



**BOARD NOMINEES**

Term starting 2022

**Marief Harding RN. MPH**

Senior Engagement Manager

Unite Us

*Current PHAN Board Member-term expires 12/21/2021 Eligible for a second term*

*Briefly describe your past and current responsibilities/activities relating to public health.*

I am trained as a nurse and in public health. I have worked in advocacy, health education, and social determinants of health

*List one goal that you as a board member would like to accomplish.*

This year, we worked hard to create a new vision and sustainability plan. My goal would be to support the board to implement this plan.

*What public health issues do you think PHAN should be focusing on today?*

PHAN's new vision is "Uniting and amplifying the voice of public health to support healthier communities in Nebraska." I think there are many health issues that are important to PHAN and public health. PHAN's focus should be on uniting and amplifying collaboration across individuals and organizations working to advance public health in NE.

*Which of these strategic priorities would you actively engage in as a board member and how would you help PHAN achieve that strategic priority?*

*PHAN's five strategic priorities for the next three years are to: Build internal capacity and funding; Engage membership; Organize and strengthen advocacy in public health; Develop and promote member benefits; Build a communication strategy.*

Build internal capacity and funding and Organize and strengthen advocacy in public health



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**Brian Noonan, MBA**

Senior Director, Communications and Education  
Nebraska Hospital Association

*Briefly describe your past and current responsibilities/activities relating to public health.*

Since March of 2020, hosted weekly calls with Dr. Gary Anthonie and our member hospital CEOs to stay current with COVID-19 impacts. Also, published a weekly COVID-19 newsletter for our members to share vital information on data, vaccines, PPE, funding, etc. I regularly attend the Tue/Fri UNMC community calls and share information via our Newslink Friday newsletter.

*List one goal that you as a board member would like to accomplish.*

My goal would be to communicate the importance of public health and the need to partner with hospitals and providers to serve the healthcare needs of all Nebraskans.

*What public health issues do you think PHAN should be focusing on today?*

COVID-19 is still a significant challenge and we need public health to continue to promote vaccines and other preventative measures.

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Build a communication strategy and strengthen advocacy.



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**Falah N Rashoka, MS, CPH, Ph.Dc**

Graduate Research Assistant

University of Nebraska-Lincoln & University of Nebraska Medical Center

*Briefly describe your past and current responsibilities/activities relating to public health.*

Graduate Research Assistant, Center for Reducing Health Disparities May 2021 - Dec 2021 College of Public Health, University of Nebraska Medical Center- Omaha, Nebraska, USA Working on collecting data for COVID-19 vaccines hesitancy in NE. Reaching out to Nebraska marginalized communities and developing materials in their native language for recruitment purposes for COVID-19 vaccines hesitancy. Preparing and publishing report for DHHS-Nebraska. Statistical analyzing and interpreting COVID-19 vaccines hesitancy; drafting, proofreading, editing and revising reports and manuscripts; Conducting literature reviews and drafting of reports and manuscripts for director. Translating study questions, publishing two reports (DHHS- NE, PHL). Current responsibility: I supervise the community advisory board and develop educational materials to educate the Yazidi refugee community in Lincoln on how to navigate the healthcare system in the US. This project is funded by the Community Health Endowment of Lincoln.

*List one goal that you as a board member would like to accomplish.*

Reduce disparities in mortality and morbidity due to the COVID-19 virus and develop a sustainable plan to decrease the impact of such a future pandemic on the community of colors in Nebraska and the US.

*What public health issues do you think PHAN should be focusing on today?*

Access to the healthcare consider" Public Health Crisis"

*Which of these strategic priorities would you actively engage in as a board member and how would you help PHAN achieve that strategic priority?*

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Organize and strengthen advocacy in public health



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**Jeff Soukup, CPH**

Tobacco Policy Educator

Nebraska Department of Health and Human Services - Division of Public Health

*Briefly describe your past and current responsibilities/activities relating to public health.*

I have over thirty years of experience in public health program planning, evaluation, training, technical assistance and policy development primarily in the area of health promotion and education. I served as the Performance Improvement Manager/Accreditation Coordinator for Nebraska Division of Public Health from 2015-17 and am also a site visitor for the national Public Health Accreditation Board. I am currently the tobacco policy educator for the Tobacco Free Nebraska program and have been actively involved in the planning, policy development, collaboration, passage and implementation of several state and local public health policy initiatives. I have served on the PHAN board in the past including terms as president around the turn of the century.

