

1) **What unique skills or perspective will you bring to Executive Board if elected?**

As a servant leader with a demonstrated leadership track record within the Association, I will bring the following skills and perspectives to the Executive Board:

1. **Interdisciplinary Collaboration and Systems Thinking**

Public health is deeply interconnected to issues that affect equity, equality, and liberation. As an effective leader, I have the ability to think broadly and collaboratively in partnership with other Executive Board Members, Sections, SPIGs, Caucuses, Affiliates, and affiliated entities that would enable me to address issues from multiple facets, using evidence-based approaches. I believe in breaking down silos to create comprehensive, Association-wide solutions.

2. **Equity-Centered Leadership**

My approach to public health is rooted in principles of health equity and social justice. In my personal and professional commitments, I am deeply committed to addressing disparities related to the social determinants of health that drive disparate health outcomes among minoritized communities. My experience working with marginalized and underserved communities has given me a unique perspective on how policies affect these groups and how to advocate effectively for more inclusive, equitable solutions.

3. **Advocacy and Public Communication**

As an effective communicator, I understand well what it takes to translate complex public health information (i.e., scientific findings) into messages that resonate with a diverse range of key stakeholders. This ability is crucial for building public trust, mobilizing communities, and influencing legislative actions that promote public health.

2) **Please suggest how APHA can increase the growth, retention of members and value of membership to current and prospective members including affiliates and student members.**

The following strategies can be leveraged to boost membership growth, increase retention, and provide greater value to its members.

1. **Personalized Communication:** Data analytics can be utilized to better understand membership groups by category and send targeted communications that address members' interests, challenges, and needs. Personalized content can include

APHA related updates, news, publications, policy actions, upcoming events, and member spotlights.

2. **Member Surveys and Feedback Loops:** The Association can conduct regular member engagement events that include surveys or feedback sessions to identify what members value most about their membership and which areas need improvement. This ensures that APHA continuously adapts to members' evolving expectations.