Mission
To improve, promote, and advocate for the health, culture, and well-being of diverse Latino/Hispanic communities.

Vision
To improve health, educational, and social equity among the Latino communities with whom we work and serve.

Values
- We are driven to action by our community-centered mission.
- We embody an attitude of community service.
- We operate with integrity and inclusiveness.
- We foster leadership and empowerment.
- We value our grass-roots underpinnings.
- We are accountable to the communities we serve.
- We uphold the community-driven missions of UnidosUS and CSULB.
- We acknowledge, appreciate, and celebrate the cultures, resiliency, insights, and contributions of Latino/Hispanic families and communities.
ABOUT US

The CSULB Center for Latino Community Health, Evaluation, and Leadership Training (hereafter Center) is a partnership between UnidosUS (formerly known as the National Council of La Raza [NCLR]) and California State University, Long Beach (CSULB). The CSULB Center was established in 2005 through a congressional earmark spearheaded by then Congresswoman Hilda Solis. The Center has three pillars of work which are highlighted in our descriptive name.

Community Health

The Center’s research and program areas embody the use of community based participatory research methods – an academic model that promotes community empowerment, learning, and participation in society. Our research promotes faculty excellence through research, prepares students for success, expands the self-efficacy of community members involved in our projects, and creates collaborative partnerships aimed at impacting the delivery and messaging of Latino health through culturally and linguistically appropriate methods.

Evaluation

We provide culturally and linguistically appropriate evaluation services to community-based organizations and health entities such as federally qualified health centers who serve Latinos. These services include research and evaluation design; quantitative and qualitative instrument development; training for data collection staff (in person or via webinar); technical assistance; data processing and cleaning; data analysis; and report writing. Clients include both local and national organizations.

Leadership Training

We are committed to student success and the academic and professional preparation of future generations. We collaborate across departments and colleges to gain funding to provide exemplary student success programs. Each year, we provide internship opportunities and fellowships to support students from CSULB and other institutions. In collaboration with faculty and staff across the campus, we provide student trainings and workshops to support academic and professional development.
Meet our Team

Melawhy Garcia, Ph.D., MPH, Assistant Professor & Latino Center Director

Natalia Gatdula, MPH, Associate Director

Patricia Trinidad, MPH, Project Manager

Yesenia Sifuentes, Center Coordinator/Project Assistant

Selena Nguyen-Rodriguez, Associate Professor & Faculty Associate
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Year at a Glance 2021-2022

Center for Latino Community Health

Secured 10 grants and contracts

Amount of Funding in Fiscal Year by project

<table>
<thead>
<tr>
<th>Project</th>
<th>Funding</th>
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<td>Tobacco</td>
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<tr>
<td>EPG</td>
<td>$305,646</td>
</tr>
<tr>
<td>ANDALE</td>
<td>$64,685</td>
</tr>
<tr>
<td>LINK</td>
<td>$138,738</td>
</tr>
</tbody>
</table>

Hosted 17 trainings and professional development workshops

27 students trained and mentored

Community Members Served

58 Children
34 Guardians

Amount of Scholarship Funding Awarded

- ANDALE: $2,400
- Tobacco: $33,624
- EPG: $54,525
Supporting Student Success @ The Beach

Who do we serve and train?

- Undergraduate and graduate students pursuing a degree in the fields of nutrition, health science, kinesiology, healthcare administration, sociology, social work, and other related health fields.
- Underrepresented students (e.g., first-generation, financial need, members of racial/ethnic minority groups, with a disability).
- Interested in working to improve the health and well-being of the Latino community.

What do we provide?

