



**Ronda Zakocs, PhD, MPH (she/hers)**

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**SUMMARY**

* Worked for 30 years in public health to advance coalition-building; health & racial equity; and placed-based, social determinants of health, and upstream interventions.
* Deeply skilled in adaptive action, evaluation design, facilitation, reflective learning, and strategic planning for programs & systems change.
* Supported 68 foundations, nonprofits, government agencies, health systems, and universities.
* Consulted with 14 BIPOC-lead or culturally specific organizations.

**EDUCATION**

**PhD Health Education & Behavior**

University of North Carolina – Chapel Hill

**Masters Public Health (MPH)**

Boston University

**BA Journalism**

University of Oregon

**PROFESSIONAL EXPERIENCE**

* **Founder & Principal** | Insight for Action | Portland, OR | 2008-Present
* **Associate & Assistant Professor** | Boston University School of Public Health | Boston, MA |2000-2007
* **Evaluation Director & Project Coordinator** | UNC Injury Prevention Research Center | Chapel Hill, NC| 1995-2000
* **Evaluation Coordinator** | Boston University School of Public Health | 1992-1994
* **Health Educator** | Boston University, Division of Student Affairs | 1990-1991

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| **Teaching & Training** | **Publications** | **Professional Associations** |
| * Delivered over 25 practitioner-focused, evaluation-related trainings for organizations such as: CDC, Children’s Safety Network, Health Research Services Administration (HRSA), Kaiser Permanente, Northwest Health Foundation and Safe States Alliance.
* Taught graduate-level courses on program planning & evaluation at Boston University, Oregon State University, Portland State University, and University of North Carolina.
 | Co-authored over 20 peer-reviewed papers in such journals as: *American Journal of Industrial Medicine*, *American Journal of Preventive Medicine, American Journal of Public Health, Annual Review of Public Health, Health Education & Behavior, Injury Prevention, Journal of Adolescence, Journal of American College Health, Journal of Public Health Management & Practice, Journal of Public Health Policy, Journal of Studies on Alcohol, and Pediatrics.*  | * American Evaluation Association
* Oregon Program Evaluation Network
* Nonprofit Association of Oregon
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**EVALUATION**

**Cultivate Initiatives |Portland, OR (2023-2024)** Facilitated the design of an Evaluation & Learning Framework for Cultivate Initiatives that included: a theory of change, evaluation canvas (one-page evaluation plan), value proposition & guiding principle statements for evaluation; success metric dashboard of outputs and outcome indicators; a data roadmap (processes & tools for collecting data to measure outcomes & outputs); and action plan for implementation.

**Bon Secours Mercy Health | Cincinnati, OH (2023)** Supported the [Bon Secours Mercy Health Community Benefit](https://bsmhealth.org/giving-back/) group to design a theory of change and plan to evaluate the Direct Community Investment Fund and the Community Health Fund that provide funding to community-level efforts aimed at improving social determinants of health within the Bon Secours Mercy Health footprint.

**Columbia Gorge Health Council |Hood River, OR (2023)** Conducted an evaluation of the [Bridges to Health Program](https://www.cghealthcouncil.org/bridges-to-health-2#:~:text=Bridges%20to%20Health%20(B2H)%20is,addressing%20disparities%20in%20our%20systems) – a network of partner agencies that employs community health workers to increase access and address barriers to promote health and wellbeing for Hood River and Wasco County residents in need. The evaluation collected and analyzed multiple data sources to assess impact of Bridges to Health clients’ health, lift up key components of the program, and identify areas for improvement.

**City of Portland, Bureau of Planning & Sustainability | Portland, OR (2022).**Facilitated the design an impact model and evaluation framework with the City of Portland Bureau of Sustainability and a community-based Leadership Team for the [West Portland Town Center](https://www.portland.gov/bps/planning/wpdx-town-center) Accelerator Plan that aims to improve affordability and quality of housing for and social connections among a racially-diverse West Portland Park neighborhood.

