

**Policy and Systems Change  
Responsive Component Cohort 1  
Stage 1 Review Panel**

The review panel consists of Wisconsin-based individuals with a broad range of expertise related to policy, system and environmental change strategies for improving population-level health.



**Jerica Broeckling**  
*Project Manager*  
Alliance for Strong Families and  
Communities

Jerica Broeckling is a social sector leader with 15 years' experience working in community development and capacity building for nonprofits. She consults with organizations on results-based planning, human centered design and training. She spent the last decade working with community-based and human-serving organizations around the country through her work with the Alliance for Strong Families and Communities, a network of thousands of social sector leaders working to drive systems change in equity, education, population health and well-being, and child safety. Through the Alliance, Jerica led cross-sector initiatives on community health, voter engagement, workforce readiness, and nonprofit leadership. Prior to her work at the national level, she advanced executive projects for a statewide parent engagement organization in Wisconsin, and served as a health educator for the Peace Corps in Ghana. She holds a master's degree in Public Service with a Nonprofit Specialization from Marquette University, where she is a graduate instructor on social innovation and trends in the nonprofit sector. She serves as an advisory board member for the Marquette University Trinity Fellowship.



**Tiffany Frazer**  
*Program Manager*  
Medical College of Wisconsin

Tiffany Frazer, is the Manager for the Medical College of Wisconsin's Office of Global Health. Since 2010, she has worked with faculty in developing a sustainable platform of local and international partnerships to support the education, research, clinical, and community engagement efforts of MCW faculty and trainees. Ms. Frazer has worked at MCW for eleven years and also provides in-kind support as the Vice Chair of the MCW/Froedtert Institutional Review Board, expedited research committee #5. Prior to managing the Office of Global Health, Ms. Frazer served as a program manager in the Department of Pediatrics, Center for the Advancement of Underserved Children where she administered programs in community-based pediatric resident graduate education, clinic-based early literacy promotion and community academic partnerships that addressed pediatric oral health care access, medical/legal collaborations and faith-based emergency preparedness in Milwaukee. Prior to coming to the MCW, Ms. Frazer worked in three different continents holding international positions with the United States Peace Corps, and United Nations programs of UNAIDS, and UNICEF in El Salvador, Peru and Thailand respectively. Ms. Frazer received a master of public health degree with a focus on International Health and Demography from Tulane University and obtained a bachelor's degree in Community Health Education from the University of Wisconsin-La Crosse.



**Vanessa Herald**  
*Farm to Institution Outreach  
Specialist*  
UW-Madison Center for Integrated  
Agricultural System

Vanessa Herald, MS is the Farm to Institution Outreach Specialist at the UW-Madison Center for Integrated Agricultural System (CIAS). Ms. Herald's work focuses on developing networks, resources, policies, and supply chains to improve food quality in the institutional setting through the use of local and institutional ingredients across the tray in Wisconsin and the Great Lakes Region. Her current projects include management of the Great Lakes Great Apple Crunch, shared leadership of the Wisconsin Farm to School Network, and facilitation of the Wisconsin Farm to College Community of Practice. This work is informed by experience in garden-based education, production agriculture, facilitation, and formal program evaluation. Ms. Herald holds a master's degree in Nutrition from the Friedman School at Tufts University.



**Wendy Kloiber**  
*Director*

Resilience Alignment Beekeepers

A Wisconsin native, Wendy grew up in the Fox Valley and received her bachelor’s degree in English, master’s degree in Public Administration and JD from the University of Wisconsin – Madison. After spending many years as an organizational development consultant, she came to work for NorthLakes Community Health Clinic directing an innovative project that will open Wisconsin’s first Accountable Community for Health.



**Erin Malcolm**  
*Associate Researcher*  
IMPACT, Inc.

Erin Malcolm holds a Master of Arts degree in Public Service with a Non-Profit Specialization from Marquette University. She has also earned a Certificate in Applied Anthropology from Marquette University and a bachelor’s degree in Anthropology from the University of Wisconsin, Milwaukee. Ms. Malcolm has been conducting program evaluations and community-based research in Milwaukee for over a decade. Her areas of interest include qualitative and quantitative design and analysis, outcomes development, evaluation capacity building, and evaluating collaborative initiatives. She has experience evaluating multiple health and human service programs in areas including health promotion, substance abuse, mental health, and child welfare.



**Kathleen Roach**  
*President & CEO*  
Special Olympics Wisconsin

Kathleen Roach has worked and volunteered for population health for over 30 years, including the nonprofit setting, university health arena and public health. Ms. Roach currently serves as the President and CEO of Special Olympics in which she devotes time to both policy change for people with disabilities and the environment in which they reside. Prior to this position with Special Olympics, she worked for Catholic Charities on strategy and facility changes in 11 southeastern WI counties incorporating peer health education models. More recently, she was the Director of Population Health at Fort HealthCare, working with seven communities in Jefferson County addressing the obesity epidemic and fitness.



**Amy Schlotthauer**  
*President*  
AES Consulting, LLC

Amy Schlotthauer has a master’s degree in public health from the Rollins School of Public Health at Emory University and a bachelor’s degree in Anthropology from University of Wisconsin – Madison. She has over thirteen years’ experience in project management, grant writing, program evaluation, qualitative and quantitative research methods and data analysis, group facilitation and consensus building. Highlights of her career include evaluating the Health Disparities’ Collaboratives, a national quality improvement initiative in community health centers in the United States; helping launch the Robert Wood Johnson Foundation funded Finding Answers program (now named Advancing Health Equity) which focused on reducing racial and ethnic disparities in cardiovascular disease, diabetes and depression; coordinating all aspects of the evaluation of Wisconsin’s Garrett Lee Smith Memorial Act Youth Suicide Prevention activities; and co-creating innovative models of care for pediatric populations for Children’s Hospital of Wisconsin. Amy is a lifelong learner and thrives on exposure to new information and experiences.