- Competency-based trainings
- Professional development
- Research experience
- Experiential learning
- Mentorship
- Paid fellowship opportunities
- Conference travel opportunities
Training topics offered 2021 - 2022

Latino Nutrition & Chronic Disease Prevention
- Introduction to the Importance of Latino Nutrition
- Nutrition-Related Chronic Diseases Affecting Latinos
- Nutrition for Health Professionals

Culturally Responsive Nutrition Education
- Developing Interventions and Programs
- Social and Cultural Aspects of Food
- Culturally Responsive Nutrition Education Programs

Community-Based Participatory Research
- Community-Based Participatory Research Overview
- Promotores de Salud (Community Health Workers) History & Panel
- Community-Based Intervention Implementation

Research Methods
- Introduction to Mixed Methods Research
- Qualitative Methods
- Quantitative Methods
- Biopsychosocial Research
- Understanding Scientific Literature
- Responsible and Ethical Conduct
- Informed Consent Procedures
- Anthropometric Measurements
- Data Interviewing Techniques
- Data Entry and Management
- Follow-up calls Data Collection Procedures

Professional Development
- Culture Capital: Strengths & Values
- Professional Etiquette
- Job and Salary Negotiation
- Graduate School Planning
- Resumes and CVs
- Elevator Speech
- Goal Setting & Campus Connection
- Developing Abstracts
- Developing Scientific Posters
Funding Agency: United States Department of Agriculture - NIFA Award #2021-69015-33433

Project Staff: Dr. Melawhy Garcia (PI), Patricia Trinidad, MPH

Community Health Workers: Brenda Monzon and Isabel Rojas

Purpose: To address the disproportionate rates of obesity among Latino youth ages 10 – 13 years by developing and implementing a youth-focused and family-based intervention in Long Beach emphasizing physical activity, fruit and vegetable consumption, and strengthening communities with behaviors that encourage healthy lifestyles.

Intervention:
• Four, 2-hour weekly group sessions (Weeks 1-4)
  • two in-home sessions/Zoom
  • one grocery store tour
  • one physical activity session at nearby park
• Two, 15-minute telephone booster sessions (Weeks 8 and 12)
• Text Messages to provide reinforcement of the Eat, Play, Go! intervention content

Research Fellows

Andrea Luna  
Gerson Leon Cruz  
Crystal Marin  
Joshua Sedano  
Evelyn Grijalva Martinez

Project Milestones

Curriculum development  
Focus groups  
Intervention Implementation
• 34 families completed the Eat, Play, Go! intervention

Outreach & Recruitment
ÁNDALE Latino Research Training Program

Funding Agency: United States Department of Agriculture – NIFA Award #2020-67037-30663

Project Staff: Dr. Melawhy Garcia (PI), Natalia Gatdula, MPH

Aims to train fifty (50) undergraduate students in Latino nutrition and chronic disease prevention, enhance their professional development, and engage them in research to better prepare them to enter graduate school or the workforce.

Project Milestones

- 29 undergraduate students have completed the program to date
- $42,525 in scholarship funding awarded this fiscal year
- 4 scholars submitted an abstract and presented at a conference
- 7 scholars attended a professional conference

2021 ÁNDALE Scholars

- Megan Alfajora
  Health Science
- Estevan Arroyo
  Kinesiology
- Christina Cabading
  Health Science
- Kevin Dang
  Kinesiology
- Liza Escun
  Sociology
- Fabian Garcia
  Nutrition & Dietetics
- Evelyn Grijalva Martinez
  Nutrition & Dietetics
- Julia Guevara
  Kinesiology
- David Lemucchi
  Health Science
- Jesus Mendoza
  Kinesiology
- Vanessa Nguyen
  Health Science
- Cindy Oseguera
  Health Science
- Yesenia Sifuentes
  Health Science
- Gabriel Velazquez
  Health Science
- Cristina Zuniga
  Health Science
The LINK Program is a collaboration between five Hispanic-Serving Institutions (HSIs) in Southern California: two 4-year universities, California State University (CSU) Long Beach and CSU Fullerton, and three 2-year community colleges (CC) including Fullerton, Long Beach City, and Santa Ana. The LINK Program will promote the success of 26 underrepresented students in the food and human sciences professional and scientific workforce emphasizing Latino nutrition through outreach, mentoring, education, support services, research, and professional internships with community partners.

