

JEFF HERSHBERGER
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PROFESSIONAL EMPLOYMENT

October 2007 – Present, **Public Information Officer** City of Kansas City, Mo., Health Department

- Media liaison and department spokesperson; media relations, including 24/7/365 media pager, monitoring documenting of media contacts and mentions in Access database; training and support for division/department spokespersons; preparation of media releases and alerts; preparation, set up and production of media availabilities and conferences; emergency communications planning and review;
- Contract deliverables for the Missouri Department of Health and Senior Services' Pandemic Flu, Bioterrorism Preparedness, and Cities Readiness Initiative contracts; communications planning and media support for the following Missouri health departments: Bates County, Benton County, Carroll County, Cass County, Clay County, Henry County, Independence City, Jackson County, Johnson County, Lafayette County, Pettis County, Platte County, Ray County and Saline County.
- Monthly, quarterly and annual reports both intra- and inter-agency.
- Daily response to community inquiries through Web site e-mail health@kcmo.org, 2005 – present
- Department Web site manager, including site redesign, review, updating, editing and publishing, 2004 – present
- Video production – “The Smallpox Vaccine: Is it for you?” 2004; “SNS Exercise” 2004; “Food Inspections at the American Royal Barbecue” 2004; “Safety Street” 2004; “American Indian Symposium” 2004; “Smallpox Vaccine for First Responders” 2005; “Translation Card Explanation” 2005; “Safety Street” 2005; “Health Department Monitor videos” 2005; “Black History Month Celebration” 2006; “Pandemic Flu: Would you be ready if it happened today” PSA 2006; “Safety Street” 2007; CRI videos (script collaboration only; outsourced production) “Just In Time Training Video for Public Health Volunteers”, “Plague”, “Anthrax”, “Tularemia” 2008.

November 2003 – October 2007, **Public Health Specialist 2** City of Kansas City, Mo., Health Department

- Injury Prevention – reformation and chairing of Department Safety Committee; development of Suite Captain policy and training; development of building emergency evacuation policy. 2004 - 2007
- Safety Street – collaboration with American Red Cross and the Kansas City Children's Assistance Network to teach pedestrian, fire, bus, bicycle and automobile safety to elementary school children, 2003 – 2006.
- Health Literacy – research and program conceptualization and development; formation and chair of community task force on health literacy; development of Healthy Reader project; contract liaison and monitoring for contracted consultant and contracted print agency; monitoring of department brochures and Web to assure low-literacy content, 2004 – 2007
- Healthy Reader – project development; edit of layout and content; production; pilot test of 8 issues of health-themed newspapers for kindergarten through third grade children at 4 area elementary schools, 2005 – 2007.
- Continuous Chest Compression CPR – collaboration with local production company and EMS to develop awareness campaign and organize the “Advances in Cardiac Arrest Resuscitation Symposium”, 2005.
- Program support – Acting Interim Public Information Officer Feb. 2007 – Oct. 2007; Public Information Officer back-up 2003 – 2007; Program Evaluation Management Software (PEMS) back-up, 2006; Healthy Community Nutrition and Exercise Initiative grant, 2004-2005;

July 1998 – November 2003, **Public Health Specialist 1** City of Kansas City, Mo., Health Department

- Lead Hazard Risk Assessor, Lead Paint Inspector, Childhood Lead Poisoning Prevention Program; case management and risk assessments of homes where children had been lead-poisoned; risk assessments in day cares.
- Project Lead Safe 2000, Project Lead Safe 2002, and Project Lead Safe KC – risk assessments of owner-occupied homes of applicants; hazard screens of rental properties; post-abatement clearance wipes and screens.

- Property and Relocation Services- hazard screens of potential new homes for relocated populations.

December 1992 – August 1994, November 1994 – July 1998, **Radiology Film Library Clerk** Shawnee Mission Medical Center

- Tracking, organization, and filing of radiological reports and diagnostic film, including check out/in film by doctors, patients, clinics and lawyers.

