

What's Your Story? Creating Narratives to Support Public Health **1.27.22 Group Learning Session: Speaker Biographies**

Dr. Zoanne Clack is a writer and executive producer on the award-winning hit ABC series “Grey’s Anatomy.” She has been with the show since it began and also acts as a medical advisor, assisting in production of all medical aspects of the show. She attended Northwestern University, UT Southwestern Medical School, and Rollins School of Public Health at Emory University. She completed a residency in Emergency Medicine, a fellowship in Injury Prevention, and spent a year at the Centers for Disease Control and Prevention (CDC) in International Emergency Medicine. She is a staunch advocate of promoting public health issues through the media, serving on the board or as an advisor for several global health groups that teach through entertainment. She served two years on the Board of the WGA, was a member of the negotiating committee, and is now a Trustee on the board of the Producer-WGA Pension & Health Fund. She is even more privileged to have become a mom to her son in 2013 and twin daughters in 2014.



Erica Rosenthal is the Director of Research at the Norman Lear Center at the University of Southern California. She is a firm believer that **stories matter**. Her passion is for understanding HOW and WHY stories -- particularly in media and entertainment -- are so effective at challenging preconceptions, moving people to action, and generating lasting culture change. At the Lear Center, she oversees a portfolio of research focused on the content, audiences, and impact of media narratives on a wide range of health and social issues, including health equity, climate change, immigration, gun safety, and the societal impact of technology. She has a PhD in social psychology from Claremont Graduate University.

Alexander Fajardo has served as Executive Director of El Sol Neighborhood Educational Center since March 2003. Under his leadership, El Sol received the nonprofit organizational excellence award from the Community Connects’ Nonprofit Resource Center in 2012, was declared as the lead agency of Community Health Workers in the region by the Board of Supervisors in 2015, and in 2021 was recognized as nonprofit of the year by the White House and the state of California. Mr. Farjado has over 20 years of experience in community empowerment and a passion for building the capacity of individuals and organizations to improve health outcomes. He holds a master’s degree in Clinical Psychology and has a track record of designing and implementing successful community-based programs targeting individual, family, and community change using the Community Health Worker/Promotores model. Mr. Farjado is bilingual and an



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experienced leader, consultant, and active member of the community, having developed several programs for under-served populations, with a primary focus on Latino/Hispanic communities. He created the Community Health Worker Academy (in partnership with Loma Linda University) and has facilitated CHWs trainings across the United States as well as in Mexico and Japan. In 2011, Mr. Fajardo was elected President of the Latino Coalition in the County of San Bernardino and he received the Cultural Competency Excellence from the County's Department of Behavioral Health in 2013.



Jorge Perez is a nationally recognized nonprofit leader, CEO, manager and director of large complex organizations. He's an accomplished strategic thinker, program innovator, fundraiser, and mission champion. Currently, Mr. Perez serves as the President and CEO of the YMCA of Greater Cincinnati, a leading nonprofit organization that operates 14 branches, one overnight camp and 80 childhood learning centers across Greater Cincinnati and Northern Kentucky. He is the first Latino-American to lead the YMCA of Greater Cincinnati in its 164-year history of offering programs and services that nurture the potential of every adult and child, promoting health and well-being and encouraging social responsibility. He has served Ys in Dallas, Indianapolis, Cincinnati, Southwest Illinois, and YMCA of the USA. He has served on many national, statewide, and local boards. Mr. Perez holds two Masters Degrees, in Christian Education from Dallas Theological Seminary and in Business Administration from the University of Dallas.