

# 2017 4TH ANNUAL LATINO/HISPANIC COMMUNITY SUMMIT

Improving Latino Child Wellbeing, Health Determinants & Whole Family



Thursday, December 14, 2017

9:00 am – 4:00 pm

Atlanta Metropolitan State College

# 2017 LATINO/HISPANIC COMMUNITY SUMMIT

## Improving Latino Child Wellbeing, Health Determinants & Whole Family

The Latino Organizing Planning Committee is preparing for their 4th Annual Latino/Hispanic Community Summit in Atlanta, Georgia Tuesday, December 14, 2017, 9:00 am – 4:00 pm. This summit is free and open to the public. We want to continue opening the doors of communication with the community and providing information about resources. This partnered event was organized by Atlanta Metropolitan State College, Administration for Children and Families (ACF)/Office of Regional Operations (ORO), Ser Familia and Latino Community Fund Georgia.

### **Mission**

The mission of the event is to target audiences in social service who work with Latino families in Georgia. This event will bring together professionals across fields to inform participants on the following topics: a) neighborhood and housing, b) health and healthcare, and c) education and economic stability. It will also allow participants the opportunity to discuss challenges and explore possible solutions to benefit the community.

### **Purpose**

The purpose of the Summit is to inform organizations, agencies, and faith-based partners about federal resources and services available to them and the community, to build partnerships with other federal organizations.

Information received from community partners will provide insight on issues impacting the Latino community in areas of children, families, and challenges with access to services and programs.

### **General Sessions will focus on:**

Exploring and Understanding Social Determinants of Health with (3) three workgroups focused on

- Neighborhood and Housing
- Health and Healthcare
- Education and Economic Stability

### **Summit Information**

**When:** Tuesday, December 14, 2017 - 9:00 am – 4:00 pm.

**Venue:** Atlanta Metropolitan State College  
1630 Metropolitan Parkway, SW  
Atlanta, GA 30310

For more information, please contact: [belisa@serfam.org](mailto:belisa@serfam.org).

Persons with disabilities who desire accommodations should contact: [belisa@serfam.org](mailto:belisa@serfam.org).

## AGENDA

TIME	ACTIVITY	
9:00 a.m.	Registration	
9:30 a.m.	Welcome <ul style="list-style-type: none"> <li>• Dr. Gary A. McGaha, President, Atlanta Metropolitan State College</li> <li>• Sharon L. Ricks, MA, Regional Health Administrator, Region IV, U.S. Department of Health and Human Services/Office of the Assistant Secretary for Health</li> </ul>	
<b>9:50 a.m.- 10:59 a.m.</b>	<b>PANEL DISCUSSION</b>	
9:50 a.m.	Exploring and Understanding Social Determinants for Health Facilitated by Dr. Natalie Hernandez, The Morehouse School of Medicine Prevention Research Center (PRC) and Center of Excellence on Health Disparities	
	Neighborhood and Housing	<ul style="list-style-type: none"> <li>• Pedro Martinez or David Casas Catholic Social Charities, Department of Housing</li> </ul>
	Healthcare	<ul style="list-style-type: none"> <li>• Dr. Sander Seifr, Kennesaw Pediatrics</li> </ul>
	Education	<ul style="list-style-type: none"> <li>• Judge Juanita Stedman, Retired</li> </ul>
10:50 a.m.	Questions and Answers Facilitated by Belisa Urbina, ED Ser Familia	
11:00 a.m. – 11:45 a.m.	U.S. Census Bureau	<ul style="list-style-type: none"> <li>• Gerson D. Vasquez, Data Dissemination Specialist &amp; Media Relations</li> </ul>
11:46 a.m. – 12:00 p.m.	Questions and Answers Facilitated by Donna D. Parish, Ph.D., ACF	
12:00 p.m. – 12:45 p.m.	Lunch and Networking	
<b>12:46 p.m. – 1:50 p.m.</b>	<b>3 TRACKS AND WORK GROUPS</b>	
	<b>Work Group A:</b> Physical and Hunger Relief Facilitated by Donna D. Parish, Ph.D., ACF	<ul style="list-style-type: none"> <li>• Marc Welsh, Director of Wellness at Children’s Healthcare of Atlanta</li> <li>• Emily Anne Vall, Ph.D., Georgia Shape</li> <li>• Atlanta Food Bank</li> </ul>
	<b>Workgroup B:</b> Mental Health and Stress Responses and Coping Mechanisms Facilitated by Belisa Urbina, ED Ser Familia	<ul style="list-style-type: none"> <li>• Dr. Saul Alamilla, Kennesaw State University</li> <li>• Maria Garcia, MA, LAPC, Ser Familia’s</li> </ul>
	<b>Workgroup C:</b> Education Facilitated by Maria Paula Prieto, Title III Lead Parent Facilitator - Cobb County Schools	<ul style="list-style-type: none"> <li>• Tina Fernandez, Executive Director of Achieve Atlanta</li> <li>• David Casas, Catholic Charities Family Stabilization</li> </ul>
1:51 p.m.	Work Group Discussion and Report Out	Gilda Pedraza, Latino Community Fund (LCF) Georgia
3:30 p.m.	Closing and Networking	Belisa M. Urbina, Founder and Executive Director of Ser Familia, Inc.

