

JOAN M. CAMPBELL, M.P.H.
66-1667 Waiaka Street
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balanceyourlifenow@yahoo.com

WORK HISTORY:

W. M. KECK OBSERVATORY,

65-1120 Mamalahoa Highway, Kamuela, HI 96743

Position: Advancement Services Coordinator

9/05 to present

Work closely with the Director to develop an Advancement program; establish and maintain fundraising policies and procedures, operating systems, marketing and communications related to raising charitable gifts for the Observatory.

- Coordinate the creation of marketing resources and related activities including but not limited to giving campaigns, annual report, web pages, giving brochures, photo shoots, email communications, electronic donor wall, press release hand-outs and informational materials.
- Plan, coordinate and execute special events including two lecture series, star gazing programs, donor dinner parties, art receptions, community outreach programs (Keck Open House), telescope tours and unique donor activities that correspond with giving campaigns.
- Manage constituent database, including gift processing and financial reporting.
- Manage yearly mailings including the Keck holiday card, event invitations, donation appeals, annual report and donor year end gift summary letter.
- Manage KeckWear boutique; source and display merchandise, market merchandise, track sales, keep inventory and create financial reports.
- Supervise administrative support, outreach team, student interns, and volunteers.
- Implement and manage volunteer program.
- Create and keep current process manuals for all office functions.
- Develop positive working relationships with the Keck employee team, local businesses and community agencies to ensure program success.

BALANCE YOUR LIFE FITNESS

66-1667 Waiaka Street, Kamuela, HI 96743

Position: Wellness Coach, Business Owner

10/01 to present

- Market, design and implement wellness programs for individuals and groups that include components in fitness, nutrition, time-management, stress management and lifestyle modification.
- Perform diet analysis, body composition evaluations, behavior modification counseling and wellness coaching on a variety of health issues.
- Guide attainment of wellness goals via email and in-person.

FRIENDS OF THE FUTURE

Post Office Box 2655, Kamuela, HI 96743

Position: Health Maps Team Leader

9/96 - 9/05

Develop and manage Health Maps, an individual-centered health education and resource program that incorporates computer technology and wellness coaching techniques.

- Design and implement program guidelines and procedures. Develop and instruct computer training programs for staff, volunteers, health professionals and clients. Provide behavior modification counseling and wellness coaching. Educate multi-aged individuals, with and without health issues, regarding healthy lifestyles.
- Coordinate lessons and instruct healthy lifestyle programs for K-12 students that include topics in nutrition, fitness, stress and time management, and other wellness related issues. Examples include Balance Your Life, SPICES of Life and SMART Goals.

- Research funding opportunities and write grant proposal. Collect and report project data.
- Market program to the general public and health professionals. Create marketing materials including articles for local publications, web pages, press releases, brochures and presentations.
- Manage volunteers and facility. Work closely with colleagues to integrate related projects and presentations into monthly calendar to meet the organization's mission and goals.
- Organize special events including the NHCH Fun Run, Lavaman Keiki Duathlon, Waimea Healthy Keiki Fest, and Tutu's House Women's Health Day.

STATE OF HAWA'I, DEPARTMENT OF HEALTH, KAHO'OMIKI COUCIL, WEST HAWAI'I

81-980 Halekii Street, #103, Kealahakua, HI 96750

Position: Council Facilitator, Friends For Fitness

9/96 - 9/97

- Coordinate and promote community volunteer group on physical activity and recruit members.
- Organize and advocate physical activity related events in West Hawai'i. Facilitate grant evaluation process.

UNIVERSITY OF HAWAI'I, MANOA, COOPERATIVE EXTENSION SERVICE, WEST HAWAI'I

Position: Community Health Project Coordinator, Auntie Akamai Nutrition Education Project

1/96 - 3/99

- Coordinate with West Hawai'i public school Kindergarten classes and Chefs De Cuisine, the Kona-Kohala Chapter of the American Culinary Federation, to plan, implement, and evaluate the aforementioned educational program to kindergartners and their parents.