**Project Activities**

- A peer ambassador from CSULB and CSUF was hired to lead community college workshops.
- 70 students in Fall 2021 and 62 in Spring 2022 from community college partners attended virtual workshops to learn more about degree programs, transfer requirements and the LINK Scholars program.
- Held inaugural advisory board meeting.
- 2 consortium meetings were held with community college representatives to discuss transfer facilitators and barriers.
- Scholars are actively recruited to apply for the fellowship that is set to start Fall 2023.
Comprando Rico y Sano Evaluation

**Funder:** Walmart Foundation  
**Funding period:** December 1, 2020 - March 31, 2022

**Purpose:** Assess the effectiveness of the *Comprando Rico y Sano* (translated as “Buying Healthy and Flavorful Foods”) program. *Comprando Rico y Sano* is a *promotores de salud*-led program developed by UnidosUS Health and implemented at 27 sites across the U.S. The program has several goals and activities:

1. Provide nutrition education to Latino communities to instill healthy shopping and eating habits

2. Provide enrollment assistance for the Supplemental Nutrition Assistance Program (SNAP) and other federal assistance programs

3. Increase food access and service delivery to reduce hunger and food insecurity

The program uses a culturally and linguistically appropriate educational intervention designed to promote a healthier lifestyle through: increased knowledge of healthy eating and shopping strategies, federal nutrition assistance programs, primarily SNAP benefits and its eligibility requirements; increased self-efficacy to maximize SNAP benefits to increase household’s food access (i.e., self-efficacy for food-security); increased intent to consume and actual consumption of more vegetables and fruits, and home-prepared healthy meals.

**Center role:** Develop evaluation plan and evaluation instruments; data entry, tracking, and management; collect follow-up telephone data from community member participants; data analysis and reporting.

**Project milestones:**

- 928 *charla* participants completed evaluation surveys
- 26,629 Latinos across the U.S. received enrollment assistance for the supplemental nutrition assistance program (SNAP)
- 2,607 Latino households received enrollment assistance into other federal assistance programs
- 107,115 Latino families received food access and delivery services
- Over 3.6 million pounds of food were distributed
- 9,896 meals were delivered to homes and 126,309 meals were distributed
- 34,654 Latinos were referred to food pantries
Online Grocery Shopping Educational Module Evaluation

**Funder:** General Mills

**Funding period:** May 1, 2021 - October 31, 2021

**Purpose:** The General Mills (GM) Online Grocery Shopping Educational Module Evaluation assessed the effectiveness of an online grocery shopping educational module developed by UnidosUS and implemented across 3 subgrantee sites. The goal of the online grocery shopping educational module was to increase access to healthy foods among undeserved Latinos residing in areas designated as food deserts and/or rural communities by increasing the use of online grocery shopping services and increasing participant confidence in purchasing food groceries online.

**Center role:** Evaluate the online grocery shopping educational module via pre-survey and 3-month follow up.

**Project milestones:**
- Three (3) subgrantee sites implemented the online grocery shopping module in 3 cities.
- Eighty-nine (89) participants completed demographic and pre-surveys.
- Subsample of 18 participants completed the 3-month follow-up survey.

Nutrition Education Socio-Economic Framework for Latinos

**Funder:** Community Wealth Partners, Inc.

**Funding period:** November 4, 2021-December 31, 2021

**Purpose:** Adapt the Socio-Ecological Model to better address nutrition education outcomes among Hispanics/Latinos in community settings.

**Center role:** To support the development, implementation, and evaluation of qualitative research to develop a nutrition education framework through an adaptation of the Socio-Ecological Model of Health Behaviors. Research activities included: 1) review and translation of study documents; 2) transcription of audio-recordings; 3) data analysis and coding; 4) development of a report based on qualitative findings.

**Project milestones:**
- Four (4) adults from four different organizations focused in the area of advocacy and programing for food participated in the interviews in November 2021.
- A report was prepared to share the qualitative findings on the review of the proposed Socio-Ecological Framework for Nutrition Education in Community Settings.
- After conducting a review of current theory of change strategies, the Nutrition Education Pod (NEP) developed a revised socio-ecological framework to incorporate new constructs which better address nutrition education.
Food Insecurity among Latinos: A Formative Research Study

Funder: Edelman and Knorr

Funding period: November 2, 2021 - September 30, 2022

Purpose: Understand the severity of food access and impact food insecurity has on Latinos living in rural or remote communities in United States. Research activities will include: 1) a review of the literature; 2) in-depth interviews; 3) focus groups; 4) development and dissemination of report and White Paper.

Center role: Design study instruments, implement formative research focus groups and interviews, conduct qualitative data analysis, and reporting.

