

NICOLE ANGELOU KERR, MPH, RDN, LDN, BTDT

520 N. Kalaheo Ave. • Kailua, HI • 96734 • 808-265-3090 © • nicole@nicolekerr.com

PROFESSIONAL SUMMARY

Program director, health and wellness expert, speaker, author, and nationally recognized leader who created, directed, managed and evaluated a broad range of health-related programs. Experience with Federal and State governments, non-profit, military, academia, healthcare institutions and private-sector settings. Social marketing and health communication expert with strong strategic planning and staff leadership qualities. International public speaker, facilitator, and educator who has proven effective with a broad range of audiences including children, teens, adults, seniors, and ethnically diverse populations. Excellent communication skills enhance ability to translate current health research findings into consumer-friendly messages in a clear, concise, fun manner. Nutrition and lifestyle counseling. Business savvy.

EXPERTISE

- Leadership (strategic planning, staff supervision, building public health partnerships, excellent budget management, etc.)
- Social Marketing and Health Communications
- Chronic Disease Prevention and Health Promotion
- Training and Teaching
- Public Speaking and Public Relations
- Clinical specialties: Wellness/General Lifestyle, Diabetes, Obesity/Overweight, Eating Disorders, Cardiovascular, Cancer, Worksite Wellness

ACCOMPLISHMENTS

CASTLE MEDICAL CENTER

Wellness & Lifestyle Medicine Director

Provide inspiration and tools for employees and community to be healthy. Oversaw and manage staff of 11. Direct award winning LivingWell employee worksite wellness program (Healthiest Worksite in the State 2012, 2013, 2014). Program Coordinator for AADE diabetes self-education program. Lead for Community Health Needs Assessment. Secured grant funding to provide tobacco cessation to the community (450K), innovation grant for being active at work and Breast Cancer Wellness Grant. Led effort to become first Blue Zone approved worksite in state of Hawaii. HMSA Blue Zone worksite co-chair and Windward Oahu representative. CEO Cancer Center Gold Standard Employer. American Heart Association Fit Friendly Worksite Gold certification. In Sickness and In Health lead for monthly physician talks to the community. Steering Committee for DOH Pre-Diabetes Initiative. Provide medical nutrition therapy counseling.

GENESIS CONCEPTS AND CONSULTING

US AIR FORCE (HEADQUARTERS, AIR FORCE MEDICAL OPERATIONS AGENCY, AFMOA)

Health Promotion Nutrition Program Manager

Develop nutrition and health promotion/wellness programming and provide nutrition expertise to all 78 US Air Force bases worldwide. Represent USAF Health Promotions on pertinent Department of Defense committees. Conduct all nutrition trainings either at workshops or by Defense Connect Online. Developed new Air Force Healthy Weight Program, Better Body.

Better Life and trained field. Oversaw implementation and assessment of Military Nutrition Environmental Assessment Tool (m-NEAT) for 2011 (baseline data). Revised current BE WELL on-line program for airmen failing fitness test. Faculty for School of Aerospace Physiology at Wright Patterson AFB, Ohio. Managed Better Foods. Better Bodies, social marketing campaign targeted to single airmen and female spouses to increase healthy choices.

DEER KERR CONSULTING, LLC

Private Practice (Outpatient), Nutrition Therapist

Specialize in the treatment of whole-person health with specializing in emotional and spiritual wellness. To include emotional eating, weight issues, disordered eating and general lifestyle issues related to wanting to feel good.

Consultant, Health & Wellness

Clients include: Aloha Nursing & Rehab Centre, Dole Food Company, Pediatric Foundation of Hawaii, State of Hawaii Department of Education (DOE), State of Hawaii Department of Health (DOH), Kapiolani Medical Center, University of Hawaii Athletic Department, American Academy of Pediatrics-Hawaii Chapter, Kamehameha Schools, South Australia Department of Education and Children's Services, Red Roo Media Group, & St. Francis Healthcare System.

SODEXHO, INC.

Clinical Dietitian, Queen's Medical Center

Specialty: Oncology, inpatient and outpatient. Held nutrition classes bi-monthly, monthly seminars, provided health education.

