



REGINA FORD

WILLOW COMMUNICATION
STRATEGIES, LLC

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STRATEGIC PLANNING AND LEADERSHIP

- Successfully led the strategic design and implementation of a multimillion dollar public health learning and development initiative to train over 200 staff on best practices resulting in a 65% increase in knowledge retention and practical application of learned skills.
- Provided technical expertise to ensure the behavioral health integration effectiveness and impact on national medical facilities and educational organizations.
- Developed and executed a comprehensive strategic plan to enhance access to community-based care, OUD medication treatment, and cutting-edge overdose prevention within hospital settings.

EQUITY AND INCLUSION

- Integrated health equity metrics and innovative solutions into statewide strategic initiatives, advancing quality improvement and addressing social determinants of health.
- Provided technical expertise to ensure the program's effectiveness and impact on national medical facilities and educational organizations; collaborates with key stakeholders to provide visionary leadership for transformative hospital-based harm reduction initiatives.
- Developed and executed a comprehensive strategic plan to enhance access to community-based care, withdrawal maintenance medication treatment, and cutting-edge overdose prevention within hospital settings.

COMMUNICATION AND INSTRUCTION

- Designed public policy curriculum, campaigns, and legislative activities for statewide community members and organizations.
- Social and emotional learning (SEL) instructor at Mastery Charter Schools

BEND. DON'T BREAK.