

GILDA Y. ZARATE-GONZALEZ

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5536 E. Madison Ave.
Fresno CA 93727

EDUCATION

PhD	University of California, Merced Public Health and Health Economics Advisor: Paul M. Brown, PhD	In Progress
MPH	California State University, Fresno Master in Public Health Policy and Management Thesis: "Overweight and obesity factors for adults in the San Joaquin Valley, California: Data from the Behavioral Risk Factor Surveillance System (BRFSS), 2000-2005".	2010
BA	Universidad de Guadalajara Major: Economics	1999

HONORS AND AWARDS

Honorary Member Award (1st)	California Academy of Nutrition and Dietetics, Central Valley Chapter	2016
Graduated with Distinction Honors	GPA 4.0 California State University, Fresno. Master's Degree	2010
BRFSS Scholarship	Annual Conference Grantee	2006

RESEARCH EXPERIENCE

Valley Children's Hospital. Madera, CA.	2017
Research Assistant, UC Merced	
<ul style="list-style-type: none">• Hospital Research Core Development Project.• Designed qualitative assessment survey.• Conducted interviews with hospital officials and medical staff.• Collaborated with faculty to prepare final report for hospital.	
Madera County Public Health Department. Madera, CA.	2013 to 2017
Deputy Public Health Director	
<ul style="list-style-type: none">• Designed of the Public Health Accreditation Community Health Assessment survey.• Piloted the survey in English and Spanish. Trained partners in primary data gathering.• Led the collection campaign of 2,438 surveys from Madera County residents.	

- Published quarterly public health statistics reports with natality, morbidity and mortality data.
- Conducted analyses to publish annual vital statistics reports of Madera County.
- Managed databases of birth, morbidity and mortality public health data.

Tulare Local Healthcare District. Tulare, CA. 2010 to 2016

Senior Consultant

- Designed a Community Health Needs Assessment survey for Healthcare District's service area residents to assess the viability of an urgent care hospital-based facility.
- Piloted, implemented and collected surveys in English and Spanish.
- Analyzed data and developed report for hospital report.
- Conducted a Community Health Needs Assessment in partnership with the Earlimart School District to study the viability of a school-based healthcare center.
- Led five (5) focus groups in English and Spanish with Earlimart students, parents and community members.
- Developed report for hospital officials, school board and district superintendent.

Fresno American Indian Health Project. Fresno, CA. 2011 to 2012

Program Director

- Designed a Community Health Needs Assessment to determine the behavioral and social needs of urban Native Americans in Fresno County.
- Conducted three (3) focus groups with Native American youth, parents and community stakeholders.
- Developed report and submitted to Substance Abuse and Mental Health Services Administration (SAMHSA) and stakeholders.

California State University, Fresno-Foundation. Fresno, CA. 2009 to 2010

Program Coordinator, Healthy Kids Healthy Communities

- Reviewed scientific literature related to policy, systems and environmental change with focus in public health issues and community action.
- Created a twelve (12) module curriculum to encourage and foster community leadership in the prevention of obesity in the San Joaquin Valley.
- Collaborated with communications and policy experts to revise and adapt two (2) training modules with focus on government, policy and media.
- Trained a total of 97 students from eight (8) different counties.
- Developed a Transportation advocacy curriculum module for community leaders in the City of Fresno.
- Trained thirteen (13) community leaders to gather primary data from their communities.
- Analyzed data from surveys collected by leaders.
- Developed findings report and submitted to the Fresno County Council of Governments (COG).

Master's Thesis, California State University, Fresno. Fresno, CA 2009 to 2010

- Designed a multivariate regression model to predict factors of adult overweight and obesity in California's San Joaquin Valley.
- Collaborated with faculty and partners to access BRFSS regional survey data.
- Developed advanced SPSS user skills.