# 4TH ANNUAL LATINO/HISPANIC COMMUNITY SUMMIT PLANNING COMMITTEE



University System of Georgia



**LATINO**  
COMMUNITY  
FUND GEORGIA  
Collective Strength and Investment

ADMINISTRATION FOR  
**CHILDREN & FAMILIES**

We wish to thank the many people who contributed to the 4th Latino/Hispanic Summit,  
December 14, 2017.

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Bios

**David Casas**

David is a committed nonprofit professional with expertise in the areas of housing and family stabilization. For over 15 years, he has worked with families to help them navigate the system, understand the process of renting and purchasing homes in Georgia.

Additionally, he has worked to empower families to help them overcome financial challenges and barriers through a number of programs and approaches.

David lives in Gwinnett with his family. He is originally from Peru.

**Tina Fernandez**

Tina earned a B.A. from Harvard College and a J.D. from Columbia University School of Law. She leads the Achieve Atlanta team as Executive Director. Prior to this role, Tina was a partner at Bellwether Education Partners, a national nonprofit providing strategic, talent, and policy consulting to education organizations. Tina also served as a Clinical Professor at the University of Texas School of Law where she was twice named Clinical Professor of the Year. In addition, Tina was the founding Director of the school's Pro Bono Program. Prior to that, Tina was Managing Director of Alumni Engagement & Infrastructure for Teach For America. She currently serves on the Latin American Association of Georgia board of directors, TFA's Atlanta regional board, and sits on the State of Georgia's Education Reform Commission. Tina lives in Atlanta, GA with her husband Frank and their two children, Franky and Lucia, who attend Atlanta public schools.

**Maria Garcia**

Maria was born and raised in Mexico. She has a Bachelor's degree in graphic design and moved to Georgia in 2001. After working for Turner Broadcasting Systems for 14 years and life changing events, she decided to change careers and obtained her Master's degree in Community Counseling.

Maria is a Bilingual Licensed Associate Professional Counselor in the state of Georgia. She is a solution-focused counselor who dedicated to help children, individuals, families and couples achieve lifetime goals. With compassion and practical feedback, she incorporates conventional and alternative approaches helping clients overcome life challenges as well as long-standing patterns.

**Dr. Hernandez**

Dr. Hernandez has the expertise, leadership, and motivation necessary to successfully carry out the proposed work. She has a broad background in community-based participatory research (CBPR), engagement of stakeholders, sexual and reproductive health, specifically HIV, and social determinants of health. She has more than 12 years of experience in conducting outreach, developing community partnerships and implementing community-based participatory research that engages with diverse stakeholder groups. She currently serves as the Principal Investigator on two studies related to sexual health equity: one is examining cultural, economic, social, structural, and policy factors contributing to high rates of unintended pregnancy among low income black and Latina women in Atlanta; the second is a CBPR needs assessment examining sexual and reproductive health facilitators and barriers in a low-income Atlanta community. Dr. Hernandez currently holds leadership positions in a number of coalitions

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in Georgia dedicated to advancing health equity. Dr. Hernandez received her master of public health from Emory University's Rollins School of Public Health and a bachelor of arts in anthropology from Stony

Brook University in New York. She earned her Ph.D. in public health as well as a graduate certificate in interdisciplinary women's health from the University of South Florida. She is also a former MSM Satcher Health Policy Leadership Fellow.