HUI OLA PONO, SONDH, UNIVERSITY OF HAWAII AT MANOA (UH)

Executive Director

Help establish and direct a Family Health Resource and Training Center, Hui Ola Pono, at the School of Nursing and Dental Hygiene at UH. The Center is an innovative, interdisciplinary community where students, faculty and partners promote health in Hawaii through learning and service.

- Led faculty through process to name and create vision and mission statements for the Center.
- Plan, coordinate, manage, and evaluate all Hui Ola Pono projects (including two conferences).
- Recruit, orient, supervise and evaluate personnel.
- Oversee budget and prepare quarterly and annual reports.
- Work with internal and external stakeholders to communicate, gauge, and measure progress.
- Represent the programs of the Center to agencies, organizations and general public.
- Partnership with State of Hawaii Department of Human Services to increase the efficiency and effectiveness of the Medicaid system through quality assurance, administrative case management, increased access to child mental health services, planning for the Personal Assistance Services program and assistance in understanding the new Early Periodic Screening Detection and Treatment (EPSDT) childhood obesity performance improvement plan.

AMERICAN CANCER SOCIETY (ACS) HAWAI'I PACIFIC, INC.

Vice President of Health Initiatives

Provided strategic vision and staff leadership in planning and implementation of cancer detection, treatment, prevention, patient services and advocacy.

- Led people and processes in a systems delivery approach to health initiatives. Created, developed and nurtured strategic alliances, appropriate partnerships (including local, State and Federal health programs). Built relationships and network with health professionals, researchers, media representatives, public officials, community leaders and the public. Oversaw administration of grants and special funding opportunities. Help develop, implement and evaluate metrics for department.

UNIVERSITY OF HAWAII AT MANOA

Project Director, Fun 5- Physical Activity and Nutrition program

Fun 5 promotes physical activity using the Sport, Play and Active Recreation for Kids (SPARK) curriculum and healthy eating for elementary-aged children in 154 A+ after-school sites statewide.

- Managed day-to-day operations of program including training, implementation, evaluation, and fund-raising activities. Initiated and facilitated community buy-in of program. Researched best practices and oversaw development, implementation and evaluation of nutrition component. Facilitated partnership with DOE and Hawaii Medical State Association (HMSA). Received awards from DHHS and Society of Behavioral Medicine.

Lecturer, University of Hawaii at Manoa and Kapiolani Community College

Currently (Summer): Healthy Eating and Physical Activity Strategies K-12

Previously: Sports Nutrition and Weight Management

PROJECT LEADERSHIP AT THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

Project Director, National Bone Health Campaign

A five-year social marketing/communications campaign to educate young girls about bone healthy behaviors.

- Managed and directed contract with a \$1.6 million annual budget. Oversaw partnership development with Federal, state and non-profit organizations. Developed website. Participated in national media campaign.

Project Director, Personal Energy Plan (PEP)

A worksite wellness program using a social marketing approach that encouraged healthy eating and physical activity.

- Developed and piloted in five worksites across the country with positive results. Negotiated partnership with the Cooper Institute for Aerobic Research to assure continuation of the program.

Project Director, the StairWELL Project

An award-winning program that re-designs stairwells to increase physical activity among employees.

Initiated idea, secured funding (\$16,000) and formed working committee. Achieved a significant 9% increase after three years of intervention. Received national media coverage, which has generated hundreds of inquiries for replication. Highlighted as a CDC "best practice".

Co-Leader, Americans in Motion for 30 Minutes (AIM30)

A three-year physical activity initiative for state health departments.

- Coordinated planning and implementation of twelve regional conferences with state health departments. Facilitated and presented training sessions at each conference.

Project Director-Intervention, Healthy Choices, Healthy Children (HCHC)

A pilot intervention that looks at a pediatrician-based office setting as a way to change eating and activity patterns of children at risk for overweight.

- Supervised contractors and led planning and development team to produce materials for the HCHC intervention including a 20-minute video and supporting tips sheets for behavior change.

State of Hawaii Department of Health, CDC Detail Assignment (Fall, 2002)

- Provided 5 year social marketing strategic plan for state “Start. Living. Healthy.” campaign. Develop website materials and assist with activities related to the campaign.

