

Item 36



Travis County Commissioners Court Agenda Request

Meeting Date: February 26, 2013

Prepared By/Phone Number: Loretta Farb/854-9230

Elected/Appointed Official/Dept. Head: Commissioner Sarah Eckhardt

Commissioners Court Sponsor: Commissioner Sarah Eckhardt

AGENDA LANGUAGE: Consider and take appropriate action to appoint Hildreth England to the Sustainable Food Policy Board effective March 1, 2013 until February 28, 2015.

BACKGROUND/SUMMARY OF REQUEST AND ATTACHMENTS:

Application attached.

STAFF RECOMMENDATIONS:

n/a

ISSUES AND OPPORTUNITIES:

n/a

FISCAL IMPACT AND SOURCE OF FUNDING:

n/a

REQUIRED AUTHORIZATIONS:

n/a

AGENDA REQUEST DEADLINE: All agenda requests and supporting materials must be submitted as a pdf to David Salazar in the County Judge's office, David.Salazar@co.travis.tx.us by **Tuesdays at 5:00 p.m.** for the next week's meeting.

Hildreth E England, RD LD

RE: Precict 2 Appointment to the Austin/Travis County Sustainable Food Policy Board

Commissioner Eckhardt:

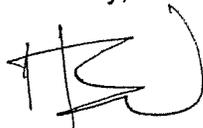
Please let this letter serve as a statement of interest to volunteer my time and expertise for the Austin/Travis County Sustainable Food Policy Board for a two-year term, beginning March 1, 2013. If appointed to serve on the SFPB, I agree to complete the two-year term and attend 80% or more of the monthly meetings of the Board, as well as commit additional time and energy to subcommittee meetings and work sessions.

If appointed, my goals for service are to contribute my expertise in novel methods of engagement and health communications, as well as my experience in community outreach and coordination, to the area of food access and wellness.

As a Registered Dietitian working in public health since 2006, I've had the unique opportunity to build skills in impactful health communications and engagement strategies using emerging technologies with underserved Texans. I get to practice these skills every day with both Texas WIC and with my own small business, Sersano Nutrition.

I think I could provide a fresh perspective on communications and engagement about food access and wellness for the SFPB, and I look forward to the possibilities!

Sincerely,

A handwritten signature in black ink, appearing to be 'HE' followed by a large, stylized flourish.

Hildreth England, RD LD



Application for Appointment

Board/Commission:

Name (Last, First, Middle): Hildreth E England, RD LD	
Home Address (Street, City, Zip):	Home Phone:
Mailing Address (Street, City, Zip): same as above	Cell Phone: same as above
Employer: Texas Dept. of State Health Services - Texas WIC	Email:
Occupation: Engagement Specialist	FAX Number: n/a

Are you a Travis County Resident? Yes No

What Precinct do you live in? Precinct 1 Precinct 2
 Precinct 3 Precinct 4

How much time can you devote each month? 5-8 hours 13-16 hours
 9-12 hours More than 16 hours

Skills and Experience:

- Advertising
- Administration Management
- Child Care
- Consulting
- Education
- Event Planning
- Finance/ Budget
- Fund Raising
- Government
- Health Care
- Human Resources
- Legal
- Marketing
- Operations
- Public Relations
- Public Safety
- Public Speaking
- Sales
- Writing/ Communication

Other: _____



Application for Appointment

Please describe your interest in serving on the Board/Commission and any qualifications, areas of expertise or special interests that relate to your possible appointment. Please specify any other board appointments (past or present) and length of service, if applicable.

As a public health dietitian, my passion and expertise lies in making nutritious, locally-sourced food accessible by making it acceptable and desirable in the communities most in need of it. I'm keen on turning complicated research and data into simple, actionable, meaningful messages that empowers community members to create healthy, sustainable nutrition environments.

Some examples of pertinent professional and volunteer experience in reaching Austin's underserved and food insecure include working with faith-based initiatives, community partners and managing the outreach team to successfully implement the City of Austin's iThrive initiative for two grant cycles. I also volunteered as a research assistant to Karen Banks for the Central Texas Foodshed Assessment (including outreach and conducting focus groups), and I currently manage stakeholder engagement and communications strategy using emerging technologies - including mobile apps and SMS messaging - for Texas WIC.

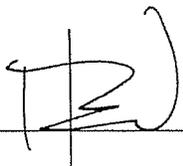
Another volunteer experience that highlights my love of communications is my long-time support and participation in the arts in Austin. I frequently contribute my time and energy to productions in town as a producer, director, performer and technical collaborator with companies like the Austin Playhouse, the Exchange Artists, and the Bedlam Faction.

I think my unique experience as an RD focused on engaging health communications - particularly using technology - could provide a fresh perspective on communicating the goals and mission of the SFPB to all stakeholders. I look forward to the possibilities!

Please submit your resume with this application, with references and contact information.

I agree to file with the County Judge the attached non-conflict of interest affidavit prior to being considered for an appointment by Travis County. I further agree to file an amendment in the event my status should change during my tenure on a county board.

