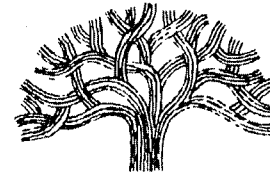


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CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3rd FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

November 28, 2018

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following person as a member of the following board or commission, subject to City Council confirmation:

Sugar Sweetened Beverage Community Advisory Board

Laurie S. Lawson, to serve a three-year term that began on June 15, 2018 and will end on June 14, 2021, filling a seat previously held by Renia Webb.

Justin Watkins, to serve a three-year term that began on June 15, 2018 and will end on June 14, 2021, filling a seat previously held by Priscilla Wilson.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script, appearing to read "Libby Schaaf".

Libby Schaaf
Mayor

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Profile

Justin Watkins
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt

[Redacted] State Postal Code

[Redacted] Alternate Phone

San Mateo County Health System
Employer Community Health Planner
Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

As an Oakland resident, with two children in Oakland public schools, I am extremely invested in ensuring that we address health inequity in our community. I believe that the revenue from the Sugar Sweetened Beverage Tax can support implementation of community-based strategies that will improve health outcomes for everyone in our community, especially our youngest and most vulnerable residents from our most disadvantaged neighborhoods. I have extensive experience in the field of Public Health, specifically in on strategies to improve children's health. I am passionate about working to address the root causes of inequity and the health disparities that inequity fosters. I believe that policy and environmental change are the most effective strategies to address the systemic causes of inequity. The Sugar Sweetened Beverage Tax is one of the leading strategies to address the roots cause of childhood obesity the associated chronic diseases. It would be an honor to work with the City of Oakland to support implementation of programs that support better health for our residents. I began my career in public health working for the University of California Cooperative Extension in Alameda County as a nutrition education program coordinator. The federally funded program supported implementation of health and wellness programs in schools and communities that are disproportionately affected by childhood obesity. I oversaw implementation of garden-based nutrition education programs in schools and after-school programs as well as educational programs for parents and caregivers throughout the City of Oakland. While working in this position I was inspired to return to graduate school to pursue a Master's of Public Health from UC Berkeley. In graduate school I studied the role that diet, including consumption of sugar-sweetened beverages, played in contributing to the childhood obesity epidemic. My research in graduate school focused on policy and environmental change that could address the obesity epidemic from an upstream, public health prevention framework. I had the opportunity to look at local, state and federal policies and programs that would support better health for our population. While I was in graduate school I studied the City of Richmond's Sugar Sweetened Beverage sales tax measure and saw the tactics that the Soda Industry would take to defeat the measure. Seeing the efforts in Richmond gave me hope that other municipalities would pursue similar efforts, fortunately Oakland was one of them. After graduate school I had a one-year fellowship for Oakland Unified School District in which I developed a framework for implementation of comprehensive health education. In this role I worked closely with school staff and district administrators to determine how to successfully integrate grade-level appropriate health education topics into the curriculum. While I understand the importance of health education, I recognized that my passion was in policy and systems change. Upon completion of my fellowship with OUSD I was hired as a Community Health Planner for the San Mateo County Health System. In my role as a community health planner I have led the San Mateo County Public Health Departments various school-based and food systems initiatives. This has includes supporting local school district's with the development and implementation of comprehensive local school wellness policies, establishing farm to school programs, creating better access to fresh drinking water, increasing opportunities for physical activity in schools, and helping to create school garden programs. My personal, professional and academic experiences have prepared me to serve on the City of Oakland's Sugar Sweetened Beverage Community Advisory Board. It would be an honor to be in a position to advise policy makers on how to implement programs and projects related to addressing the health disparities in our community.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

[Justin Watkins Resume .docx](#)

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Justin Watkins [REDACTED]
Education • University of California at Berkeley M.P.H. Health & Social Behavior, May 2012 • University of California at Santa Cruz B.A. Environmental Studies, June 2000 Relevant Course Work • Leadership &