*List one goal that you as a board member would like to accomplish.*

I would like to help PHAN continue to improve our capacity to be a catalyst, leader and advocate for passage and implementation of best practice local and state public health policy and funding.

*What public health issues do you think PHAN should be focusing on today?*

I think that PHAN is uniquely positioned to be able to help strategically bring together a broad range of interests to plan and build Nebraska's capacity to become a high performing public health system. .

*Which of these strategic priorities would you actively engage in as a board member and how would you help PHAN achieve that strategic priority?*

*PHAN's five strategic priorities for the next three years are to: Build internal capacity and funding; Engage membership; Organize and strengthen advocacy in public health; Develop and promote member benefits; Build a communication strategy.*

Organize and strengthen advocacy in public health. I would be helpful in achieving that priority by bringing a wealth of experience, expertise, partnerships and the ability to think strategically regarding advocacy efforts.



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**Alfonso Vaca-Lubischer**

Research Coordinator

Voices for Children in Nebraska

*Briefly describe your past and current responsibilities/activities relating to public health.*

As a career researcher and analyst, I have worked on raising awareness and increasing public understanding on the various social determinants of health, including socioeconomic, geographic, and racial/ethnic factors, among others. Through data analytics and research published in the Kids Count in Nebraska report and other policy briefs/dashboards, I have highlighted the discrepancy in health outcomes--from COVID-19 deaths to life expectancy to prenatal care--by these social factors and provided recommendations for closing these gaps.

*List one goal that you as a board member would like to accomplish.*

I would like to help create data products for public use so that PHAN becomes a go-to resource for communities, organizations, and PHAN members to learn about current/relevant public health topics, trends, and forecasts, such as the state of COVID-19 in Nebraska, the estimated effect of new policies (e.g. Child Tax Credits) on certain health outcomes (e.g. parental mental health, increased purchasing power for healthier foods, preventative medicine, etc), among others. This could be a great way to connect with different experts and communities across the state.

*What public health issues do you think PHAN should be focusing on today?*

In the short run, PHAN should work initiatives that could slow the spread of COVID-19 (e.g. education on increased vaccinations, sanitation, etc). In the long run, PHAN should focus on addressing the discrepancy in health outcomes by race/ethnicity by promoting various indirect but preventative measures (e.g. affordable housing, food deserts, etc).

*Which of these strategic priorities would you actively engage in as a board member and how would you help PHAN achieve that strategic priority?*

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I would engage most actively in organizing and strengthening advocacy in public health by developing and capitalizing on coalitions of members/organizations focused on seemingly unrelated goals. Using established research on social determinants of health, I would work to strengthen the work of organizations by establishing strategic partnerships with shared missions.



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**Mona Zuffante, MPH**

Winnebago Public Health Administrator

Winnebago Public Health Department

*Briefly describe your past and current responsibilities/activities relating to public health.*

I have been a member of the public health department as an environmental health specialist from 1998-2012. I have been the public health administrator from 2012- present. I received my MPH in 2017 and enrolled into the PhD Indigenous Health program in 2020 with an expected graduation date of 2023. I have been working at coordinating activities for the Winnebago Public Health Department and overseeing those programs and enhancing them.

*List one goal that you as a board member would like to accomplish.*

I would like to assist enhancing the diversity and help to elevate the discussions of equity and reaching broader audiences.

*What public health issues do you think PHAN should be focusing on today?*

I think equity and diversity has been evident from the pandemic and helping to educate on how we can bridge that gap.

*Which of these strategic priorities would you actively engage in as a board member and how would you help PHAN achieve that strategic priority?*

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Organize and strengthen advocacy in public health