Signature: _____

 RD LD

Date: 02/06/13

NON-CONFLICT OF INTEREST AFFIDAVIT

DEFINITION:

"No County appointed official, whether paid or unpaid, shall engage in any business or transaction or shall have a financial or other personal interest, direct or indirect, which is incompatible with the proper discharge of his/her official duties in the public interest or would tend to impair his/her independence of judgment or action in the performance of his/her official duties."

Know All Men by These Present

HILDRETH ENGLAND has read and understands the definition shown above as it relates to any possible conflict of interest.

The undersigned makes this affidavit as specified to clearly state that his/her appointment to SUSTAINABLE FOOD POLICY Board of Directors will not create a conflict of interest on his/her part or on the part of any immediate family member.

In witness thereof, the undersigned has signed and sealed this instrument on this the 5TH day of FEBRUARY 2013.

[Signature]

Signature of Appointee

02/09/13

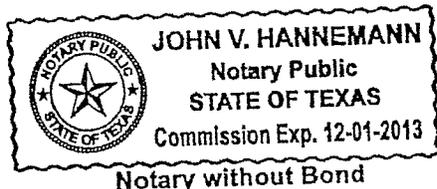
Date

Personally appeared before the undersigned, JOHN V. HANNEMANN, who after being duly sworn, deposes and states that the facts stated in the above affidavit are true. Signed on this 5TH day of FEBRUARY 2013.

[Signature]

Notary Public In and for The State of Texas

(seal)



HILDRETH ENGLAND, RD LD

EDUCATION

1996 - 2000 <i>Bachelor of Science, Foreign Service</i>	Georgetown University	Washington, DC
2006-2009 <i>Bachelor of Science, Nutrition and Foods</i> <i>Summa Cum Laude</i>	Texas State University	San Marcos, TX

WORK EXPERIENCE

March 2012 - Present <i>*Special Supplemental Nutrition Program to Women, Infants, and Children</i> <i>Engagement Specialist</i>	Texas WIC* (DSHS)	Austin, TX
<ul style="list-style-type: none">▪ Contracts management and project oversight in Texas WIC communications, outreach, and brand development, including a complete redesign of Texas WIC's primary public portal, TexasWIC.org and creation of staff extranet site TexasWICStaff.gov.▪ Utilize behavior change theories, client-centered design and emerging technologies to engage key WIC stakeholders in the program with social media, internal- and external-facing web content, mobile app development/design and eLearning systems development.▪ Provide departmental support for Texas WIC's change management process, including business use case preparation, goals and objectives communications, and presentations to key WIC and DSHS management.		
January 2011 – February 2012 <i>* Special Supplemental Nutrition Program to Women, Infants, and Children</i> <i>Nutrition Education (NE) Consultant</i>	Texas WIC* (DSHS)	Austin, TX
<ul style="list-style-type: none">▪ As State Agency NE Training Team Lead, oversaw development, production, and presentation of NE trainings presented to all levels of ~3000 WIC staff across the state of Texas; presented training on effective counseling strategies, behavior change theories, maternal and child health topics, and evidence-based nutrition research via distance and on-site learning.▪ Created NE materials for WIC participants, including lessons (online and in-class) and the annual WIC Shopping Guide.▪ Coordinate the bi-monthly publication, content management and review of the nationally-distributed Texas WIC News.		
June 2010 - December 2010 <i>Assistant Business Manager, Research Associate</i>	Sol Marketing Concepts	Austin, TX
<ul style="list-style-type: none">▪ Helped manage a small market research firm; provided business support, organized and participated in quantitative and qualitative research, collaborated with creative team on effective messaging, market evaluation, and brand strategies.		
January 2007 – Present <i>Owner</i>	Sersano Nutrition	Austin, TX
<ul style="list-style-type: none">▪ Provide nutrition counseling, education, and evidence-based nutrition care plans to groups and individuals.▪ Work with community partners to provide free healthy living education to underserved Austin zip codes.		
May 2007 – July 2009 <i>Grassroots Marketing Coordinator; Associate</i>	TKO Advertising/City of Austin	Austin, TX
<ul style="list-style-type: none">▪ Created, trained & supervised a team of public health educators as part of the federally-funded STEPS to a Healthier Austin "iThrive" campaign for '06-'07 and '07-'08 grant years.▪ Managed outreach program logistics, team budget & payroll, evaluated & documented program performance to City of Austin, & maximized team exposure at >30 events/year and to underserved communities in Austin.▪ Participated in detailed market research, creation/administration of public information campaigns, and provision of services in award-winning social advocacy marketing.		

HILDRETH ENGLAND, RD LD

SPECIAL PROJECTS

March 2012 – June 2012

Mobile App: Health Care Provider's Guide to Breastfeeding

Project Manager

- Provided project oversight of development and design of a mobile application (iOS) that seeks to improve health care professionals' knowledge and access to resources in clinical lactation management. Currently available in iTunes.

December 2009 – June 2011

Research: Central Texas Foodshed Assessment

Research Assistant

- Assisted Karen Banks, Principal Investigator (LBJ School of Public Affairs; University of Texas at Austin) in research funded by the USDA to study barriers to and disparities in access to healthy foods

October 2009-January 2011

Sustainable Food Center Policy Committee

Volunteer

- Participated in identifying and informing Texas legislative policy discussions relevant to SFC's programs that support sustainable agriculture and equitable access to healthy foods.