**Northwest Health Foundation |Portland, OR (2013-2019)** Facilitated the design and implementation of a retrospective evaluation of the [Kaiser Permanente Community Fund (KCPF)](https://kpcf.squarespace.com/) – a 13-year initiative designed to support changes within early life, education, and economic systems that were community-led, equity-focused and collaboratively implemented. The $32 million initiative funded 207 projects led by 146 organizations. The evaluation included an outcome harvest methodology, success case studies and qualitative assessment of 20 grantees actions around the Fund’s guiding values. Provided technical assistance to 26 nonprofits and county health departments that received KPCF grants to support the design and/or evaluation of their system change interventions aimed at advancing early life, education, and economic opportunity. Technical assistance included facilitating a 9-month learning collaborative, two workshops and customized technical support.

**Centers for Disease and Prevention Foundation**|**Atlanta, GA (2009-2012)**Served as lead evaluator for DELTA PREP, a three-year national initiative designed to build the capacity of 19 statewide domestic violence coalitions to prevent intimate partner violence. Designed the *Data to Action Framework*, a process to guide practitioners in using rapid feedback cycles to generate actionable data for improving implementation of ongoing interventions. The Initiative was collaboratively funded and implemented by the CDC, CDC Foundation, and Robert Wood Johnson Foundation.

**CONSTORIA**

**Unite Oregon** | **Portland, OR (2023).** Conducted a coalition assessment of the [Southwest Corridor Equity Coalition](https://swcorridorequity.org/) (SWEC) and facilitated a co-design process to design strategy canvases for two high priorities – affordable housing and multi-cultural center.

**Washington County Health and Human Services | Portland, OR (2022-2023).**  Supported the design of a strategic framework, action plan, and launch of over a 100-member collaborative with the intent to disrupt and prevent adverse childhood experiences by executing system strategies to shift priority social determinants of health.

**Community Foundation of Greater New Haven | New Haven, CT(2011-2013).** Facilitated a team to design and implement a partnership assessment of the New Haven Healthy Start’s Community Action Network (CAN), a program designed to improve infant health equity and funded by the US Maternal and Child Health Bureau.

**Connecticut Health Foundation | Hartford, CT (2003-2009)** Served as lead evaluator for two children’s mental health initiatives: 1) a three-year initiative aimed at building the organizational capacity of 12 community collaboratives seeking to improve local systems of care for children with severe behavioral health problems; and 2) a two-year planning initiative aimed at supporting 11 community groups’ efforts to develop comprehensive, community-based, secondary prevention systems for children at-risk for behavioral health problems.

**SYSTEMS CHANGE**

**The National Institute for Child Health Quality | Boston, MA (2023-2024).**  Partnered with the [Healthy Start Technical Assistance and Support Center](https://healthystartepic.org/about-hs-epic-center/services/) to design the *Monitoring Outcomes for Viable Evaluation (MOVE) Framework and Toolbox for Systems Change Evaluation.* The Framework articulates three guiding principles (Think in Systems, Center Racial Equity, Engage Community), contains six components (Systems Landscape, Upstream Interventions, Collaborative Assessment, Evaluation Roadmap, Ripple Effects, and Data-to-Action), and includes 13 user-friendly tools to support local [Healthy Start](https://mchb.hrsa.gov/programs-impact/healthy-start) programs and other maternal and child health programs to integrate systems change evaluation into their upstream strategies. Using the Framework, we are providing technical assistance to Healthy Start programs to design and implement evaluation of their systems change interventions.

**The National Institute for Child Health Quality |Boston, MA (2021-2022).** Collaborated with the[Healthy Start Technical Assistance and Support Center](https://www.healthystartepic.org/)todesign an action planning toolkit for and provided technical assistance to local Healthy Start Programs aiming to implement system strategy-focused actions plans to shift social determinants of health to improve infant health equity.

**Northwest Health Foundation | Portland, OR (2013-2019).** Provided technical assistance to 26 nonprofits and county health departments that received [Kaiser Permanente Community Health (KPCF) grants](https://kpcf.squarespace.com/) to support the design and/or evaluation of their system change interventions aimed at advancing early life, education, and economic opportunity. Technical assistance included facilitating a 9-month learning collaborative, two workshops and customized technical support.