MEDIA ACTIVITIES

- Interviewed multiple times for KHON-Honolulu, HI, for Eldercare series. KGMB/KHNL-Hawaii News Now: Living 808, Sunrise segments.
- Multiple radio interviews on The Fish/Salem Media for Blue Zones, Diabetes, Wellness, etc.
- Interviewed on CNN (*Sonya Live*, *On the Menu*, *Your Health and Accent Health*), Food Channel’s *Good Eats*, PBS series *The Dish*, WBZ-TV in Boston, MA, WBRZ-TV in Baton Rouge, LA, Fox-5, Atlanta, GA, and KMGB-TV in Honolulu, HI.
- Appeared as the nutrition instructor in conjunction with the televised ESS classes on community television channel (Oleo) in Honolulu, HI.
- Appeared as nutrition expert on Hawaii Pacific Neuroscience weekly “Your Brain Matters” television series.
- Spokesperson for the National Bone Health Radio Tour involving over 30 radio interviews and internet chat room discussions.
- Innovative, award-winning CDC Stairwell Project received coverage in *Newsweek* and featured on CNN.
- Appeared as the nutrition expert in several educational videos for public and private sector.
- Researched, wrote and placed articles in *USA Today*, *Pillsbury’s Fast and Healthy* magazine, *Social Marketing Quarterly*, and *Boater’s World*.
- Appeared and wrote several articles in the *Honolulu Advertiser* newspaper as a nutrition expert, served as a health expert on the Steve Bolen radio show (KHVH), and was featured in Kapiolani Medical Center’s Kids newsletter on parenting strategies for healthy eating.
- Helped create and launch the “HAAPing” plate in partnership with L & L Drive Inn. Did nutritional analysis of plate lunches.
- Promoted book, *Eating the Rainbow*, through various media channels including print, electronic, and speaking engagements.

COMMUNICATION

- Presented motivational and interactive speeches to over 100 organizations from an audience of over 5,000 at the American Dietetic Association Conference to a 4th grade class at BB Harris Elementary School to the state health officials in the Yucatan, Mexico. Clients also included Nestle, Dole Foods, Society for Nutrition Education, Cooper Institute for Aerobic Research, etc.
- Taught numerous nutrition and health classes ranging from weight loss programs (CHANGE and SHAPEDOWN) to cooking demonstrations to computer programs (CDCynergy).
- As a Certified Focus Group Facilitator, developed and wrote moderator guides, moderated groups, and analyzed data for summary reports.

- Identified targeted shows, developed displays, and sold products/services at numerous trade shows.
- Participated and presented in all local and inter-island DOE Health Workshops on the 2005 Dietary Guidelines and nutrition lesson plans for grades K-12, Spring, 2005.
- Co-lead trainings for pediatricians, dietitians and other healthcare professionals on the Hawaii Pediatric Weight Management Toolkit on Oahu (5), Kauai, Maui, and the Big Island (3).
- Presented to various local organizations and conferences including: *American Academy of Pediatrics*: Hawaii Pediatric Conference, Oahu Family Community Leadership Forum, American Association of Retired Persons- Hawaii, Native Hawaiian Health Conference, Hawaii Association of Middle Schools, DOE Health and PE conferences, Hawaii Job Corporation, Kailua Chamber of Commerce, Alpha Phi Alumni, Blue Zones/HMSA Recruitment, and Adventist Health Castle and Corporate meetings.

PROFESSIONAL EXPERIENCE

DEER KERR CONSULTING, LLC, Honolulu, HI, 2003 - Present

Co-owner, Nutrition Therapy, Health and Educational Consulting

CASTLE MEDICAL CENTER, Kailua, HI, 10/2012-08/2017

Director, Wellness & Lifestyle Medicine Department

GENESIS CONCEPTS AND CONSULTING, San Antonio, TX, 08/2010-09/2012

Health Promotion Nutrition Manager, Unites States Air Force Medical Operations Agency

