

Colleen E. Moran

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EDUCATION

MASTER OF PUBLIC HEALTH | MAY 2013 | UNIVERSITY OF WISCONSIN-MADISON
Specialization: Urban and Regional Planning

MASTER OF URBAN AND REGIONAL PLANNING | MAY 2013 | UNIVERSITY OF WISCONSIN-MADISON
Specialization: Public Health

BA | 2004 | BELOIT COLLEGE
Major: Psychology
Minor: Environmental Studies
Honors: Magna Cum Laude, Phi Beta Kappa, Psi Chi

SKILLS SUMMARY: Leadership, Capacity Building, Multi-Sector Coordination, Facilitation, Technical Assistance, Community Engagement, Communication, Evaluation, Report & Grant Writing, Management, Process Improvement, Research and Analysis.

EXPERIENCE

CLIMATE AND HEALTH PROGRAM MANAGER | DIVISION OF PUBLIC HEALTH – MADISON, WI | JUNE 2015 – PRESENT
Facilitation:

- Facilitate internal and external meetings with a variety of partners and collaborators ranging from local public health departments to the BRACE Science Advisory Group.

Leadership, Capacity Building and Multi-Sector Coordination:

- Chair of the WPHA Climate and Health Committee.
- Increasing knowledge and capacity of local public health departments to implement climate and health adaptation strategies.

Evaluation and Process Improvement:

- Create BRACE program logic models.
- Manage program evaluator contractor to conduct BRACE program evaluation activities.

Communication:

- Manage press releases in conjunction with internal and external state programs and agencies.
- Manage creation and dissemination of two-page communication pieces, toolkits, and website updates.

Grant Management:

- Manager and point of contact four year competitive CDC grant.
- Create and manage grant budget and contracts.
- Manage grant staff including epidemiologist and MPH interns.

Project Management:

- Manage and participate in grant activities related to but not limited to the following projects:
 - Strategic Adaptation Plan
 - Intervention Literature Review
 - Program Evaluation
 - Projecting Disease Burden

WISCONSIN POPULATION HEALTH SERVICE FELLOW | DIVISION OF PUBLIC HEALTH – MADISON, WI | JUNE 2013 – JUNE 2015
Leadership, Capacity Building and Multi-Sector Coordination:

- Created, organize and facilitate a diverse statewide multi-sector working group (Wisconsin Public Health and Planning Collaborative) fostering partnerships between multiple sectors

- including public health and urban/regional planners.
- Participate in activities that create greater multi-sector partnerships and mobilize action between public health (WPHA) and planning (APA-WI) professional organizations through grant writing, resolution writing, and conferences (planning committee participation, planning of joint networking events and conferences, attending and presenting at).

Facilitation:

- Lead weekly discussion group for undergraduate level introduction to public health course in (PHS 370).
- Plan and facilitate joint quarterly web-based multi-sectoral meetings of the Wisconsin Public Health and Planning Collaborative and Wisconsin Public Health Impact/Health in All Policies Section.

Technical Assistance, Trainings and Capacity Building:

- Provide technical assistance for community coalitions on active community environments and access to healthy foods (farmers markets and corner stores).
- Provide in-person and web-based technical assistance, trainings and presentations on Health Impact Assessment.

Community Engagement and Capacity Building:

- Participation in the creation and facilitation of state wide collective impact work group around active community environments.
- Co-lead local health department pilot projects for CDC grant, Building Resiliency Against Climate Effects (BRACE): research, plan and facilitate community engagement activities.
- Plan and facilitate community engagement activities for Health Impact Assessment

Evaluation and Process Improvement:

- Research and create process evaluation for local health department BRACE pilot projects and incorporate findings into subsequent meetings.

Report, Grant, and Resolution Writing:

- Report Writing: Health Impact Assessment report writing (see Publications).
- Grant Writing: RWJF County Health Rankings and Roadmaps, CDC, Pew, APHA/APA.
- Resolution Writing: resolution on Health in All Policies and multi-sectoral collaboration written for and approved by boards of both Wisconsin Public Health Association and American Planning Association of Wisconsin.

Project Management:

- Creation of Healthy Meetings Guidelines toolkit: created workplan and have independently run project from day one including research, document creation, key-informant interviews, revisions, evaluation planning, piloting, analysis of baseline data, and creation of dissemination plan.

Research and Analysis:

- Conduct literature synthesis of best practices for corner store initiatives and create internal toolkit for providing technical assistance.
- Conduct literature synthesis of best practices for already existing healthy meetings guidelines to create Health Meetings toolkit.
- Conduct quantitative analysis of baseline survey data for Healthy Meetings Guidelines pilot project to inform next steps.
- Research and curate library of reports, toolkits, case studies, best practices and peer reviewed journal articles for Wisconsin Public Health and Planning Collaborative library

HEALTH POLICY PROGRAM PROJECT ASSISTANT | UW-MADISON POPULATION HEALTH INSTITUTE | AUGUST 2010 – JUNE 2013

Communication:

- Information Dissemination: researched, compiled and edited monthly E-News newsletter, a compilation of local health news, tools, upcoming events and other important health news disseminated to public listserv.

Report Writing:

- Co-authored a Transitional Jobs HIA, and Alcohol Licensing Density Ordinance HIA (see Publications).

Research and Course Development:

- Teaching Assistant: developed curriculum for graduate level service learning course on Health Impact Assessment, including lecture materials, reading assignments and written assignments.

