

Lead Fearlessly: Advancing the Culture of Health Equity & Inclusion through a Whole Food Plant-Based Lifestyle (WFPB) and Community

Dr. Tionna L. Jenkins, Ph.D., MPH
Founder and Content Strategist, Plate It Healthy

This session will focus on the necessity to include both an equity and inclusion lens within the public health and healthcare framework, regardless of the social issue.

The consequences of these inequities will be furthered explored with a particular focus on root causes from a policy, systems and environmental change perspective.

Dr. Jenkins will share her thoughts on leading fearlessly as a “change agent” and provide the tools to leverage networks and social capital in order to address diverse social issues inclusive of our food system, food deserts and the promotion of a whole-food plant-based lifestyle.

Additionally, she will share current industry practices in the whole-food plant-based space and share specific wellness tips and strategies which have supported her WFPB transition resulting in her own personal weight loss of over 65 pounds and the creation of Plate It Healthy, an online public health & wellness boutique created to share delicious plant-based and vegan recipes, raise awareness and provide an online platform for individuals and communities to not only access evidence-based research but also connect with others who advocate and/or practice a WFPB lifestyle, especially women and communities of color.

Whether individuals are interested in healthy living, animal rights, veganism or practicing a whole food plant-based lifestyle, attendees will have an opportunity to learn and understand practical tools and application of an WFPB lifestyle through an equity and inclusion lens.

Objectives:

1. Apply practical tools and resources for individuals and communities to adapt a more whole-food plant-based lifestyle
2. Define and demonstrate knowledge of health equity, inclusion and social determinants of health
3. Identify strategies to increase health equity and inclusion in local communities and lead as a change agent
4. Understand the difference between a whole food plant-based lifestyle and veganism
5. Leverage partnerships and cross sector collaborations to advance health equity
6. Mobilize leaders to engage in policy, systems and environmental change activities in support of health equity and social justice

LEADER, DIRECTOR & EXECUTIVE

Public Health ♦ Business Development ♦ Program Execution ♦ Strategic Design

Dedicated to improving processes and systemic change through strategic design and program execution

CAREER SUMMARY

- **Visionary Executive:** Over 15 years of experience in directing operations, initiatives, and programs, successfully leading organizations to new levels of growth and sustainable impact. Secured and managed over \$41.3M in multiple funding sources and investments.
- **Business Development Strategist:** Cross-functional blend of skills in administrative leadership, strategy and program development, and organizational and financial management.
- **Public Health Advocate:** Develop public health initiatives, policies and procedures, providing technical guidance to health programs, applying expertise in disparities, underserved, and poverty issues.
- **Business Acumen:** Proven success in building diversified, sustainable funding bases of corporate, individual and government donors, in guiding organizations to meet financial and operational objectives.
- **Coalition Builder:** Outstanding ability to forge alliances between key stakeholders by identifying target audiences, assessing organizational needs, establishing a shared vision, and managing the message.

PROFESSIONAL EXPERIENCE

Clinton Foundation, New York, New York & Little Rock, AR (Virtual)

Senior Advisor, U.S. Programs, Presidential Leadership Scholars Program

2018-Present

Senior Advisor, Diversity, Equity & Inclusion

2016 - Present

Regional Director, CHMI

2012 - 2016

Direct operational, financial and technical performance of the portfolio, identifying business opportunities, planning and coordinating business development strategies, program execution, and resource development initiatives.

- **Business Development:** Develop new business strategies to ensure portfolio growth and progress. Design and led strategic planning process in seven U.S. regions aimed at closing the disparities gaps and improving health outcomes through cross-sectorial systems change
- **Business Acumen:** Secured and manage \$41.3M in multiple funding sources to meet public health needs. Established an annual budget, biennial and operating budgets, allocated resources and adhered to guidelines.
- **Skilled Director:** Manage results-based strategic relationships within the business, political, healthcare, non-profit and governmental sector leaders such as Verizon Foundation, Verizon Wireless, AT&T, Governor's office, city and state government, McDonalds, ABC Mouse.com, Baptist Hospital Systems, U.S. Department of Housing and Urban Planning, American Beverage Association, Department of Education
- **Communications Strategist:** Gifted communicator with cross-cultural knowledge to facilitate national meetings, board development and regional councils resulting in outstanding interpersonal dynamics and customer service (i.e. Johns Hopkins Bloomberg School of Public Health, Robert Wood Johnson Foundation)
- **Visionary Executive:** Develop programming, protocols and development for public-private partnerships, and systems that are effective and aligned with the foundation's mission and ensure that such strategies are successfully implemented. Lead and develop Presidential Leadership Scholars alumni engagement,

processes, social media platforms, public policy platforms and interest groups throughout the United States.

Plate It Healthy, Little Rock, AR (Virtual)

2016-Present

Founder and Content Strategist

A virtual public health and wellness boutique created to share delicious plant-based and vegan recipes along with sharing wellness tips, strategies, promising practices and policies on how to successfully transition individuals, communities and organizations on how to adopt a whole food plant-based lifestyle.

- **Visionary Executive:** Developed the blueprint and strategy regarding both public and private partnerships at national, regional and local levels. Additionally, developed and successfully executed all protocols, procedures in current business plan/model and the online creative platform for the brand Plate It Healthy.
- **Communication Strategist:** Successfully negotiated both national and local brands to partner in targeted markets and media campaigns, like Heart & Soul Magazine (300K), Ebony Magazine (2.3 Million), FIT Arkansas (80K), Arkansas Democrat Gazette (100K) and featured on large social media Instagram platforms like Plant Powered Sistas (33.1K followers), Femme Fitale Fit Club (10K followers) and Black Women Losing Weight (313K followers) and Black Woman Transformation (3K followers).
- **Business Acumen:** Secured both corporate, private and not-for-profit partnerships/contracts to develop innovative plant-based and wellness programs for diverse audiences and provide culinary team consultation on plant-based meals and conduct a dinner series of experiences entitled, Dining with Dr. Tionna L. Jenkins: A Plant-Based Experience

Robert Wood Johnson, Center to Prevent Childhood Obesity, Little Rock, AR

2008 - 2012

Project Director, State and Local Policy

Monitored state and local policy strategies proposed by advocates (or opponents) in the field to enhance legislative, judicial, regulatory, and industry policies.

