

# Evelyn Cruz

699 Hawthorn Drive, Sun Prairie, Wisconsin 53590  
[ecruz@uwalumni.com](mailto:ecruz@uwalumni.com); [evelyn2.cruz@wi.gov](mailto:evelyn2.cruz@wi.gov)

Cell: (608) 577-7094  
Work: (608) 266-3504

---

## **Education:**

Master's in Health Administration (UW-in progress)  
2009 Wisconsin Women in Government Graduate Seminar  
DHS Leadership Institute 2009 Alumna  
UW Madison, Leadership Institute Facilitator  
Bachelor of Arts, International Relations, Global Cultures Certificate, University of Wisconsin-Madison

## **Professional Experience**

***Maternal and Child Health (MCH) Equity Consultant,  
WI Division of Public Health, Bureau of Community Health Promotion  
Department of Health Services, Madison, WI*** ***September 2016 - Present***

I provide leadership, consultation and oversight to the Family Health Section's health equity initiatives. I work with our epidemiologists, Fellows and leadership in the development of the Title V MCH/State Performance Measure. I support the community engagement goals of the MCH unit as liaison to the Lifecourse Initiative for Healthy Families; and I develop methods for participation and engagement from underserved communities in planning, implementing and evaluating programs. I provide technical assistance to local health departments, health centers and community-based agencies in development and maintenance of collaborative community partnerships. I'm the state's lead for social determinants of health team for the WI Wisconsin Infant Mortality COIIN (Collaborative Improvement and Innovation Network).

***Cruz Consulting, LLC.*** ***July 2016 - Present***

I support organizations serving Latino individuals with health and wellness activities such as meditation and small group debriefing conversations. I support creation of partnerships that promote engagement with a health equity focus for providing cultural and linguistically appropriate services.

***Minority Health Officer, Program Director  
WI Division of Public Health, Minority Health Program  
Department of Health Services, Madison, WI*** ***February 2013 - September 2016***

I provided statewide leadership for addressing the health and wellness for minority communities in WI. For example, I successfully managed budget, work-plan, evaluation, reporting and partnerships for the 2-year CLAS grant. I successfully promoted the Enhanced National Cultural and Linguistically Appropriate Services in Health and Healthcare (CLAS) Standards as the framework for health equity for the Division of Public Health (DPH) resulting in CLAS Standards implementation becoming a 5-Year priority. The grant met and exceeded its goals. Some of the resulting strategies from the CLAS grant were the development of training program to promote CLAS Standards by supporting DPH learning about social determinants of health, cultural competency and health equity. I presented CLAS information to over 30 partner groups, including local health departments and boards of health. Because of the success of the CLAS grant, I was able to make the business case for funding stability for the Minority Health Program that resulted in DPH's commitment for GPR (general purpose revenue) funding for the program.

I sustained opportunities for respectful engagement with racial and ethnic minority stakeholders. For example, I facilitated the program's statewide community advisory council. I managed the Health Equity Check-in project, an evaluation to engage community feedback for populations experiencing inequities in health outcomes. The purpose of the Health Equity Check-in project was to inform public health priorities for the next 5-years. I also lead the Minority Health Community Grants Program by setting guidance and priorities in order to support community lead interventions to address health disparities.

***State Monitor Advocate (SMA), Bilingual Policy Analyst  
Department of Workforce Development*** ***March 2010 - February 2013***

I provided statewide leadership in the planning, direction and coordination of the Wisconsin Migrant and Seasonal Farm Worker Program (MSFW). I lead a team of 8 outreach workers; wrote the coordination framework and supporting policies for integration and alignment between federal regulations and state laws programming. In order to support this work, I collaborated with the Foreign Labor Certification coordinator to design data collection tools and automate reporting for a SharePoint platform.

I coordinated the statewide Job Service complaint system. I was the primary contact to the US Department of Labor for MSFW issues. I monitored job Centers for equity and service indicators to ensure non-discrimination at Job Centers. And I provided technical assistance to staff and partners to address MSFW needs.

**Minority Health Policy Analyst; Project Manager & Outreach Specialist 'What Works: Reducing Health Disparities in Wisconsin Communities project Grant, Office of Policy and Practice Alignment, Department of Health Services, Madison, WI  
June 2006 – February 2010**

I promoted and strengthened the WI Minority Health Program as the focal point for minority health issues in Wisconsin. And I served as a resource for DPH programs regarding minority health needs and strategies for addressing health disparities. I managed and monitored Minority Health Community Grants Program. I staffed the Minority Health Leadership Council, an advising body from the four major minority population groups in WI.

I successfully managed budget, work-plan and reporting for the What Works grant, a collaborative project with UW Population Health Institute. This purpose of this 3-year grant was to identify and disseminate public health interventions to help reduce racial and ethnic health disparities in Wisconsin. The grant also aimed to develop of a model for identifying and documenting local programs that show promise in improving health in racial and ethnic minority communities. I did the outreach and minority population engagement that resulted in documenting of 5 promising practices to recognize and disseminate information of community-lead initiatives that had positive outcomes in addressing health inequities.

**Instructor, MATC  
Madison, WI**

**2005 - 2008**

I co-developed and co-taught cultural competency course for interpreters in healthcare. I served as a member of steering committee for healthcare interpreter training program. I taught Bilingual Administrative Assistant Certificate courses.

**Bilingual-Training Officer, Office of Human Resource Development  
UW-Madison, Madison, WI**

**September 2004 - June 2006**

I worked collaboratively with UW staff across campus and external groups to assess and evaluate employee needs in order to increase knowledge of the workplace dynamics at UW-Madison by helping to identified professional development events for ELL employees. I supported managers in meeting the cultural and linguistic needs of English language learner employees by translating, creating, researching, designing and/or presenting professional development and educational workshops in a language and cultural appropriate manner for ELL employees.

I worked with managers and staff to build language and cultural bridges between campus units and individual employees around various human resource functions. I supported university managers and supervisors to address workplace climate and culture issues. One way to provide this support was by being a facilitator for the Leadership Institute, a UW initiative to address diversity and climate issues.

**Bilingual Equal Opportunity Specialist, Affirmative Action & Civil Rights Compliance Office  
Department of Health Services, Madison, WI**

**September 2001- September 2004**

I wrote the Language Access Policy for the DHS. In order to write the policy I researched and analyzed population data to identify persons with limited English proficiency. I became the expert and central point of information for quality control for translation, interpretation and accessibility issues and resources, i.e. brailing, readers, sign interpreters, etc. I also functioned as a team member of the Civil Rights Compliance Office, where I conducted investigation of civil rights complaints, interviewed, investigated and worked with legal counsel to determine what violation occurred and under which laws or administrative rules. I assisted the Affirmative Action Officer with recruitment efforts and managed the LTE employment system. I provided technical assistance and support to local health departments and other service providers to ensure understanding of and compliance with civil rights: affirmative action, equal opportunity and language access state and related federal requirements.

**Publications**

Co-writer:

Wisconsin Healthy Birth Outcomes: Minority Health Program Challenges and Contributions

Journal of Public Health Management and Practice; November 2008 - Volume 14 - Issue 6 - p S58-S64

**Volunteer**

**East Side Friends of the Dharma 2016-2017**

**ESL Instructor - Bethel Lutheran Church (2002-2006)**

**Advisory Board Malawi Women's Health 2012 – 2013**

**Literacy Network – Board / Development 2010 – 2012**