Management • Community-Based Participatory Research • Eliminating Health Disparities • Evaluation of Health and Social Programs • Kids First! Education Policy • US Nutrition Programs Program Planning, Development and Evaluation Professional Experience Community Health Planner, Educational Attainment and Food Systems Initiatives San Mateo County Health System, Health Policy & Planning Unit 08/13-Present • Manage contracts for Get Healthy SMC implementation grant program for schools & food system projects • Chair the San Mateo County School Wellness Alliance, 2013-Present • Collaborate with local and regional partners to promote school wellness initiatives with an emphasis on educational attainment • Plan and organize the San Mateo County School Wellness events • Coordinate Farm to School efforts in San Mateo County school • Health Equity Awakened Leadership Fellow 2017-18 Senior Strategic Fellow, Health Education 07/12-08/13 Oakland Unified School District, Family, School & Community Partnerships • Assessed health education needs of OUSD students based on available data • Developed plan for implementing comprehensive health education in grades k-12 in OUSD • Researched best practices in school-based health education program implementation • Developed partnerships with local partners to provide services to OUSD Schools • Identified opportunities to align comprehensive health education with district wellness policy Nutrition Education Program Coordinator 05/05-06/12 Food Stamp Nutrition Education Program (FSNEP) University of California Cooperative Extension in Alameda County • Developed training curricula and supplemental educational materials for parents, teachers and community members to implement garden-based nutrition programs • Prepared outreach materials and recruited teachers for participation in program Graduate Student Instructor (GSI) 01/11-06/12 Introduction to Community Health and Human Development, School of Public Health University of California, Berkeley • Developed curriculum and learning objectives for weekly discussion sections based on lectures • Facilitated discussion of 45 students on topics related to course content • Maintained course website Graduate Student Instructor (GSI) 08/10- 12/10, 08/11-12/11 Urban Agriculture, Department of Environmental Science, Policy & Management University of California, Berkeley • Developed lab curriculum, delivered lessons and facilitated field work for two weekly labs • Organized and coordinated field-trips to local urban agriculture and food security projects Graduate Student Intern 05/11-08/11 Healthy Food and Activity Programs, Prevention Institute • Researched and drafted factsheet on the relationship between the food environment and diabetes • Interviewed community partners and created profiles of best practices for CDC grant recipients • Coordinated California outreach for Food Day 2011 with statewide partners School Garden Instructional Specialist 08/06- 08/10 Berkeley Technology Academy Teacher, Adult Basic Education, ESL and General Education 03/03-06/05 Alameda Adult School Teacher, Fourth Grade, Migrant Education Summer Program 05/02-08/02 Pajaro Valley Unified School District Leadership Experience • Chair- San Mateo County School Wellness Alliance (2013-Present) Plan and convene San Mateo County School Wellness Alliance meetings and the annual School Wellness Policy Summit. • Member – California School Garden Network (2007-2012) Assist with project outreach, contribute to website content, and evaluate School Garden of the Year nominations. • Member – California Instructional School Garden Advisory Council (2007-2009) Disseminated information to local sites regarding administration of California Instructional School Garden Grants for the CA Department of Education. • Board Member – Earth Team Environmental Organization, Berkeley, CA (2007-2009) Advised on program planning and development, assisted with fundraising efforts and solicited donations for events and activities. Academic Awards • Kaiser Permanente Public Health Scholarship 2010 & 2011 University of California, Berkeley • Staff Development Scholarship Recipient 2005-07 University of California Office of the President Presentations • “Assessment of San Mateo County School Wellness Policy Implementation” America School Health Association Annual Conference (10/14) • “Designing Your School Garden: Things to consider when designing your school garden” Alameda County Office of Education- NEXUS/ Kaiser Garden Training Program (03/09) Publications “San Mateo County Adolescent Report, 2015”, San Mateo County Health System/ San Mateo County Youth Commission 12/14 “Alameda County School Garden Assessment, 2009”, University of California Cooperative Extension, Alameda County 10/08 “Cycling Nutrients in the Garden: Building Healthy Soil through Composting at School” University of California Cooperative Extension, One Page Advisory #147 08/06 Skills • Microsoft Word, Excel, Power Point • Proficient in Conversational Spanish • Program Planning & Evaluation • Excellent Writing Skills • Excellent Communication • Excellent Presentation Skills • Curriculum Development • Excellent Organizational Skills