Project milestones:
- Seven (7) in-depth interviews (IDIs) and six (6) focus groups (FGs) were conducted with 16 community members and 23 stakeholders from rural or remote communities across the U.S.
- Literature review identifying factors that contribute to food insecurity and potential solutions.
- Workplan with recommendations for developing health promotion programs to improve access to nutritious food and reduce food insecurity.

Report:
Food Insecurity Among Latinos in Rural Communities
May 2022

Prepared by:
Mawathy Garcia, MPH, PhD
Natalia Gotfunda, MPH

UNIDOS Us
Stronger Communities. Stronger America.
Mi Vida Cuenta (My Life Matters) COVID-19 Latinx Health Initiative

Funding period: August 2021 - October 2021

Purpose: The Mi Vida Cuenta (My Life Matters) COVID-19 Latinx Health Initiative originated through the Long Beach City Council action to allocate sufficient resources to provide ongoing health education, equitable vaccine distribution, appropriate food distribution, rental assistance, employment support, mental health, and other supportive services for the Latinx community, including undocumented residents, in the City of Long Beach.

Center role: Development of a data-driven work plan outlining short-, mid-, and long-term recommendations, as well as to guide city efforts to leverage the Long Beach Recovery Act resources. The Center developed a survey and moderator guide for listening sessions with input from community partners to identify and analyze the impact of COVID-19 on the overall health and wellness of the Latinx community in Long Beach with an emphasis four key areas: economic stability, education, health disparities, and the experience of undocumented persons. Community and stakeholder listening sessions were conducted and surveys were administered throughout the City of Long Beach. A final report was prepared and presented.

Project milestones:

- Development of workplan and report with findings and 4 major strategic goals along with short, mid- and long-term objectives to guide city efforts.
Tobacco Education Program  
**Funding period:** December 2020 - 2021

**Purpose:** Increase awareness, knowledge, and advocacy regarding second-hand smoke among Latino residents living in multi-unit housing in the City of Long Beach.

**Center role:** Recruit participants to participate in presentations, trainings, surveys, and petitions.

**Project milestones:**
- Surveyed 50-100 tenants to collect data about attitudes, and perceptions regarding exposure to secondhand smoke in multi-unit housing settings.
- Three 15–30-minute health education presentations with a total of 29 community members.
- Three tabling events at community health and resource fairs.
- One community listening session with 33 participants.
- One 60–90-minute training for collaborative partners.
- Social media campaign to disseminate information regarding tobacco use, prevention and smoke free housing.

Long Beach Activating Safe Communities  
**Funding period:** February 2021 - December 2023

**Purpose:** LB Activating Safe Communities (LB ASC) is an effort to create and sustain a city where everyone lives in safe communities, attends safe schools, and has contributing neighbors connected to their community. The goals are to establish a coordinated citywide gun violence response system and reduce the incidence of firearm and aggravated assaults by activating the Washington Neighborhood through a comprehensive street outreach and intervention model targeting youth and emerging adults most at risk for engaging in or becoming victims of violence.

**Center role:** Provide tools, strategies, and steps necessary to evaluate the LB ASC program and determine the factors that contribute to reducing gun-related violence in the Washington Neighborhood. A comprehensive evaluation plan has been developed to determine the success of the program. The evaluation is on-going, data-driven and is based on both process and outcome measures using a mixed-methods approach.

**Project milestones:**
- The City of Long Beach Gun Violence Response System was established with buy-in from the Long Beach Police Department and a “soft launch” of the system has been in place since March 2022.
- The Toberman Neighborhood Center was onboarded to provide case management and service delivery for the LB ASC program’s intervention. A case manager and 2 peacekeepers were hired and trained to implement the intervention and provide service delivery to at-risk youth and emerging adults.
- Outcome evaluation instruments were finalized, and data collection trainings were provided to Toberman staff.
July 2021 – June 2022 Fiscal Data