Tulare County Health and Human Services Agency. Visalia, CA. 2006 to 2008
Public Health Administrative Specialist

- Designed of a Community Health Needs Assessment survey to evaluate the needs of Farmersville residents.
- Piloted, implemented and collected surveys in English and Spanish.
- Co-facilitated a focus group for Mixteco language speakers and youth to improve inclusion of hard-to-reach communities.
- Developed findings report and recommendations for submission to the Health Resources and Services Administration (HRSA).
- Designed and executed the first public health department Federally Qualified Health Centers (FQHC) cost study which included six (6) medical clinic locations and services.
- Developed findings report and recommendations to restructure clinic operations and encourage budget-neutral operations. Submitted to executive management and presented to County board supervisors.

Fresno Native American Health Center. Fresno, CA. 2002 to 2006
Operations Manager

- Designed the first Community Health Needs Assessment to evaluate the needs of American Indians and Alaska Natives residing in Fresno County.
- Piloted, implemented and collected surveys from urban Native Americans.
- Developed findings report and data analyses for submission to The California Endowment.

TEACHING EXPERIENCE/MENTORING

University of California, Merced. Merced, CA 2018
Teaching Assistant, Department of Public Health

- Course: Introduction to the U.S. Healthcare System.

Madera County Public Health Department. Madera, CA 2015
Mentor, Graduate Student Interns. CSUF Department of Food Science & Nutrition

- Founder of Public Health Department Student Preceptorship Program

California State University, Fresno. Fresno, CA 2012
Invited-Substitute Faculty, Department of Public Health

- Course: Health Economics.

California State University, Fresno. Fresno, CA 2011
Instructor, Department of Public Health

- Course: Public Health Law.

California State University, Fresno. Fresno, CA

2011

Instructor, Department of Public Health

- Course: Global and Cultural Issue of Health. Undergraduate level.

PUBLICATIONS

Kwan, K., Do-Reynoso, V., Zarate-Gonzalez, G., & Goldman-Mellor, S. (2018). Development and implementation of a community health survey for public health accreditation: Case study from a rural county in California. *Evaluation and program planning*, 67, 47-52.

Zarate-Gonzalez, G. (2010) Overweight and obesity factors for adults in the San Joaquin Valley, California: Data from the Behavioral Risk Factor Surveillance System (BRFSS), 2000-2005 (Master Thesis). California State University, Fresno. Fresno, CA.

Zarate-Gonzalez G., & Perez M. A. (2007) Social Factors as Mediators of Public Health. *Salud Uninorte Journal*. 23 (2): 193-203.

Papers in Progress

Tobacco Smoking preferences: A Discreet Choice Experiment.

Health Outcomes, Hospital and Emergency Department Use amongst Pregnant Women in California: 2008-2012.

PRESENTATIONS AND INVITED LECTURES

Workshop Facilitation, “Hispanic Roundtable” California Speaks Conference. December 2007.

Keynote Address, “Indigenous Youth in California” See S’aavi Indigenous Youth Conference. July 2004.

PROFESSIONAL TRAINING

Lean for Healthcare Certificate

University of California, Los Angeles. Los Angeles, CA. 2016.

Certified Lactation Consultant Certificate

Academy of Lactation Policy and Practice. Forestdale, MA. 2009.

Institute for the Development of Emerging Area Leaders (IDEAL) Certificate

The Great Valley Center. Modesto, CA. 2003.

Description: Regional leadership capacity development, advocacy, public policy, surrounding economic, social, environmental, and policy issues in California's Central San Joaquin Valley employing innovative, collaborative and effective decision-making.

Grant Writing and Management Certificate

California State University, Fresno. Fresno, CA. 2002.