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

Justin Watkins



Education

- **University of California at Berkeley**
M.P.H. Health & Social Behavior, May 2012
- **University of California at Santa Cruz**
B.A. Environmental Studies, June 2000

Relevant Course Work

Justin Watkins

- Leadership & Management
- Community-Based Participatory Research
- Eliminating Health Disparities
- Evaluation of Health and Social Programs
- Kids First! Education Policy
- US Nutrition Programs Program Planning, Development and Evaluation

Professional Experience

Community Health Planner, Educational Attainment and Food Systems Initiatives

San Mateo County Health System, Health Policy & Planning Unit 08/13-Present

- Manage contracts for Get Healthy SMC implementation grant program for schools & food system projects
- Chair the San Mateo County School Wellness Alliance, 2013-Present
- Collaborate with local and regional partners to promote school wellness initiatives with an emphasis on educational attainment
- Plan and organize the San Mateo County School Wellness events
- Coordinate Farm to School efforts in San Mateo County school
- Health Equity Awakened Leadership Fellow 2017-18

Senior Strategic Fellow, Health Education

07/12-08/13

Oakland Unified School District, Family, School & Community Partnerships

- Assessed health education needs of OUSD students based on available data
- Developed plan for implementing comprehensive health education in grades k-12 in OUSD
- Researched best practices in school-based health education program implementation
- Developed partnerships with local partners to provide services to OUSD Schools
- Identified opportunities to align comprehensive health education with district wellness policy

Nutrition Education Program Coordinator

05/05-06/12

Food Stamp Nutrition Education Program (FSNEP)

University of California Cooperative Extension in Alameda County

- Developed training curricula and supplemental educational materials for parents, teachers and community members to implement garden-based nutrition programs
- Prepared outreach materials and recruited teachers for participation in program

Graduate Student Instructor (GSI)

01/11-06/12

Introduction to Community Health and Human Development, School of Public Health

University of California, Berkeley

- Developed curriculum and learning objectives for weekly discussion sections based on lectures
- Facilitated discussion of 45 students on topics related to course content
- Maintained course website

Graduate Student Instructor (GSI)

08/10- 12/10, 08/11-12/11

Urban Agriculture, Department of Environmental Science, Policy & Management

University of California, Berkeley

- Developed lab curriculum, delivered lessons and facilitated field work for two weekly labs
- Organized and coordinated field-trips to local urban agriculture and food security projects

Graduate Student Intern

05/11-08/11

Healthy Food and Activity Programs, Prevention Institute

- Researched and drafted factsheet on the relationship between the food environment and diabetes
- Interviewed community partners and created profiles of best practices for CDC grant recipients

Justin Watkins

- Coordinated California outreach for Food Day 2011 with statewide partners

School Garden Instructional Specialist Berkeley Technology Academy	08/06- 08/10
Teacher , Adult Basic Education, ESL and General Education Alameda Adult School	03/03-06/05
Teacher , Fourth Grade, Migrant Education Summer Program Pajaro Valley Unified School District	05/02-08/02

Leadership Experience

- **Chair-** San Mateo County School Wellness Alliance (2013-Present)
Plan and convene San Mateo County School Wellness Alliance meetings and the annual School Wellness Policy Summit.
- **Member** – California School Garden Network (2007-2012)
Assist with project outreach, contribute to website content, and evaluate School Garden of the Year nominations.
- **Member** – California Instructional School Garden Advisory Council (2007-2009)
Disseminated information to local sites regarding administration of California Instructional School Garden Grants for the CA Department of Education.
- **Board Member** – Earth Team Environmental Organization, Berkeley, CA (2007-2009)
Advised on program planning and development, assisted with fundraising efforts and solicited donations for events and activities.