WPHA HIA SECTION INTERN | URBAN & REGIONAL PLANNING INTERNSHIP EXPERIENCE | FEBRUARY 2012 – AUGUST 2012

Facilitation and Training:

- Co-facilitated group discussion on HIA at WPHA/WAHL DAB 2012 conference.
- Coordinated the planning of and moderated a regional webinar on sand mining and HIA.

Evaluation:

- Conducted a process evaluation on a Health Impact Assessment for graduate level professional project, including receiving IRB approval.

Research & Report Writing:

- Completed HIA reports with Capital Area Regional Planning Commission (CARPC) on their Future Urban Development Areas (FUDA).
- Conducted literature synthesis of best practices to create a Health Chapter for the City of Eau Claire's comprehensive plan.

COMMUNITY RESEARCHER | MPH FIELDWORK EXPERIENCE | APRIL 2011 – AUGUST 2011

Facilitation:

- Conducted focus groups with Latino elders to further research on youth physical activity.

Research and Community Engagement:

- Engaged in community based participatory research with community members regarding youth community health issues including receiving IRB approval.
- Conducted a summary literature review on influences over youth physical activity on Latino adolescent health.

OPERATIONS MANAGER | COMMUNITY CAR, LLC | JUNE 2005-JULY 2010

Unofficial Interim Vice President, September, 2008 - June, 2009

Operations Manager, January 2008 – July 2010

Member Relations Coordinator, November 2005 - December 2007

Customer Care Coordinator, June 2005 - November 2005

Communication and Community Engagement:

- Co-planned marketing campaigns and developed marketing materials for multiple media outlets including online, newspaper, and print; planned member events, new-member orientations and member discussion groups.

Evaluation:

- Created and analyzed surveys to gauge member satisfaction and obtain feedback; assisted with research on (vehicle/member) use and recommended strategies for future development

Management:

- Managed Fleet Coordinator, Member Relations Coordinator, interns, co-managed Financial Administrator; managed relationships with fleet-care vendors, local call-center managers, snow removal vendor, in-car technology vendor/installer, car location sponsors, fleet/admin system managers.

Process Improvement:

- Created new invoice layout and orientation for members; wrote a training manual for and trained local on-call center; worked with vendor admins to revise and improve member on-line reservation system; created new website pages for foreign applicants; continually revised member handbook; collaborated with carsharing peers around the country to implement best-practices; assisted with strategic planning.

CONFERENCES & PRESENTATIONS (selected)

PRESENTER | 2016 CSTE ANNUAL CONFERENCE | JUNE 2016

Accepted Abstract: *Emerging Tickborne Diseases*

PRESENTER | 2016 WPHA/WALHDAB ANNUAL CONFERENCE | MAY 2016

Addressing Climate and Health Impacts at the Local Level

PRESENTER | 2015 WPHA/WALHDAB ANNUAL CONFERENCE | MAY 2015
Climate, Communicable Diseases, and Other Public Health Impacts

PRESENTER | 2014 APHA ANNUAL NATIONAL CONFERENCE | NOVEMBER 2014
HIA: A Tool to Bridge Public Health and Planning – A Case Study and Lesson Learned from Wisconsin

PRESENTER | 2014 APA-WI ANNUAL CONFERENCE | JUNE 2014
Bridging Public Health and Planning: Next Steps

PRESENTER & FACILITATOR | 2014 WPHA/WALHDAB ANNUAL CONFERENCE | MAY 2014
Health Impact Assessment: A Deeper Dive into Assessment

PRESENTER & FACILITATOR | WPHA & APA-WI WORKSHOP | APRIL 2014
Bridging Public Health and Planning: Cases, Resources, and Action

PRESENTER | 2013 APA-WI ANNUAL CONFERENCE | JUNE 2013
Healthy Community Design & Predicting & Measuring Active Transportation

PRESENTER | 2013 WPHA/WALHDAB ANNUAL CONFERENCE | MAY 2013
Health Impacts Assessment: A Viable Bridge for Community Design and Public Health

PRESENTER | 2012 UPPER MIDWEST PLANNING CONFERENCE | SEPTEMBER 2012
Health Impacts in Intergovernmental Land Use Planning in Dane County

PUBLICATIONS

Lujan, J., Weitzel, J., Howard, J., Hitzel, E., Feder, E., and Moran, C. Alcohol License Density Ordinance: Review of City of Madison Staff Recommendations Health Impact Assessment. Public Health Madison and Dane County and University of Wisconsin Population Health Institute, 2014.

Feder, E., Moran, C., Gargano Ahmed, A., Lessem, S., Steidl, R. Limiting Retail Alcohol Outlets in the Greenbush-Vilas Neighborhood, Madison, Wisconsin: A Health Impact Assessment. University of Wisconsin Population Health Institute, 2013. *Selected as a model report by SOPHIA (Society of Practitioners of Health Impact Assessment)

Feder, E. and Moran, C. Transitional Jobs Programs: A Health Impact Assessment, University of Wisconsin Population Health Institute, 2013.

MEMBERSHIPS AND BOARDS

CO-CHAIR, Wisconsin Public Health Association (WPHA) HIA Section

CO-CHAIR, Wisconsin Public Health Association (WPHA) Climate and Health Section

MEMBER, Wisconsin Public Health Association (WPHA)

MEMBER, American Planning Association Chapter of Wisconsin (APA-WI)