Prior to academia, Dr. Hernandez worked for the largest Hispanic civil right and advocacy organization, supporting community health promotion, education, and advocacy. She also provided technical assistance and capacity building to community partners to support the provision of high quality culturally relevant, sensitive, and linguistically appropriate health care and prevention services. DR. Hernandez has conducted health advocacy trainings across the state to increase the community's capacity to serve as statewide advocates to advocate for health care changes in their local communities. With these projects, she has established strong ties with community partners and other diverse stakeholders. She has successfully managed and administered the projects (e.g., staffing, research protections, and budget), collaborated with other researchers, and produced peer-reviewed publications as well as conference presentations. Dr. Hernandez is an Assistant Professor in the Department of Community Health and Preventive Medicine and the Assistant Director of the Office of Community Engagement at Morehouse School of Medicine.

**Gary McGaha**

Dr. Gary McGaha graduated from Easom High School in Corinth, Mississippi. He received a bachelor's degree from Mississippi Valley State University, the Master of Arts Degree from Bowling Green State University and the Doctor of Philosophy Degree in Political Science from the University of Mississippi. He was the first African American to receive a Ph.D. in Political Science from the University of Mississippi.

Dr. McGaha worked as a senior level administrator at Kentucky State University (KSU), Morehouse School of Medicine (MSM), Atlanta Metropolitan College and the Dunwoody Campus and the Alpharetta Site of Georgia Perimeter College.

He returned to Atlanta Metropolitan in Mid-August of 2006 to become the Vice President for Academic Affairs and was appointed Interim President January 1, 2007 and appointed as the permanent President November 13, 2007. Dr. McGaha has extensive teaching experience, has climbed the professorial ladder and is President and Professor of Political Science.

Under his leadership, the enrollment has increased by 85% since fall 2006. AMSC is the fastest growing institution of higher learning in the City of Atlanta. The college was granted baccalaureate degree status by the University System of Georgia Board of Regents May 10, 2011 and the name of the institution was changed to Atlanta Metropolitan State College May 9, 2012.

Dr. McGaha was selected as the 2017 Educator of the Year by the Georgia Minority Business Awards and he is a graduate of the 2017 Leadership Atlanta Class. President McGaha is active in his church and in the community. He is a Deacon at Greenforest Community Baptist Church; a member of the Board of Advisors for the Metro Atlanta Chamber; a member of the Board of Directors of the ATL Airport Chamber, and a member of the Board of Directors for the Metropolitan Regional Educational Service Agency (Metro RESA).

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He is married to Juliette Wilkinson McGaha and he has two daughters and two sons.

**Dr. Sandra Rodriguez-Sfeir**

Dr. Sandra Rodriguez-Sfeir received her Bachelor of Science in Microbiology and Bacteriology and her Bachelor of Arts in Spanish from the University of Georgia. She earned her medical degree from Morehouse School of Medicine. She is a member of the American Academy of Pediatrics and the American Medical Student Association.

David is a committed nonprofit professional with expertise in the areas of housing and family stabilization. For over 15 years, he has worked with families to help them navigate the system, understand the process of renting and purchasing homes in Georgia.

Additionally, he has worked to empower families to help them overcome financial challenges and barriers through a number of programs and approaches.

David lives in Gwinnett with his family. He is originally from Peru.

**Gigi Pedraza**

Gigi Pedraza is a social entrepreneur and experienced professional in the areas of general management, strategy, operations, marketing and development in both the for-profit and non-profit world.

Pedraza started her first business in elementary school re-selling stickers to other 8 years olds. For the last 20 years she has been part of businesses and non-profit teams in both operational and executive roles.