GRANT ACTIVITY

County of Fresno Tobacco Prevention Program	2018
<ul style="list-style-type: none"> • Proposal: Evaluation Services, UC Merced Rapid Rural Response Group • Amount: \$ 134,000 (Decision Pending) 	
California Medical Services Program	2016
<ul style="list-style-type: none"> • Proposal: Madera County Diabetes Prevention Program (NDPP/DSME) • Amount: \$ 350,000 	
California Department of Public Health	2015
<ul style="list-style-type: none"> • Proposal: 1305 Prevention Grant • Amount: \$ 1,000,000 	
California Department of Health Care Services	2014
<ul style="list-style-type: none"> • Proposal: SB18 Medi-Cal Outreach Grant • Amount: \$ 92,000 	
California Department of Health Care Services	2014
<ul style="list-style-type: none"> • Proposal: AB82 Medi-Cal Outreach Grant • Amount: \$ 75,000 	
Patient Protection and Affordable Care Act, Capital Program	2013
<ul style="list-style-type: none"> • Proposal: Earlimart School-based Healthcare Center • Amount: \$ 1,500,000 	
Independent Physician Association	2012
<ul style="list-style-type: none"> • Proposal: Improving Access to Telemedicine in Rural California • Amount: \$ 75,000 	
First 5 Tulare County	2012
<ul style="list-style-type: none"> • Proposal: Emergency Room Infrastructure Development • Amount: \$ 85,000 	
First 5 Tulare County	2011
<ul style="list-style-type: none"> • Proposal: Hospital Baby-Friendly Designation Program Development • Amount: \$ 150,000 	

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| First 5 Tulare County | 2011 |
| <ul style="list-style-type: none"> • Proposal: Improving Access to Care in the NICU • Amount: \$ 85,000 | |
| Fresno Regional Foundation | 2010 |
| <ul style="list-style-type: none"> • Proposal: Transitional language development for monolingual Indigenous speakers • Amount: \$ 75,000 | |
| Fresno County Council of Governments | 2009 |
| <ul style="list-style-type: none"> • Proposal: Transportation Advocacy and Leadership Development • Amount: \$ 5,000 | |
| U.S. DHHS Health Resources and Services Administration | 2007 |
| <ul style="list-style-type: none"> • Proposal: New Access Point Competition, Farmersville Healthcare Center • Amount: \$ 650,000 | |
| Anthem Blue Cross | 2007 |
| <ul style="list-style-type: none"> • Proposal: Health Communications and Social Marketing Campaign Grant • Amount: \$ 70,000 | |
| Indian Health Service | 2004 |
| <ul style="list-style-type: none"> • Proposal: Mental Health and Substance Abuse Grant • Amount: \$ 240,000 | |
| Indian Health Service | 2003 |
| <ul style="list-style-type: none"> • Proposal: Comprehensive Medical Services Grant • Amount: \$ 750,000 | |
| The California Endowment | 2003 |
| <ul style="list-style-type: none"> • Proposal: Community Health Needs Assessment of Urban American Indians and Alaska Natives in Fresno County • Amount: \$ 25,000 | |

PROFESSIONAL AFFILIATIONS

American Society of Health Economists, 2017-Present
 American Public Health Association, 2006-Present

COMMUNITY SERVICE

Cesar Chavez Foundation
 Scholarship Application Selection Panel. Fresno, CA. July 2018

Centro Binacional para el Desarrollo Indígena Oaxaqueño

Strategic Plan Facilitator. Fresno, CA. July 2018

Board of Directors President and Member, 2005-2013

District 7, Nelson Esparza for Fresno City Council

Campaign Volunteer. Fresno, CA. May and June 2018

School Site Council

Ann B. Leavenworth Elementary School. Fresno, CA. 2015 to Present.

District Advisory Committee Member

Fresno Unified School District English Learners Advisory Committee (DELAC). Fresno, CA. 2013 to Present

LANGUAGES

English: Fluent

Spanish: Fluent

Portuguese: Intermediate Listener, Reader. Novice Speaker, Writer

COMPUTER SKILLS

SPSS: Advanced user

Stata: Beginner user

Applications: MS Office, Windows OS, Mac OS

OTHER

Member, Phi Kappa Phi Honor Society, California State University Fresno Chapter

Former Board Director, Centro Binacional para el Desarrollo Indígena Oaxaqueño

Former Board Director, Fresno Metro Ministry

Former Advisory Committee Member, Fresno Health Consumer Center

Former Advisory Committee Member, Latino Issues Forum

Former Advisory Committee Member, Blue Cross of California

Former Advisory Committee Member, Health Net

Former Advisory Committee Member, Kaweah Delta Health District Hospital Cultural & Linguistic Competency

Former Advisory Committee Member, Tulare County Language Access Committee, Central California Legal Services

Former Election Committee Member, Mexican Consulate Institute of Mexican Citizens

Living Abroad