

Meet the Culture of Health Prize Team

Health Resources in Action (HRiA)

HRiA is RWJF's lead partner in managing the yearly Prize program, including the RFP process and alumni engagement opportunities.



Ana Maria De La Rosa (she/ella)
Managing Director of the RWJF Culture of Health Prize

Ana Maria De La Rosa is a Managing Director of Healthy & Equitable Communities at HRiA. Ms. De La Rosa's career is rooted in supporting historically oppressed and marginalized communities through grantmaking, organizing, technical assistance, and capacity building. Her previous experience ranges from supporting localized farmworker movements, national immigration policy campaigns, and international climate justice advocacy. She has a BA in Political Science and International Global Studies and a public health graduate degree in Health Advocacy from Sarah Lawrence College.



Heidi Klein (she/her)
Managing Director of the RWJF Culture of Health Prize

Heidi Klein is a Managing Director of Healthy and Equitable Communities at HRiA. Ms. Klein brings 30+ years of strategic public health leadership working with leaders at the national, state, and local levels to create healthy and equitable communities through public policy, cross-sector engagement, and community action. Her practice focuses on leading governmental innovation, guiding complex systems change, facilitating cross-sector dialogue [that brings together quantitative data with community voices and values], and building multidisciplinary teams that can navigate through uncertainty. Centering community voices to advance health equity and creating accountability structures in governmental agencies and health care systems has been fundamental in this work. Ms. Klein most recently served 10 years as Director of Planning for the Vermont Department of Health, including 2 years as



Operations Director and Health Equity Advisor in leading the state COVID-19 response. Previously she worked with a variety of state and national leaders including the National Association of County and City Health Officials (NACCHO), Association of State and Territorial Health Officials (ASTHO), American Public Health Association (APHA), Association of Public Health Laboratories (APHL), and National Network of Public Health Institutes (NNPHI). She is a founder of both the Vermont Public Health Association (VtPHA) and the Vermont Public Health Institute (VtPHI). Ms. Klein received her master's degree in public health at University of Massachusetts, Amherst and her BA in Cultural Anthropology at the University of Michigan, Ann Arbor.



Albaney Gray (she/her)
Program Coordinator of the RWJF Culture of Health Prize

Albaney Gray is a Program Coordinator for Healthy & Equitable Communities at HRiA. Albaney received her B.S. in Psychology from Florida A&M University and her Master of Public Health with a Maternal and Child Health concentration from Florida International University. Ms. Gray has experience in capacity building, community outreach, and cross-sector collaboration. She has a passion for addressing health inequities, dismantling racial disparities, and advocating for health promotion in all communities.

Prior to joining HRiA, she worked with her local health department to support the counties COVID-19 surveillance and mitigation initiative.



Victoria Broussard (she/her)
Senior Program Officer of the RWJF Culture of Health Prize

Victoria Broussard is a Senior Program Officer in Health & Equitable Communities at HRiA. She has a background in program and grant management, health promotion, injury, and violence prevention, and community engagement. Her experience as a health educator ranges from occupant restraint to smoking cessation, injury and risk reduction, and transporting fragile infants and children. Victoria has an MEd in Health Promotion and Human Performance and is pursuing her Doctor of Public Health.



Michelle Stuart (she/ela/ella)
Program Officer of the RWJF Culture of Health Prize

Michelle Stuart is a Program Officer under Community Health Grantmaking at HRiA. As an experienced project manager, analyst, and organizer, she prioritizes equitable grantmaking practices across all her projects and works to ensure that racism and lived experiences of oppression are being addressed while communities are given the resources and platform they need to progress. Michelle has a BA in Psychology with a background in qualitative research and a specific focus on race relations within the context of higher education and healthcare. She also has several years of experience working in the Greater Boston Area's non-profit sector, focusing on BIPOC community engagement and coalition building while centering a trauma-informed lens.