January-May 2009

Research: San Marcos Infant Weaning Practices

Research Assistant

- Helped coordinate volunteers, training, and documentation for Julia von Bank, MS Nutrition Graduate Student at Texas State University, in her research to determine the effects of infant feeding practices on long-term nutritional health of San Marcos infants.

2005-2007

River City Youth Foundation

Volunteer Cook, Nutrition Educator

- Created a pilot, outcomes-based educational summer program for pre-k to 9th grade students sponsored by RCYF; focused on improving nutrition knowledge and food safety skills using hands-on activities in the kitchen and supporting online learning materials.

DIETETIC INTERNSHIP

August 2009 - September 2010

SODEXO Distance Dietetic Internship

Austin TX

Completed a comprehensive program of accredited dietetics study that emphasized professional networking, time-management, and self-directed learning. Highlights include:

Internship Concentration - Translating Nutrition Research into Public Health Policy

- I reported on and helped conduct research to determine disparities in access to culturally appropriate, healthy food based on consumer and farmer perceptions of the Central Texas food system. I helped train field assistants to perform community needs assessments, coordinated outreach, conducted focus groups with study participants, and reported on findings to help inform the Sustainable Food Center's local agricultural and nutrition policy recommendations.

Clinical Rotation - St. David's North Austin Medical Center, St. David's South Austin Hospital

- Provided staff relief evaluating patients for nutritional risk; offered nutrition education and medical nutrition therapy to patients at two different clinical sites (>225 beds); worked as a member of an interdisciplinary team in the ICU, medical/surgical unit, and labor & delivery unit.
- *Clinical Specialty:* Rural Maternal and Pediatric Nutrition, Community Health Ctr. of South Central Texas; Gonzales, TX

Foodservice Management Rotation - Hutto Independent School District, Hutto, TX

- Worked in personnel management, policies & procedures, fiscal administration, procurement & proposals, and system analyses for district of 4400 students.
- Designed & conducted staff in-services & student events, created materials and lesson plans in Food Security for Sodexo's philanthropic initiative to tackle health disparities.

Community Rotation - Meals on Wheels and More, Austin, TX

- Participated in program evaluation of Meals for Kids; researched cost savings of nutrition interventions with older adults.
- Developed materials and presented nutrition education to all ages, including annual interactive Wellness workshop for teens age 12-18.

HILDRETH ENGLAND, RD LD

SKILLS & AFFILIATIONS

- Registered Dietitian (CDR), Licensed Dietitian (Texas Dept. of State Health Services)
- Advanced proficiency Microsoft Office Suite; Proficient with University of Minnesota NDSR Database software, TxNEA and NEMS Nutritional Environment Assessment tools, MediTech, ESHA Food Database, Nutribase (v. 8), Adobe CS5 (Mac or PC)
- 15+ years of detailed administrative experience, 8+ years in project management, marketing, and market research; 4+ years academic and applied nutrition/public health research
- Languages: French (fluent), Spanish (low-level conversational)

HONORS & AWARDS

- 2012 – Award for distinguished performance on 'HCP's Guide to Breastfeeding' mobile app *Texas WIC*
- 2011 - City of Austin Certificate of Appreciation *Sustainable Food Center*
- 2009 – Excellence in Research *Texas State University*
- 2006-2009 – Dean's List, Academic Excellence *Texas State University*
- 2006, 2007 - Volunteer of the Year *River City Youth Foundation*

REFERENCES & RECOMMENDATIONS

Karen Banks MS

Deb Gabor, President, Sol Marketing Concepts

"I had the pleasure of working with Hildreth at Sol Marketing Concepts, where she dazzled all of us with her creativity and organizational prowess. She elevated the practice of administrative to a high art by setting up business processes and protocols that streamlined our business operations to the point that they seemed to function on auto-pilot. When Hildreth left Sol, so did my will to live. All kidding aside, Hildreth's programs remain intact today and are the cornerstone of a high-functioning operation that focuses its energy on our most important activities: the billable ones. I strongly recommend Hildreth for any position for which she applies. Not only is she one of the best minds I've ever worked with, she is also poised and self-confident in even the most challenging situations. She is at once extremely detail-oriented yet a strategic, big-picture thinker of the best kind! I'm just sorry that I've lost her to bigger and better things!"

Raul Garza, Co-Founder/Creative Director, TKO Advertising

"Hildreth is a brilliant wellness evangelist. She combines rich clinical knowledge with personal insight and compassion to provide effective, client-centered solutions. I've worked extensively with Hildreth on wellness outreach targeting low income and at-risk populations, and have been consistently delighted with her creativity and attention-to-detail. She is an organized, reliable, and accountable team member. Wellness and nutrition in the public realm is a sensitive subject. In this regard Hildreth was particularly valuable to our team—offering engaging solutions for the target audience, while addressing the organizational goals of our clients and their partners. When it comes to nutrition and wellness, Hildreth is one professional who offers right brain, left brain, and plenty of heart."