SAN DIEGO STATE UNIVERSITY RESEARCH FOUNDATION

Gateway Center, 5250 Campanile Drive, San Diego, CA 92182

Positions: *Measurement Coordinator*, Project G.R.A.D. (Graduate Ready for Activity Daily), *Data Coordinator*, Project P.A.C.E. (Physician Based Assessment and Counseling for Exercise), and *Research Assistant*, Project T.R.U.S.T. (Teens and Retailers United to Stop Tobacco)

9/90 - 10/94

- Plan, develop and administer recruitment, measurement, and curriculum components for CDC and state funded grants focusing on the adoption / maintenance of physical activity, on the efficacy of physical activity counseling by primary care providers, and on decreasing tobacco use among minors.
- Manage volunteer teams of diverse ethnic backgrounds.
- Develop and implement strategies to recruit subjects into the study.
- Research, create, and organize measurement instruments.
- Assist with grant writing and budget.
- Analyze project data, and prepare reports.
- Plan and implement media events and conferences.

SHILEY SPORTS AND HEALTH CENTER OF SCRIPP'S CLINIC

10820 N. Torrey Pines Road, La Jolla, CA 92037

Position: Strength and Fitness Instructor

5/90 - 10/94

- Develop and prescribe fitness programs. Coordinate fitness related classes.
- Educate clients on correct exercise procedures and appropriate lifestyle modifications.
- Provide health counseling and instruction on the adoption and maintenance of physical activity with suggestions for relapse prevention.
- Perform blood pressure screening, treadmill max VO₂ estimations, diet analysis, physical activity monitoring, and body composition analysis.

UNIVERSITY OF CALIFORNIA AT SAN DIEGO

9500 Gilman Dr., La Jolla, CA 92093 La Jolla, CA

Position: Accounting Administrative Assistant

6/87 - 9/90

- Process travel expense vouchers, and travel cash advances.

ST. JOHN'S REGIONAL MEDICAL CENTER

1600 North Rose Avenue, Oxnard, CA, 93030

Position: Healthcorp Coordinator

6/85 - 9/86

- Supervise volunteers and coordinate their work throughout the hospital.

EDUCATION

San Diego State University

5500 Campanile Drive

San Diego, CA 92182

Master's in Public Health, specializing in Health Promotion

May 1993

University of California at San Diego

9500 Gilman Drive

La Jolla, CA 92093

Bachelor of Arts in Biochemistry with a Minor in Exercise Physiology

June 1991

CERTIFICATIONS / PROFESSIONAL ASSOCIATIONS

I am a certified Corporate WellCoach® and a certified American College of Sports Medicine (ACSM) Health and Fitness Instructor. I have training and/or am certified in behavior modification counseling, blood pressure monitoring, CPR/Defibrillation, and body composition evaluation.

COMPUTER SKILLS

I am proficient in MS Office, Adobe InDesign and Photoshop, Gift Maker Pro, Raisers Edge, Quicken, web page editing and email design and marketing.

PUBLICATIONS

For nine years, I wrote a monthly health article which included a list of related resources for the Tutu's House newsletter. On a bi-weekly basis for one year I wrote a similar article for North Hawai'i News. In college I contributed to the following publication: Calfas, K.J., Sallis, J.F., Lovato, C.Y., & Campbell, J.M. (1994). Physical Activity: Determinants before and after college graduation. Medicine Exercise Nutrition and Health, 3, 323-334.

HOBBIES / ACTIVITIES

In order to balance life and manage stress, I participate in a variety of fitness activities and I cook, garden and sew. I also feel strongly about giving back to the community and thus I volunteer for a variety of community groups and activities.

REFERENCES

Sydney Wiecking, CPCC

Live by Design

65-1225 Hokuula Road

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Sharon Vitousek, M.D., Director

North Hawaii Outcomes Project

65-1241 Pomaikai Place, #7

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808.887.2425

vitousek@NHOP.org

Susan Maddox, Executive Director

Friends of the Future

Post Office Box 2655

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