Academic Awards

- **Kaiser Permanente Public Health Scholarship** 2010 & 2011
University of California, Berkeley
- **Staff Development Scholarship Recipient** 2005-07
University of California Office of the President

Presentations

- **“Assessment of San Mateo County School Wellness Policy Implementation”**
America School Health Association Annual Conference (10/14)
- **“Designing Your School Garden: Things to consider when designing your school garden”**
Alameda County Office of Education- NEXUS/ Kaiser Garden Training Program (03/09)

Publications

- “San Mateo County Adolescent Report, 2015”, San Mateo County Health System/ San Mateo County Youth Commission 12/14
- “Alameda County School Garden Assessment, 2009”, University of California Cooperative Extension, Alameda County 10/08
- “Cycling Nutrients in the Garden: Building Healthy Soil through Composting at School” University of California Cooperative Extension, One Page Advisory #147 08/06

Skills

- Microsoft Word, Excel, Power Point
- Proficient in Conversational Spanish
- Program Planning & Evaluation
- Excellent Writing Skills
- Excellent Communication
- Excellent Presentation Skills
- Curriculum Development
- Excellent Organizational Skills

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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Profile

Laurie S Lawson
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted]
Street Address

Suite or Apt

[Redacted]
City

[Redacted] [Redacted]
State Postal Code

[Redacted] [Redacted]
Primary Phone Alternate Phone

St. Vincent de Paul Society of San Francisco
Employer Job Title

Which Boards would you like to apply for?

Sugar Sweetened Beverages Community Advisory Board: Submitted
Community Policing Advisory Board: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

As an involved parent I think I would be a great addition to the board team

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Laurie Lawson Resume.docx
Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

LAURIE LAWSON

HIGHLIGHTS OF QUALIFICATIONS

- Ability to handle confidential or sensitive information
- Accomplished Professional with a progressive approach to Business Communication, Management and Service
- Excellent knowledge of administrative and clerical procedures
- Exceptional leadership abilities in planning and organization, decision making, analyzing and problem solving skills
- Experienced in Proofreading/Editing, Data Entry/Processing and Analyzing statistical procedures
- Extremely proficient in Microsoft Suite applications and designing custom databases
- Highly skilled in greeting guests in a courteous and professional way
- Ten years of Office Administration, Accounts Payables/Receivables, Human Resources and Training

PROFESSIONAL EXPERIENCE

Domestic Violence Housing Specialist, The Riley Center Present

July 2017-

- Manage case plans of shelter program clients, including: keeping statistical records, assisting clients with establishing their goals and personal budget, monitoring progress toward goals and assisting with activities related to the case plan
- Assess housing barriers of individuals and families to determine housing and service needs
- Provide mediation and advocacy with landlords on behalf of clients to assist with obtaining/maintain housing
- Provide follow up services and support to help maintain stability of housing and independence

On Call Shelter Advocate, A Safe Place 2012-Present

May

- Performs telephone screening and intake for potential clients
- Provides office support in managing all incoming and outgoing phone calls and emails, set-up client appointments
- Provides case management, including the development of action plans for clients, advocacy, information and referrals to community service providers
- Provides confidential, holistic, client-centered, trauma-informed service

Overnight Shelter Advocate/Administrative Assistant, A Safe Place July 2017

May 2012-

- Compiled and maintained donor/donation statistical reports utilizing MS office Access, and custom applications
- Organized data for easy retrieval, implemented and trained office staff on office systems and software applications
- Performs routine program and administrative duties as directed by Executive Director & Operation Director
- Performs telephone screening and intake for potential clients
- Provides office support in managing all incoming and outgoing phone calls and emails, set-up client appointments
- Provides case management, including the development of action plans for clients, advocacy, information and referrals to community service providers
- Provides confidential, holistic, client-centered, trauma-informed service

**Administrative Assistant, Tucker Technology, Incorporated
October 2010**

July 2006-

- Handled Accounts Payables/Receivables, bookkeeping, bank reconciliation, preparing and distributing tax documents
- Managed all front office procedures including calls, emails, scheduling appointments and providing customer service
- Prepared job verification packages and audits, filed documents manually and electronically
- Supported the Operations Manager and Human Resource Manager with various accounts and employee cases