Pedraza has started and managed several businesses, including a communications and development consulting firm for non-profits, a fair trade retailer and wholesaler designed to support underprivileged communities in Peru, and a social venture dedicated to celebrate and empower Latinas in Georgia. Gigi Pedraza is now the founder of the Latino Community Fund in Georgia (LCFgeorgia.org), a non-profit dedicated to catalyze investment and promote collaborative work in the Latinx/Hispanic community. LCF Georgia publishes LatinoConnectionGA.com, a digital information platform with the goal of lifting the voice of people and organizations serving the Hispanic community. It consolidates resources, community events, opinion pieces, success stories and innovative profiles for and from the Latinx /Hispanic community. In addition to leading her social ventures, Mrs. Pedraza has an active role in the community; sitting on the board of the Center for Pan-Asian Community Services and the Feminist Health Center. She is also a trustee at the Thanks Mom & Dad Fund and serves in the advisory board of Caminar Latino. Mrs. Pedraza was also selected as part of the 2017 cohort of Hispanics in Philanthropy Leadership Program representing Georgia and is a member of the ARC Global Voices Panel.

Pedraza has earned an Executive Certificate in Non-Profit Leadership from the Fuqua College of Business at Duke University, a Masters in International Tourism Planning from the Las Palmas de Gran Canaria in Spain, Executive Business Certificates from the Peruvian University of Sciences in Corporate Training and Strategic Marketing and has a BA from the Hotel Management School – College of Tourism in Lima, Peru.

In 2013, she was named recipient of the TUMI USA, the highest award for civic contributions by Peruvians living in the United States. More recently, her ventures have received many accolades including a recognition from Representative Pedro Marin and an award for Social Business of the Year by

Bios

Mundo Hispanico.

**Belisa Urbina**

Belisa was born and raised in San Juan, Puerto Rico. She studied Business Administration majoring in Marketing at the University of Puerto Rico and graduated as the Valedictorian of her class. She moved to Dallas, Georgia in 1999. In 2001 she, co-funded Ser Familia, Inc. Ser Familia is the leading program in Georgia that provides coordinated multi-disciplinary family services to Latinos. Through culturally relevant and sensitive programs the organization guides teens, couples, parents and families to be strong and healthy, and of value to each other and society. Through its 14 years of history, Ser Familia has served more than 30,800 Latinos. Mrs. Urbina has guided a force of 163 volunteers to provide these services. Mrs. Urbina is also the Cultural and Linguistic Proficiency Coordinator for Lookout Mountain Care Management Entity, an organization that provides support to kids that are at risk of out-of-home placement and their families. In addition, she is a member of Cobb County's "Mobilizing for Action through Planning and Partnership's" (MAPP) Steering Committee; Kennestone's Hospital Regional Board of Directors' Chairman; the REACHES Advisory Council (a program of the Georgia Partnership for Excellence in Education to support Latino students) and committee member of Mayor Kasim Reed's "Welcoming Atlanta" initiative. She was named one of 2012 Women of the year by the national organization Womentics. Ser Familia's youth program won the prestigious "Heart in Hand Volunteer Group Award" from United Way in Cobb County in 2012. In 2014, she was chosen as one of the 11WhoCare@by Atlanta's 11 Alive Channel and named one of the 35 most influential Latinos of the past 35 years in Georgia. In 2015, the Interfaith Children's Movement chose her as Family Advocate of the year.

Ms. Urbina has been married to her husband Miguel for 30 years. She is the proud mother of 5 children and grandmother of 3 beautiful girls.

**Marc Welsh**

Marc Welsh, MPH, is the Director of Wellness at Children's Healthcare of Atlanta. As Director, Welsh is responsible for leading programs, solutions and partnerships related to Children Healthcare of Atlanta's childhood obesity efforts in the community. Welsh leads a dynamic team of dietitians, exercise physiologists, health educators, evaluation specialists and public health professionals. His team successfully creates and implements numerous evidence-based programs in Atlanta and communities statewide reaching families through healthcare providers, schools and community partnerships. In addition, Welsh oversees the health systems employee wellness program, which promotes health and wellness initiatives to Children's Healthcare of Atlanta's 10,000 + employees. Welsh received his undergraduate degree from the University of Miami in Biology and Religious Study, and his Masters in Public Health from Florida International University.