EDUCATION

- **Bachelor of Science, Biology and Theatre (Dual Major)**, Kansas State University, 1992 – 1997
- **Presidential Scholar, Hughes Scholar, Kershner Scholar, National Merit Scholar**

PROFESSIONAL ACTIVITIES

- **Regional Emergency Preparedness Flu Shot Clinic Exercise**, planner and participant, Oct. 23, 2008
- **National Public Health Information Coalition Annual Summit**, San Antonio, Tex., Oct. 5-8, 2008
- **Centers for Disease Control and Prevention Emerging Communications System Embedment Project**, Atlanta, Ga., July 9-11, 2008
- **Advanced Crisis and Emergency Risk Communications Training**, Independence, Mo., Facilitator, June 4-5, 2008
- **National Association of County and City Health Officials Annual Preparedness Summit**, Atlanta, Ga, roundtable session facilitator on Joint Regional Media Release: Cross-Jurisdictional Communication and Collaboration, Feb. 20-22, 2008
- **National Public Health Information Coalition Annual Summit**, Baltimore, Md., Sept 23-26, 2007
- **Health Literacy, the Community Connection: Research, Quality and Patient Outcomes**, 10th Annual Clinical Research Symposium, Children's Mercy Hospital, Sept. 15, 2006
- **Kansas City, Mo., Health Commission's Second Annual Health Summit**, Pioneer Community College, April 14, 2006
- **Emergency Preparedness Exercise**, Wyandotte County, Kan., March 10, 2006
- **Advances in Cardiac Arrest Resuscitation Symposium**, Kansas City, Mo., planning committee, Oct. 29, 2005
- **Injury Free Kansas City Strategic Planning Seminar: Bridging the Gap**, Diversity and Public Speaking in Injury Prevention, planner, April 5, 2005
- **American Indian Symposium**, Kansas City, Mo., Nov. 16-17, 2004
- **Bi-State Strategic National Stockpile Exercise**, Kansas City, June 23, 2004
- **Metropolitan Official Health Agencies of the Kansas City Area Annual Conference**, focus on AEDs, June 16, 2004
- **Injury Free Kansas City Strategic Planning Seminar: Funding Injury Prevention Efforts**, grant writing workshop, April 6, 2004

PROFESSIONAL MEMBERSHIPS

- **National Public Health Information Coalition (NPHIC)**, associate member 2004 – present; Marketing Committee, Emergency Preparedness Committee, 2008 – 2009; Pandemic Flu CERC Committee 2007 – 2008
- **Regional Homeland Security Coordinating Committee**, member, 2007 – present
- **Public Health Subcommittee**, member, 2007 – present
- **Risk Communication Task Force**, co-chair, 2007 – present
- **Regional Association of Public Information Officers**, member 2003 – present
- **Metropolitan Official Health Agencies of the Kansas City Area (MOHACKA)**, member, 2007 – present
- **Metropolitan Area Government Webmasters (MAGWeb)**, member, 2007 - present
- **Health Literacy Community Advisory Group**, member 2008
- **Web Liaisons of Information, News and Communication (WebLINC)**, member, 2008
- **Kansas City Health Care Communicator Society**, member, 2007
- **Metro KC Safe Kids Coalition**, member, 2005 – 2006

- **Partnership for Clear Health Communication**, 2005 - present
- **Health Literacy Community Task Force**, founder and chair, 2005 - 2007
- **Department Web Re-Design Committee**, cofounder and co-chair, 2005
- **Kansas City Regional Transportation Safety Coalition**, member, 2005
- **Internet Policy Oversight Group (IPOG)**, member, 2004 – 2007
- **Maternal and Child Health Coalition**, member 2004 – 2006
- **Injury Free Kansas City Coalition**, member 2004 – 2005
- **MOHACKA Education Committee**, member 2004
- **Heat Task Force**, member 2003 – 2007
- **Department Safety Committee**, co-chair 2004, chair 2004 – 2007, member 2008
- **Power of Inclusion/Employee Council**, member, 2002 – 2005
- **Diversity Committee**, charter member, 2001 – 2002
- **Trust, Respect, Rewards and Recognition Committee**, member, 2003
- **Employee Concerns and Suggestions Committee**, co-chair 2001 – 2003