- **Strategic Planner:** Developed and oversaw implementation to policy strategy and advocacy at the state and local levels, and coordinated this plan with federal efforts.
 - Created a written policy strategy plan that included a timeline for policy opportunities, assessment of assets among leadership, threats to the movement, and analysis of the places and audiences.
 - Created White House briefing documents for the Domestic Policy Council, the First Lady's office, Michelle Obama and Office of Management and Budget for the Child Nutrition and SAFETEA-LU Reauthorization policies
- **Stakeholder Relations:** Skilled at bridging the gaps between consumers, opinion leaders and third-party groups on key policy issues (i.e. Healthy, Hunger-Free Kids Act, which improved child nutrition and set new nutrition standards for schools of \$4.5 B)
 - Successfully built and cultivated relationships with principal stakeholders and grantees via an innovation fund of \$2.5 M

City Year Little Rock, Little Rock, AR

2005 - 2008

Founding Recruitment & Admissions Director

Planned and operated programs through public and private sector networks to meet the organizations needs for volunteerism, community service and support services including hard-to-reach and special needs populations in education (i.e. public schools)

- **Inspirational Leader:** Directed and managed multi-disciplinary staff. Oversaw performance management, hiring, mentoring and coaching.
- **Business Acumen:** Secured and managed \$2M in multiple funding sources through federal, national and local partnerships.
- **Business Development Strategist:** A trusted, influential, and collaborative leader who partnered effectively with internal and external stakeholders, the board of directors and advanced cross-sector relations to leverage the organizations resources to best meet the needs of the community

- **Coalition Builder:** Aggressively recruited a diverse corps to meet the vision of the organization, the communities and the students and communities served.

TEACHING & COURSE DEVELOPER EXPERIENCE

Adjunct Public Health Professor, March 2016-Present (Virtual)

University of Roehampton (London, United Kingdom)

- Graduate Adjunct Professor: Principles of Public Health, Program Planning & Evaluation, Public Health Capstone, Global Health, Health Policy & Management, Research Methodology & Evaluation

Adjunct Nursing & Health Professions & Course Developer, January 2015-Present (Virtual)

South New Hampshire University (Hookset, New Hampshire)

- Certified Public Health Subject Matter Expert
- Certified Nursing & Health Professions Faculty Course Developer/Instructional Designer
- Graduate Adjunct Professor: Principles of Public Health, Program Planning & Evaluation, Public Health Capstone, Global Health, Health Policy & Management, Research Methodology & Evaluation

Adjunct Healthcare Administration Professor, 2010-May 2015

Webster University (Little Rock, Arkansas)

- Graduate Adjunct Professor: Health Policy, Healthcare Administration Capstone
- Faculty Course Developer/Instructional Designer

Adjunct Healthcare Administration and Wellness Professor 2009-January 2015

University of Phoenix (Little Rock, Arkansas)

- Graduate Adjunct Professor: Health Sciences, Theory & Research, Healthcare Delivery and Policy

EXECUTIVE AFFILIATIONS

(Select listing)

Philander Smith College, Little Rock, AR Board of Trustees	2018-Present
Arkansas Children's Hospital, Little Rock, AR Board of Directors	2017-Present
Association of Black Foundation Executives, New York, New York ABFE National Fellow	2016-2017
U.S. Department of Health & Human Services, Washington, D.C. Health Equity Council Board of Directors, Corresponding Secretary	2012-2015

PUBLISHED REPORTS AND POLICY BRIEFS

(Select listing)

Listening Local: Community Perceptions of Fresh Food Resources in Greater Little Rock, Clinton Foundation, University of Arkansas at Little Rock and Clinton School of Public Service, February 2018

The Opioid Epidemic: From Evidence to Impact, Baltimore, MD. Clinton Foundation and Johns Hopkins Bloomberg School of Public Health, October 2017

Equitable Housing for Protected Populations, Little Rock, AR. Arkansas Fair Housing Commission, January 2017

ConnectHome is connecting families to 21st Century digital opportunities, Washington, D.C. U.S. Department of Housing and Urban Planning, March 2016

Transportation Companies in Arkansas Put Focus on Drivers Health in Maximum Overdrive, Little Rock, AR, Arkansas Business, January 2015

Federal Funding Opportunities for Physical Activity: Robert Wood Johnson, Center to Prevent Childhood Obesity. Federal Agencies/Programs and Physical Activity Initiatives and Opportunities. Little Rock, AR: RWJF/CPCO, August 2009. [Contributor] *Position paper and policy recommendations submitted and accepted for presentation at the White House before First Lady Michelle Obama Office and senior staff

EDUCATION

Ph.D., Public Policy, University of Arkansas, Fayetteville, AR

M.P.H., Health Policy, University of Arkansas for Medical Sciences, Little Rock, AR

B.S., Biology, Philander Smith College, Little Rock, AR

Graduate Certification, Non-Profit Management, University of Arkansas at Little Rock, Little Rock

Plant-Based Nutrition Certification, T. Colin Campbell, Center for Nutrition Studies, E-Cornell, Ithaca, NY

Diabetes Prevention & Lifestyle Health Coach Certification (DTTAC), Emory University, Atlanta, Georgia

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