance Education Certification Program and offers a number of online training programs for nonprofits. From 2005-2014, Frank published the Strategic Thinking and Planning Blog.



**Diem Phuong Do, PhD**  
*Associate Professor*  
*Public Health Policy &*  
*Administration, Zilber School of*  
*Public Health*  
 University of Wisconsin-  
 Milwaukee

Dr. Do is currently Associate Professor at the University of Wisconsin-Milwaukee's Zilber School of Public Health. She holds a Bachelor of Science in engineering from UCLA and a PhD in Policy Analysis from the RAND Graduate School. Her areas of expertise include the social determinants of health, racial/ethnic health disparities, racial/ethnic residential segregation, and neighborhood effects more broadly. She has extensive experience in longitudinal analyses of national, complex surveys. She is particularly interested in causal modeling and using a multi-level, life-course approach to examine the social determinants of population health and health disparities. As such, she has built a rigorous interdisciplinary body of work that examines policy-relevant issues at the intersection of race/ethnicity, place, and health. For example, several of her recent studies examined the intersection of metropolitan-level racial/ethnic residential segregation and neighborhood poverty and its impacts on a variety of health measures, including: self-rated health, obesity, and psychological distress. Current projects include 1) assessing the social determinants, at both the individual and neighborhood-level, of racial/ethnic disparities in COVID-19 exposure and mortality; 2) examining the impacts of living wage laws on population health; and 3) investigating the impacts of Ban the Box policies on population health and racial/ethnic health equity.



**Phyllis Ann Richards, MA, MS**  
*Director of Evaluation and*  
*Research Services*  
 Alliance for Strong Families and  
 Communities

Ms. Richards is the Director of Evaluation and Research Services for the Alliance for Strong Families and Communities which is a national strategic action network of nonprofit human serving organizations. She holds a MA in Social Policy, MS in Educational Psychology with a concentration in measurement and statistics and certificate in Nonprofit Management. Prior to joining the Alliance, she founded a grassroots nonprofit organization focused on the opportunity gap between white students and students of color in predominately white suburban Milwaukee school districts. She has a passion for social policy and social justice issues. Ms. Richards believes that it is vitally important to hear and understand the voices of all stakeholders to see true community and systems change. In her current role, she brings her education, lived experiences, passion and beliefs to bear by working on research that engages all voices and focuses on systems change. For example, she worked with leaders of the Alliance health and human services community of practice group to develop a national Request for Information (RFI) on the benefits and challenges of community-based organizations partnering with health care. Collaborating with group leaders, she developed a report on the findings which yielded great insights on the complexities of partnering that can be applied to Wisconsin. Based on her knowledge and experience, she brings an important lens to the AHW's policy and systems reviewer process. Ms. Richards holds a Master of Science Degree from the University of Wisconsin- Milwaukee, School of Education, Department of Educational Psychology, Concentration: Measurement and Statistics; a Master of Arts Degree from the University of Chicago; and from Illinois Institute of Technology, a Bachelor of Science Degree.