

MAUREEN JOY GUTHKE, MPH, CTTS

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PROFESSIONAL EXPERIENCE

Assistant Director, Tobacco Free Florida AHEC Cessation Program **04/2015-Present**

University of South Florida Area Health Education Program (USF AHEC)
Tampa, FL

- Reports to the AHEC Tobacco Program Director and is responsible for contract monitoring and management of activities associated with the USF AHEC Tobacco Contract and AHEC centers subcontracts affiliated with the FL DOH Bureau of Tobacco Free Florida.
- Collaborate with the AHEC Tobacco Program Director and Fiscal & Business Specialist to assure compliance with terms, procedures and deliverables stipulated in the tobacco contracts.
- Creates quarterly reports and works closely with external evaluators (RTI and PDA) to assess the performance and effectiveness of the AHEC Tobacco Program.
- Supports the activities related to the systems change initiative as outlined in the USF AHEC Tobacco Contract. Recruits, trains and assists providers and healthcare systems regarding identification of tobacco using patients and promotion of cessation services.
- Supports the efforts of the Program Director to engage faculty across USF Health colleges develop and integrate anti-tobacco curricula across all USF Health colleges and within all years of the medical school curriculum.

Wellness Coordinator

05/2010 – 4/2015

Healthchoice at Orlando Health
Orlando, FL

- Designed and implemented a three year proposal to enhance Orlando Health's existing employee wellness programs, aligning the goals to meet WELCOA's best practices and the organizations vision for a creating a culture of health and wellness targeting the 14,000 team member population.
- Provide leadership in defining wellness program benefits, services, medical plan premium incentives, platform, and vendor relationships in compliance with federal laws and regulations including HIPPA, GINA and PPACA.
- Provide program expertise in curriculum development, implementation and evaluation of health management programs for Healthchoice members with Diabetes, Heart Failure, Hypertension, Asthma, COPD and a BMI over 30 using various health behavior methods including appreciate inquiry and motivational interviewing.
- Manage health promotion and prevention activities including annual biometric screening, health risk assessment and flu shot campaign for Orlando Health employees.
- Monitor and present program outcomes to executive leadership team and medical director for ongoing support.
- Collaborate with Internal Communications department to develop communication and marketing campaigns to increase team member awareness of program activities.
- Maintain ongoing enrollment, tracking and analysis of program activities and outcomes through McKesson Disease Monitor Software and healthcare utilization trends through Verisk Health Medical Intelligence Software.

Tobacco Cessation Specialist**11/2008 - 04/2010**

Gulfcoast North Area Health Education Center, Inc.
Land O'Lakes, FL

- Developed, implemented and evaluated training programs for health care providers on national recognized tobacco cessation guidelines and CDC best practices.
- Planned and conducted tobacco cessation counseling sessions and support groups with referred patients at participating Federally Qualified Community Health Centers and community organizations including hospitals and worksites reaching participants in Hillsborough and Pinellas counties.
- Developed and implemented an effective data collection model that captured data on participants, participating sites, success and relapse rates, and effectiveness of promotional efforts to report to the FL Department of Health and CDC.

**Coordinator, Community Health Education &
Community Contracts Manager****01/2005 – 11/2008**

Gulfcoast North Area Health Education Center, Inc. (GNAHEC)
Land O' Lakes, FL

- Planned, implemented, and evaluated GNAHEC community health education and health promotion programs using evidence based practices and social behavioral theories as required by agreements with the University of South Florida AHEC Program Office, Florida Department of Health and HRSA.
- Responsible for all planning and logistics related to the Community Health Worker Training program on various topics and screening services including breast and cervical cancer, breastfeeding promotion, cardiovascular disease, diabetes, and maternal and child health as directed under the Florida AHEC Network. Over 32 CHW's had participated in the program in 2008 and had provided a service to a total of 4,327 community members.
- Fulfilled all requirements of the Older Americans Act Title III-D grant providing over 300 seniors of Citrus and Hernando counties with free Health and Wellness Program activities including management of chronic illnesses, injury prevention, medication management and health screening services under the Department of Elder Affairs.
- Directed and managed Letter of Agreements between GNAHEC and community partners for community projects related to AHEC mission.

Health Service Representative**03/2003 - 11/2004**

Hillsborough County Health Department
Tampa, FL

- Conducted field visits to perform directly observed preventive therapy of Tuberculosis medication among the high-risk refugee population.
- Monitored and managed patients for compliance, monthly follow up visits, and potential for adverse reaction to treatment.
- Implemented crystal report accessibility into the TB/Refugee Program in Hillsborough County to assist with surveillance of project target testing among high-risk population.
- Coordinated with community organizations and private providers to improve TB, health care and other social services to the refugee population.
- Collaborated with Florida State Health Department TB and Refugee Bureau to strengthen TB prevention and treatment efforts in Hillsborough County.

Maternal/Child Health Advocate**06/1998 - 08/2000**

US Peace Corps. Volunteer
Niger, West Africa

- Conducted a community health needs assessment of nutritional services and activities for the village of Dan Bago, population approximately 5,000.
- Worked in collaboration with Ministry of Health of Niger to provide growth monitoring, breastfeeding education, pre and post natal screening services, immunization campaigns, and proper weaning practices.
- Developed and coordinated a 5 day UNICEF funded mid-wife and male health worker training, successfully training 20 health workers in Dan Bago and surrounding villages.

EDUCATION

Master of Public Health, 2005

Health Education
University of South Florida, Tampa, FL

Bachelor of Science, 1998

Medical Biology
University of New England, Biddeford, ME

Semester Abroad, 1997

Spanish
Institute Cultural, Oaxaca, Mexico

CERTIFICATIONS

Certified Tobacco Treatment Specialist, 2016

The Florida Certification Board

CPR/ AED Certification, 2014

Health Care Provider BLS
American Heart Association

Certified Health Education Specialist (CHES), 2014

National Commission for Health Education Credentialing, Inc.

Certified Health & Wellness Coach, 2014

Wellcoaches Corporation
American College of Sports Medicine

Certified in Public Health, 2011

The National Board of Public Health Examiners

Certified Tobacco Cessation Specialist, 2009

Addiction Professionals Certification Board, Inc.
University of Medicine and Dentistry of New Jersey