Jennifer Lee (she/hers)
Vice President, Grantmaking

Jennifer Lee is the Vice President of Grantmaking at Health Resources in Action. In her role, she provides strategic leadership for our biomedical, racial equity, and community grantmaking portfolios. She previously served as the Managing Director for Community Health Grantmaking. Ms. Lee brings a wealth of knowledge and extensive experience in grantmaking and program planning. Before joining HRiA, she served as a program officer – for more than 10 years – at the Blue Cross Blue Shield of Massachusetts Foundation. In this role, she oversaw grantmaking programs focused on social equity, outreach and enrollment, and capacity building to further the Foundation's mission of expanding access to health care. Ms. Lee has held several board appointments and completed notable fellowships, including the Massachusetts Institute for Community Health Leadership and the Terrance Keenan Institute for Emerging Leaders in Health Philanthropy. She received her bachelor's degree in biology from Boston College and a master's in public health from Tufts University School of Medicine's Public Health and Professional Degree program. In her role, she provides strategic leadership for our biomedical, racial equity, and community grantmaking portfolios.



Heather Hyden (she/hers)
Senior Program Officer-Operations, Healthy and Equitable Communities

Heather Hyden is a Senior Program Officer, Operations at HRiA. She has over 14 years of experience in community development and food systems equity. Her career spans diverse sectors, with experience in local government, community organizing, academia, and philanthropy. Her work has focused on participatory planning, coalition development, story-based evaluation, racial equity, and liberatory education.

She recently served as Senior Portfolio Officer at the Humana Foundation, overseeing grantmaking in Kentucky, Louisiana, and Southeast. She has a BA Honors in Geography and Urban Planning from the University of Memphis and an M.S. in Community and Leadership Development from the University of Kentucky.

Spitfire Strategies

Spitfire is a strategic communications firm that partners with advocates, nonprofits and foundations working to make the world a more just place. Spitfire is working to develop the field of public interest communications and is a leader in communication and cultural strategies for narrative change. Spitfire leads communications activities and strategies to support the Prize community. Each of the Spitfires below will support Prize alumni as capacity building facilitators related to communications.



Claire de Leon (she/hers)
Vice President

Claire lives and breathes effective messaging to inspire liberation. Claire's work spans reproductive justice, technology justice, and health equity. She is the chair of the Leadership Conferences' Civil Rights and Technology Table's repro x tech working group, born of [this communications guide](#) she led development of. Claire is a trained health educator with a masters in public health where she focused on Black maternal health and birth justice. She is a seasoned communications professional who has collaborated with hundreds of organizations, advocates, and movement leaders

to share stories that build political will for social and racial justice. Claire draws from 15 years of



communications experience, including directing communications for UCSF's statewide California preterm birth initiative.



Kristiana Jordan (she/hers)
Director

Kristiana uses her communications expertise to connect the dots across issues areas and perspectives in her justice-focused work. She provides media relations, campaign, research, and messaging support to clients working on everything from privacy and surveillance to discrimination against Black hair. At the Massachusetts State Senate Kristiana focused on stakeholder engagement and translated legal jargon into layman's terms for bill summaries. An abortion doula in training, Kristiana worked closely with Claire to develop a

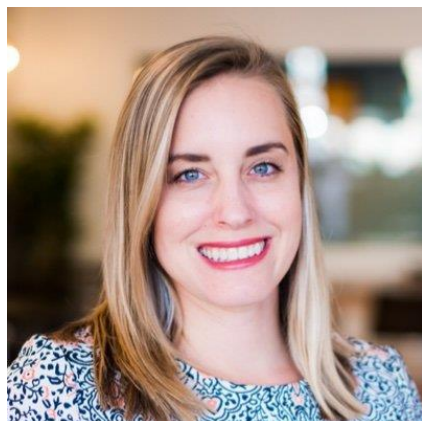
communications guide focused on the intersection of tech surveillance and abortion criminalization. She also led communications around the criminalization of pregnancy outcomes while working at Color Of Change.