**Grants and Contracts (Continued from previous-year funding)**

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<tr>
<th>Name of Project</th>
<th>Funder</th>
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<th>Award Start/End Date</th>
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<td>General Mills Online Grocery Shopping</td>
<td>UnidosUS</td>
<td>$11,286.00</td>
<td>4/1/2021 - 11/30/2021</td>
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<td>Long Beach Activating Safe Communities Program</td>
<td>Long Beach Department of Health and Human Services</td>
<td>$24,999.00</td>
<td>4/1/2021 - 12/31/2021</td>
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<td>Comprando Rico y Sano Program Evaluation 20</td>
<td>UnidosUS</td>
<td>$139,578.00</td>
<td>11/1/2020 - 3/31/2022</td>
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<tr>
<td>Eat, Play, Go!</td>
<td>United States Department of Agriculture</td>
<td>$305,646.00</td>
<td>11/15/2020 - 11/14/2024</td>
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<td>Tobacco Education and Prevention</td>
<td>Long Beach Department of Health and Human Services</td>
<td>$24,348.00</td>
<td>1/01/2020 - 12/31/2021</td>
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<td>ANDALE Latino Research Training Program</td>
<td>United States Department of Agriculture</td>
<td>$64,685.00</td>
<td>4/15/2020 - 4/14/2025</td>
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**Subtotal:** $ 570,542.00

**New Grants and Contracts (initiated between July 1, 2021 - June 30, 2022)**

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<th>Name of Project</th>
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<td>Rural Food Insecurity Needs Assessment</td>
<td>UnidosUS</td>
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<td>Nutritional Education Socio-Economic Framework for Latinos</td>
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<td>Mi Vida Cuenta Latinx Health Equity Initiative</td>
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<td>Leveraging Interdisciplinary Nutritional Knowledge</td>
<td>United States Department of Agriculture</td>
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<td>08/01/2021 - 07/31/25</td>
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**Subtotal:** $210,938.00
Publications


Presentations


Acknowledgments

We would like to express our deepest gratitude to all the undergraduate and graduate students, staff, faculty, and community collaborators and community members who allowed us to continue working towards our mission and were involved in our various initiatives through survey and curriculum development, intervention implementation, health education, student training and mentorship, community outreach and recruitment, data collection administration, grant writing, presentations, evaluation and data analysis and reporting.

Former Staff:
- Diana Aguirre, Program Manager
- Alex Garbanati, Graphic & Technology Coordinator
- Jacqueline Garay, Evaluation Coordinator
- Daisy Dueñas, Project Coordinator

Graduate Students:
- Andrea Luna, EPG Fellow
- Crystal Marin, EPG Fellow

Community Health Workers:
- Isabel Rojas
- Brenda Monzon

Undergraduate Students:
- Adeline Rosales, BUILD scholar
- Christina Cabading, ÁNDALE Scholar
- Cindy Osegueda, ÁNDALE Scholar
- Cristina Zuniga, ÁNDALE Scholar
- David Lemucchi, ÁNDALE Scholar
- Estevan Arroyo, ÁNDALE Scholar
- Evelyn Grijalva Martinez, ÁNDALE Scholar/EPG Fellow
- Fabian Garcia, ÁNDALE Scholar
- Gabriel Velazquez, ÁNDALE Scholar
- Gerson Leon Cruz, EPG Fellow
- Jesus Mendoza, ÁNDALE Scholar
- Julia Guevara, ÁNDALE Scholar
- Kevin Dang, ÁNDALE Scholar
- Liza Escun, ÁNDALE Scholar
- Megan Alfajora, ÁNDALE Scholar
- Vanessa Nguyen, ÁNDALE Scholar
- Yesenia Sifuentes, ÁNDALE Scholar
- Joshua Sedano, EPG Fellow
- Pamela Martinez, Summer Intern
- Karely Rojas, Center Intern
- Gabriela Ojeda Herrera, Center Intern
- Denise Sandez, Center Intern
- Brenda Guerrero, Summer Intern
- Valerie Mendoza, Summer Intern
- Yerenni Tenorio, CSUF Peer Ambassador
CSULB Faculty Collaborators:

- Amber Johnson, Associate Professor, Health Science
- Christine Costa, Associate Professor & PMHNP Program Coordinator
- Claire Garrido-Ortega, Full time Lecturer, Health Science
- Elizabeth Barnett, Part time Lecturer, Human Development
- Eric Marinez, Associate Professor, Chemistry & Biochemistry
- Erlyana, Department Chair, Healthcare Administration
- Gail Frank, Professor & Director of Internship Program, Nutrition & Dietetics
- Guido Urizar, Professor, Psychology
- Iveris Martinez, Archstone-Endowed Chair & Director of the Center for Successful Aging
- Jackie Dawson, Assistant Professor, Physical Therapy
- Jana Fogaca, Assistant Professor, Kinesiology
- Kamiar, Alaei, Department Chair, Health Science
- Kellie Walters, Assistant Professor, Kinesiology
- Leilani Madrigal, Assistant Professor, Kinesiology
- Maria Claver, Professor & Director of Gerontology, Family and Consumer Sciences
- Michelle Barrack, Associate Professor, Nutrition and Dietetics
- Michelle Taylor, Assistant Professor, Family and Consumer Sciences
- Natalie Cheffer, Part-time Lecturer, School of Nursing
- Selena Nguyen-Rodriguez, Associate Professor, Health Science
- Virginia Gray, Associate Professor, Nutrition and Dietetics

External Faculty Collaborators:

Lilia Espinoza, Associate Professor, Public Health, Cal State Fullerton
Rita Higgins, Professor, Nutrition and Foods, Fullerton College
Sarah Mathot, Nutrition & Foods, Santa Ana College
Jennifer Musick, Kinesiology/ Health Education, Long Beach City College
Jazmin Hurtado, Adjunct Counselor & Professor, Santa Ana College
Community Partners:

- Adam Lara, Violence Prevention Manager, Long Beach Department of Health and Human Services
- Adrian Toledo, Violence Prevention Initiative Coordinator, Long Beach Department of Health and Human Services
- Alma Orozco, Program Director, YMCA
- Ana Carricchi Lopez, Community Impact Division Officer, Long Beach Department of Health and Human Services
- Connie Rivera, Program Specialist, Long Beach Department of Health and Human Services
- Darlene Kiyan, Executive Director, Toberman Neighborhood Center
- Eduardo Garcia, Activating Safe Communities Program Manager, Long Beach Department of Health and Human Services
- Elisa Nicholas, MD, CEO, TCC Families in Good Health
- Jennifer Ponce, Chief Health Education & Promotion Officer, TCC Families in Good Health
- Jessica Quintana, Executive Director, Centro CHA
- Les G. Peters, Executive Director, YMCA
- Liliana Martinez, Director Health Education and Outreach, TCC Families in Good Health
- Lorenzo Hernandez, Acting Executive Director and Director of Community Resources, Toberman Neighborhood Center
- Lupe Rivera, Chief Executive Officer, Toberman Neighborhood Center
- Megan Anaya, Economic Research and Analytic Consultant, Centro CHA
- Sheila Grantham, Executive Director, Adventures to Dreams Enrichment
- Adele Langworthy, Executive Director, Rising Tide
- Michelle Gallagher, Instruction and Intervention Coordinator, Washington Middle School

Advisory Board:

- Sara Elena Loaiza, Executive Director, Latino Consultants
- Vickie Mays, Professor, UCLA Psychology and Fielding School of Public Health
- Jennifer Ng’andu, Senior Program Officer, Robert Wood Johnson Foundation
- Kurt Organista, Professor, University of Berkeley School of Social Welfare
- Henry Pacheco, Director of Medicine and Public Health, National Hispanic Council on Aging
- Britt Rios-Ellis, Dean, College of Health Sciences and Human Services, CSU Monterey Bay
- Richard Zaldivar, Executive Director, The Wall Las Memorias Project
- Hector Balcazar, Dean, Charles Drew Medical University
- Felipe Castro, Professor and Southwest Borderlands Scholar, Arizona State University
- Jorge Daboub, Vice-President of Client Development, Univision
- Zoila Escobar, Vice President of Strategic Development and Community Support and President of the AltaMed Foundation, AltaMed Health Services
- Cynthia Gomez, Director, San Francisco State University Health Equity Institute
- David Hayes-Bautista, Professor of Medicine and Director of the Center for the Study of Latino Health and Culture at the School of Medicine, University of California Los Angeles
- Ana Carricchi-Lopez, City Health Officer, Long Beach Department of Health and Humans Services
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