TRAINING

- **Mass Antibiotic Dispensing: Public Information and Communication**, Department of Health and Human Services, Centers for Disease Control and Prevention, Overland Park, Kan., Sept. 10, 2008
- **Adult and Child CPR/AED**, National Safety Council, June 26, 2008
- **Mass Antibiotic Dispensing: Public Information and Communication**, Department of Health and Human Services, Centers for Disease Control and Prevention, Jefferson City, Mo., Feb. 27, 2008
- **Regional Public Information Officer Training**, Missouri Department of Health and Senior Services, June 25, 2008 and June 26, 2007
- **Principles of Public Health**, Pacific Public Health Training Center, May 13, 2008
- **State and Local Joint Information Center Training**, Missouri Department of Health and Senior Services, July 28, 2007
- **2007 Bioterrorism Regional Contract Staff Workshop**, Missouri Department of Health and Senior Services, April 25-26, 2007
- **2007 Bioterrorism Regional Contract Staff New Employee Orientation**, Missouri Department of Health and Senior Services, April 24, 2007
- **Learning Management Systems Training**, Heartland Centers, Feb. 20, 2007
- **US Department of Homeland Security National Weapons of Mass Destruction Standardized Awareness Program AWR-160**, Aug. 11, 2006
- **Advanced Crisis and Emergency Risk Communication Training**, Missouri Department of Health and Senior Services, June 27-28, 2006
- **Introduction to ArcGIS I**, City of Kansas City, Mo., March 13-14, 2006
- **Responding to Terrorist Incidents and Major Disasters: A large Scale Disaster Simulation Drill – Community Disaster Response Track, Public Information Officer**, KU Medical Center and University of Kansas Continuing Education, Sept 20-24, 2005
- **Cultural Competency Training**, March 22, 2005
- **News and Terrorism: Communicating in a Crisis**, Mid America Regional Council, Sept. 21, 2004
- **Blood-borne Pathogen Training**, American Red Cross, Aug. 13, 2004
- **CPR/AED/First Aid**, American Red Cross, Aug. 11-12, 2004
- **Fundamentals of Instructor Training**, American Red Cross, Aug. 10, 2004
- **Advanced Public Information Officer**, Emmitsburg, Md., June 28 – July 2, 2004
- **Current Public Health Challenges Facing Children and Adolescents**, Johnson County Public Health Department, June 16, 2004
- **Principles of Epidemiology**, City of Kansas City, Mo., Health Department, May 3 – 6, 2004
- **CDCynergy**, March 31, 2004
- **Emergency Preparedness Core Competencies**, Feb. and March, 2004
- **Heart to Heart Train the Trainer**, American Heart Association, Feb. 14, 2004
- **Basic Public Information Officer**, Mid America Region Council, Missouri State Emergency Management Agency, Dec. 9-10, 2003

- **Emergency Management Institute Courses** – National Incident Management System classes: FEMA IS-100, IS-200, ICS-300, ICS-400, IS-700, IS-702, ICS-800; 2004 – 2008
- **Missouri Licensed Lead Risk Assessor**, 2006, 2004, 2002, 2000
- **Missouri Certified Lead Paint Inspector and Lead Hazard Risk Assessor**, Baker Consultants 2005, 2004, 2002, 2000
- **Missouri Licensed Lead Inspector**, Missouri 1998
- **Missouri Certified Lead Abatement Worker**, Baker Consultants, 1998
- **Missouri and Illinois Certified Lead Paint Inspector and Lead Hazard Risk Assessor**, Environmental Training Center, St. Louis, Mo., 1998
- **Certified LPA-1 Operator**, RMD, 1998
- **Fourth Generation Management/Joiner Training**, 1998
- **New Horizons Computer Learning Center** Illustrator CS- Level 1, 2, 3; Dreamweaver MX – Level 1, 2, 3; Photoshop 7.0- Level 1, 2, 3; InDesign CS- Level 1, 2; 2004
- **City of Kansas City, Mo.** Introduction and Advanced Excel; Foundations of Excel Charting; Introduction, Intermediate and Advanced Access; Report Writing for Access; Introduction to Power Point; Effective PC Techniques; Lotus Notes R5; Internet and World Wide Web Conference, 2003 – 2004

HONORS AND AWARDS

- **Model Practice**, National Association of County and City Health Officials, for Joint Regional Media Release, 2008
- **Best Customer Service Practice Award**, 2008
- **Gold Award for In-house Television Production**, National Public Health Information Coalition, for Pandemic Flu PSA 2007
- **Silver Award for In-house Radio Production**, National Public Health Information Coalition, for Pandemic Flu PSA 2007