Ellie Klerlein (she/hers)
Managing Senior Vice President

Ellie brings nearly two decades of experience in strategic communication, digital strategy, coalition management, and advocacy communication to Spitfire. She helps organizations craft strategic digital communication to achieve their policy objectives and enhance their advocacy campaigns. She applied her digital chops to supporting Just Label It, a campaign to pressure big food companies to support mandatory labeling of GMOs. Ellie trains numerous organizations on digital strategy and implementation, including grantees of the Robert Wood Johnson Foundation

(RWJF), Office of Adolescent Health and Blank Foundation, participants in Spitfire's Executive Training Program, and local partner organizations of the United Way and the Center on Budget and Policy Priorities. Ellie partnered with the Lown Institute to create messages to describe its important work transforming the health system in the U.S. Before joining Spitfire, Ellie directed advocacy and voter engagement campaigns with National Council of La Raza (now UnidosUS) Affiliates and the organization's digital activist network on national campaigns to advance immigration reform, fair housing practices, and health care reform.



Karley Kranich (she/hers)
Director

Karley helps companies and nonprofits find their voice and tell their story. She has led communications departments, worked within nonprofits and advised corporate departments. With a background in journalism, Karley enjoys helping clients identify a media hook and develop compelling messages. There, Karley led a full-scale marketing campaign for a neighborhood in Arlington, Virginia struggling during the COVID-19 outbreak, using earned media, paid advertising

and digital strategies. While at the Environmental Defense Fund (EDF), Karley led communications for the sustainable Supply Chain team and served as the main media contact. Karley managed communications for EDF Climate Corps, a fellowship program that trains and matches graduate students with host companies to complete projects on renewable energy, ESG reporting and exploring innovative sustainability solutions. At UpShift, Karley led the day-to-day activities for several of the firm's environmental clients, garnering them earned media and elevating their leadership profiles.

Robert Wood Johnson Foundation (RWJF)



Katrina E. Badger (she/hers)
Program Officer

[Katrina Badger](#) is a program officer with the Robert Wood Johnson Foundation, focusing on efforts to support healthy, equitable communities. At the heart of this work is creating social, economic, and environmental conditions that allow communities and their residents to thrive. Currently, Katrina is engaged in the Foundation's work to understand the unique opportunities and challenges of

supporting thriving rural communities and regions. Before joining the Foundation, Katrina was senior associate at Grant Thornton where she assessed the effectiveness of psychological health programs across the Department of Defense and provided independent



recommendations on health programs, policy, and research to the Secretary of Defense. In prior roles as a neighborhood liaison with the New Orleans Mayor's Office of Neighborhood Engagement and as director of operations for REACH NOLA Katrina worked to improve access to, and quality of, programs and services for people in New Orleans.



Abbey K. Cofsky (she/hers)
Managing Director – Program

Abbey Cofsky is managing director for the Robert Wood Johnson Foundation's work to promote healthy, more equitable communities. In this role, she oversees efforts to build healthier environments, catalyze local efforts to prevent disease, promote health, and address the social

determinants of health. She views her work as an opportunity to advance sustainable changes that engage all sectors of a community, from government and policymakers, to businesses and civic groups, to parents and volunteers. As she describes it, "We want to put better health within everyone's reach. Across America, these changes are happening, and communities are transforming themselves in ways that close gaps and ensure that everyone has the same opportunity to better health."



Elías Enenbach (he/him)
Senior Communications Officer

[Elías Enenbach](#), senior communications officer, brings extensive bilingual communications and marketing experience to the Robert Wood Johnson Foundation, which he joined in 2022. In his position amplifying the Foundation's work toward healthy communities and impact investing, he draws on his global health communications background distilling health research and uplifting the work of local members and partners worldwide. Prior to joining the Foundation, Elías directed communications at CORE Group, an organization that

convenes global community health practitioners to share knowledge and improve health among communities that are underserved. There he participated in global advocacy coalitions and led a



Robert Wood Johnson Foundation

project to promote COVID-19 vaccine confidence. He previously developed strategic communications to engage policymakers, advocates, and the media on global public health while at Vital Strategies, the Guttmacher Institute, and Fòs Feminista (then International Planned Parenthood Federation/Western Hemisphere Region).