**Admin Support, A Safe Place
2006**

March 2005-July

- Compiled and maintained donor/donation statistical reports utilizing MS office Access, and custom applications
- Organized data for easy retrieval, implemented and trained office staff on office systems and software applications
- Performs routine program and administrative duties as directed by Executive Director & Operation Director
- Provided office support in managing all incoming and outgoing phone calls and emails, set-up client appointments

**VOLUNTEER HISTORY
Present**

July 2010 -

- **Bookkeeper/ Office Assistant, Casa Vincentia:** Process accounts payables and accounts receivables, prepare and reconcile bank statements, file and distribute tax documents, coordinate and organize meetings and fundraisers
- **Mentor, Santa Rita Jail:** Provide encouragement, emotional support and practical advice in navigating the challenges of returning to the community and meeting their Reentry Plan goals; Reinforcing other program areas in supporting mentee's efforts to find a job or succeed in substance abuse treatment
- **Nurse Assistant/Caregiver, VA:** Deliver outstanding patient care in bathing, feeding and dressing client; Assist in wound care, light housekeeping, changing bed linen and preparing meals; transported client to and from hospital and personal appointments; followed up with special client requests.
- **Parent Volunteer Lafayette Elementary:** Assisted in planning and preparing the learning environment, setting up interest centers and preparing needed materials and supplies; tested students weekly on vocabulary words. Monitor students during testing.

EDUCATION

**University of Phoenix, Oakland, CA
2011**

March 2008-March

Business Management

**Lifeline HealthCare Consultants, Inc., Oakland, CA
2011- August 2011**

July

Certified Nurse Assistant Program

**Oakland Adult and Career Education, Oakland, CA
2011- June 2011**

March

Medical Front Office/Administrative Assistant I Program

**Alameda Beauty, Alameda, CA
2005**

April 2003-March

Cosmetology Program

**Oakland Technical High School, Oakland, CA
1998-June 2002**

August

High School Diploma

REFERENCES AVAILABLE UPON REQUEST

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Approved as to Form and Legality


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

Introduced by Mayor Libby Schaaf

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF LAURIE S. LAWSON AND JUSTIN WATKINS AS MEMBERS OF THE SUGAR-SWEETENED BEVERAGE DISTRIBUTION TAX COMMUNITY ADVISORY BOARD

WHEREAS, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

WHEREAS, Resolution No. 86161 C.M.S., approved May 3, 2016, placed a tax measure on the November 8, 2016 ballot to impose a tax on the distribution of sugar-sweetened beverages; and

WHEREAS, the voters of the City of Oakland adopted the Sugar-Sweetened Beverage Distribution Tax Ordinance in the November 8, 2016 general municipal election; and

WHEREAS, the Sugar-Sweetened Beverage Distribution Tax Ordinance establishes the Sugar-Sweetened Beverage Distribution Tax Community Advisory Board (the "Board") and provides that the Board shall consist of nine (9) members serving not more than two consecutive three year terms appointed by the Mayor and confirmed by the City Council in accordance with City Charter section 601; and

WHEREAS, The Sugar-Sweetened Beverage Distribution Tax Ordinance (Oakland Municipal Code Chapter 4.52) provides that the Board shall be comprised of: At least three residents who live in areas disproportionately impacted by diseases caused by sugar consumption; two medical professionals - one medical and one dental with public health experience or who engage in whole or in part in the prevention, diagnosis, treatment or research of, or education about chronic diseases linked to the consumption of sugar; two parents of current students of the Oakland Unified School District (OUSD); and two members of the public with experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school based food and nutrition programs, oral health or early childhood nutrition; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Laurie S. Lawson and Justin Watkins to serve three-year terms subject to confirmation by the City Council; now therefore be it

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of:

Laurie S. Lawson, to the Sugar-Sweetened Beverage Distribution Tax Community Advisory Board to serve a three-year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat previously held by Renia Webb;

Justin Watkins, to the Sugar-Sweetened Beverage Distribution Tax Community Advisory Board to serve a three-year term that began on June 15, 2017 and will end on June 14, 2020, filling a seat previously held by Priscilla Wilson.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council of the City
of Oakland, California