**Emily Anne Vall, Ph.D.,**

Emily Anne Vall, Ph.D., is the senior program manager of Governor Nathan Deal's childhood obesity initiative, Georgia Shape, serving under Commissioner Patrick O'Neal at the Georgia Department of Public Health. In this role, she provides leadership in the management and coordination of this statewide, multiagency, multidimensional initiative that brings together governmental, philanthropic, academic, and business communities to address childhood obesity in Georgia. Vall coordinates policy efforts in all aspects of the program, including strategies designed to impact childhood obesity from birth through the school years. Vall completed her undergraduate degree at Florida Southern College before attending the



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University of South Florida and the University of South Carolina, where she received her Ph.D in Physical Education and Health Pedagogy with a cognate in Diversity Studies.

**Gerson Vásquez**

Gerson Vásquez, a Data Dissemination Specialist for the U.S. Census Bureau, is a native Georgian, born at Grady Memorial Hospital in Atlanta. Vásquez has been a resident of Gwinnett County for over 26 years, and attended Georgia State University, graduating in 1998 with concentrations in Communications (Broadcast/Print Journalism) and Foreign Language Studies in Spanish – specializing in business and commerce.

Vásquez has contributed to both mainstream & Hispanic broadcast & print media, covering community, sports and entertainment news. He has also done extensive work in public relations, website development, graphic design, and strategic planning in the private sector with emerging markets, Fortune 500 and businesses serving educational fields.

Born to parents who emigrated from Ecuador, South America, Vásquez is fluent in Spanish and was one of the first Hispanic Partnership Specialist appointed in the Atlanta Region (then serving Florida, Alabama and Georgia) for Census 2010. He worked in the Partnership & Data Services Program (PDS), which conveyed the importance of the decennial count throughout the region while conducting census outreach to various audiences in diverse settings, working with elected officials, tribal leaders, local congressional offices, members of the media, and community leaders of multiple races, ethnicities and cultures.

Vásquez is now focusing on the dissemination of data and reporting directly to Census headquarters in Washington, DC. He coordinates and assists in multifaceted outreach approaches in the recently restructured Data Dissemination Branch within the U.S. Census Bureau, tasked with working on multiple national initiatives involving 2020 Census planning, the web transformation of census.gov, and ongoing projects in communications and data visualizations. Vasquez also continues to serve as the bilingual media liaison for the southeastern U.S., and is regularly called upon as a speaker on census data topics, especially those regarding the Hispanic population.

Gerson Vásquez lives in Buford, Georgia with his wife of fifteen years, two young daughters, a preschooler son, and two family dogs.

**4<sup>th</sup> Annual Latino/Hispanic Community Summit Evaluation  
December 14, 2017**

**Instructions:** For each item, please circle one number that describes your opinion. If you rate any item lower than 3, please explain why in the comments section below.

Ranking Scale: 5= Excellent, 4=Above Average, 3= Average, 2= Needs Improvement, 1=Poor

<b>The Summit:</b>		5= Excellent, 1=Poor				
1	Please rate your overall satisfaction with the summit.	5	4	3	2	1
2	Please rate your overall satisfaction with the exhibits.	5	4	3	2	1
3	Please rate your overall satisfaction with the format of the summit (i.e. – morning session, break, afternoon session and breakout.)	5	4	3	2	1
4	The summit as a whole was informative and useful - I am glad I attended.	5	4	3	2	1
5	The summit increased my knowledge about Latino/Hispanic Social Determinants of Health.	5	4	3	2	1
6	The panelist information was informative and will serve as a tool as I continue my work.	5	4	3	2	1
7	Please rate your satisfaction of the summit presentations.	5	4	3	2	1
8	Please rate the satisfaction of the time provided for questions.	5	4	3	2	1
9	Overall, the summit content was relevant and applicable to my work.	5	4	3	2	1
<b>Comments:</b>						
<b>The Facilities:</b>		5= Excellent, 1=Poor				
10	Facility arrangements – for interactions.	5	4	3	2	1
11	Facility arrangements – for ability to hear.	5	4	3	2	1
12	Facility arrangements – for ability to see.	5	4	3	2	1
<b>Comments:</b>						
<b>Overall Comments:</b>						