

## **Karen M. Webb, M.Ed.**

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Experienced public health educator with outstanding leadership and management skills. Experienced in coalition building, teambuilding, training and public speaking. Excellent organizational and project management skills. Strong ability to assess project and envision final product. Proven ability to work with people of diverse backgrounds and skill levels.

### ***Experience***

#### **Director**

**April 2007-Present**

##### Alamance Citizens for a Drug Free Community

Administrator for community substance abuse prevention initiatives. Manages fiscal responsibilities and other reporting requirements to funders. Coordinates coalition functions including community mobilization, training, community education, grant writing, advocacy and marketing and media events. Coordinated efforts for the formation of the Alamance Citizens for a Drug Free Community, a public, non-profit organization. Wrote and received a five-year Federal Drug Free Communities Grant to enhance local prevention efforts around underage drinking and prescription drug abuse.

#### **Social Marketing Consultant**

**June 2010-October 2011**

##### Alamance Alliance for Children and Families

Developed and coordinated Social Marketing programs and campaigns that increase the awareness and capacity to sustain services for children with social/emotional concerns. Develop with consumers and community partners resource materials such as media advisories, press releases, brochures. Planned community events to engage local constituents including mental health and early childhood professionals, families and consumers. Developed web and other social media content to promote the Alamance Alliance and the Alamance System of Care. Served as lead staff person for the Alamance Alliance Social Marketing Committee.

#### **Regional Program Specialist**

**February 2007-July**

**2008**

##### Mental Health Association in North Carolina

Provided education and consultative services to a four county catchment area in the areas of mental health and substance abuse education. Assisted with coalition building, community education, grant writing, program planning and community organizing.

#### **Consumer Affairs and Community Relations Coordinator**

**January 2006-**

**April 2007**

##### Alamance-Caswell-Rockingham Local Management Entity

Served as Local Management Entity liaison to the community. Provided community education, substance abuse prevention, public information and consultative services to the community. Served as LME liaison to the legislatively mandated Consumer and Family Advisory Committee of the LME. Provided oversight to the Local Business Plan.

#### **Director of Consultation and Education Services**

**July 1987-January 2006**

##### Alamance-Caswell Area Mental Health, Developmental Disabilities and Substance Abuse Authority.

Managed a department and supervised staff that provided community organization and development, substance abuse science-based prevention, training events, community education, public information, public relations, program planning and evaluation, staff development as well as other specialized

programs to targeted populations. Customers included health and human service agencies, governmental institutions, schools and universities, law enforcement, churches, businesses and the public.

- Provided leadership for the Area Program to be awarded national certification by the Council on Accreditation.
- Led efforts for Alamance County to become a Certified Healthy Carolinians Community. Served on Steering Committee, Personnel Committee and chair for the Substance Abuse Task Force for Healthy Alamance.
- Primary grant writer and administrator for a science-based substance abuse prevention grant through the Center for Substance Abuse Policy. Project is recognized as a model across the state, winning the N.C. Outstanding Prevention Program in 2001.
- Facilitator for *Afterglow*, an outdoor experiential learning ropes course and teambuilding program based on the Outward Bound School.
- Implemented training programs for those within and outside the agency, which addressed issues such as team building, communication skills, managing change and customer service.
- Facilitator for Critical Incident Stress Debriefings, a service for emergency services personnel and others after a critical incidence (e.g. line of duty death, hostage, murder, or suicide).

**Community Services Consultant-Consultation & Education Services      January 1984-July 1987**

Consultation and Education Services, Alamance- Caswell Area Mental Health, Developmental Disabilities and Substance Abuse Authority.

- Provided consultation, education and training to the community including those in human services agencies, schools, governmental agencies and business. Provided public relations activities including media activities, news releases and speaking engagements. Developed newsletters, brochures, and project proposals. Planned conferences, workshops and training events for Area Program staff and community.
- Developed *Alamance County Interagency on Aging*, a network of professionals who provide services to the elderly. Led a community needs assessment, *Child Watch*, which resulted in the development of the Alamance Coalition on Adolescent Pregnancy, a United Way Agency. Organized and facilitated a Domestic Violence Program for couples involved in domestic violence. Coordinated clinical staff development training.

***Education***

Master of Education-Public Health Education  
University of North Carolina at Greensboro

Bachelor of Science in Public Health- Health Behavior and Health Education  
University of North Carolina at Chapel Hill

***Certification***

Certified Health Education Specialist (C.H.E.S.) by National Commission for Health Education Credentialing, Inc.

***Professional Affiliations***

North Carolina Chapter, Society for Public Health Education, Inc. Secretary 1991, President 1994,  
Historian 1998

Adjunct Faculty Member-Department of Health Behavior, Gillings School of Global Public Health,  
UNC-Chapel Hill, 1990-1992, 1995-1996, 1999-Present

Executive Education Consultant - Fuqua School of Business, Duke University, N.C. 1996-2000.

Burlington Toastmasters Club #1835 Distinguished Toastmaster (DTM) 1992 Area B6 Governor 2001-  
2002.

### ***Professional Conferences and Publications***

Webb, Karen M., "Current and Preferred Recreational Activities of a Selected Elderly Population" University of North Carolina at Greensboro, Masters Thesis. Poster Presentation at the 1987 N.C. Society for Public Health Education Annual Meeting.

"Health Educators in Mental Health." Panel Presenter at the 2001 N.C. Society for Public Health Education Annual Meeting.

"Mental Health Reform and Implications in the Public Health System" Presenter at the 2006 N.C. Society for Public Health Education Mid Year Meeting.

"Engaging Local, State and National Partners for Community Change: The North Carolina Coalition Initiative" Panel Presenter at the 2010 Community Anti-Drug Coalitions of America (CADCA) 20<sup>th</sup> Annual National Leadership Forum.

Johnson, H.H., Becker, C., Inman, L, Webb, K., & Brady, C. (2010). Why Be Smoke-Free? A Qualitative Study of Smoke-Free Restaurant Owner and Manager Opinions. *Health Promotion Practice*, Vol. 11. No.1, 89-94