SODEXO, INC (QUEEN'S MEDICAL CENTER), Honolulu, HI, 03/2010-07/2010

Clinical Dietitian

UNIVERSITY OF HAWAII AT MANOA, Honolulu, HI, 05/2004-12/2008

Executive Director, Hui Ola Pono, School of Nursing and Dental Hygiene

Lecturer, University of Hawaii - Outreach College

AMERICAN CANCER SOCIETY, Honolulu, HI, 11/ 2005-7/2006

Vice President of Health Initiatives

UNIVERSITY OF HAWAII AT MANOA, Honolulu, HI, 11/2004-11/2005

Project Director, Fun 5- Physical Activity and Nutrition Program

KAPIOLANI COMMUNITY COLLEGE, Honolulu, HI, 08/2003-12/2005

Lecturer, Kapiolani Community College- Exercise Sports and Science Program

Taught Sports Nutrition and Weight Management and Body Composition

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC), Atlanta, GA, 1996-2003

Health Communications Specialist, Division of Nutrition and Physical Activity, National Center for Chronic Disease Prevention and Health Promotion

CAMP CAMELOT, Boston, MA (Brandeis University), Summer 1996

Nutrition Director, Weight loss camp for girls

UNIVERSITY OF MINNESOTA, Minneapolis, MN, 1995-1996

Client Service Nutritionist and Consultant – Nutrition Coordinating Center

INTERNSHIPS, 1994-1995

Cable News Network (CNN), Atlanta, GA
United and Children's Hospital, St. Paul, MN
University of Minnesota School Foodservice, Minneapolis, MN
St. Paul Community Nutrition and WIC Program, St. Paul, MN
St. Paul Public Schools, St. Paul, MN

PENNINGTON BIOMEDICAL RESEARCH CENTER (PBRC), Baton Rouge, LA, 1992-1993

Nutrition Education Assistant

SEA TIES, INC., Baton Rouge, LA, 1988-1990

CEO, President and Owner

TRACY-LOCKE ADVERTISING AND PUBLIC RELATIONS, Dallas, TX, 1987-1988

Account Coordinator

EDUCATION

- *Master in Public Health, Nutrition, University of Minnesota, MN, 1995*
- *Registered Dietitian, 1995*
- *Dietetics, Louisiana State University, LA, 1993*
- *Bachelor of Art, Public Relations/Business, Southern Methodist University, TX, 1987*
- *U.S. Air Force Academy, CO, 1982-1984 (Veteran of US Armed Forces)*

PUBLICATIONS

Chock, G and Kerr, N.A. (2011) "A Report on the Development of the Hawaii Pediatric Weight Management Toolkit." *Hawaii Medical Journal*, 70, (7)

Chock, D. and Kerr, N.A., (2009) *Eating the Rainbow: Lifelong Nutritional Wellness-Without Lies, Hype, or Calculus*. Reno, Nevada, Bent Tree Press.

Kerr, N.A. and Chock, G., (2007) *Hawaii Pediatric Weight Management Toolkit*.

Kerr, N.A., Yore, M., Ham, S. & Dietz, W. (2004). "Increasing Stair Use in a Worksite Through Environmental Changes." *American Journal of Health Promotion*, 18, (4).

Kerr, N.A., Fridinger, F. & Volansky, M. (1999) "PEP: The Personal Energy Plan-A Worksite approach to improving health through increased physical activity and healthy eating." *Social Marketing Quarterly*, 5, (3).

Kerr, N.A., (2002) "Research Highlight: Formative and Evaluation Research Using Qualitative and Quantitative Techniques." In P. Kotler, N. Roberto and N. Lee, *Social Marketing: Improving the Quality of Life*. pp. 182-186. Thousand Oaks, California, Sage Publications.

PAPERS

Crites, L. and Kerr, N., (2007) *Preventing and Responding to Obesity: What Does Science Tell Us?* (Hawaii Consortium for Integrative Healthcare Grant 01-020601)

Boland, M., Kerr, N. & Marshall, S. (2008) *State of Hawaii Department of Human Services QUEST Quality Management Discussion Paper*. (Department of Human Services Contract)

PROFESSIONAL MEMBERSHIPS

Academy of Nutrition and Dietetics (1993-Present)
Hawaii Dietetic Association (2006- Present)
WELCOA (2014-Present)
Chamber of Commerce, Kailua (2012-2015) – Board of Directors member
National Wellness Institute (2011-2013)
Kapiolani Medical Center Obesity Task Force Member (2003-2007)
Advisory Board, Exercise, Sport and Science, Kapiolani Community College (2004-Present)
Advisory Board, Department of Health, Healthy Hawaii Initiative
Advisory Board, Nutrition and Physical Activity State of Hawaii Task Force
Delta Omega Honorary Public Health Society (1997-Present)
National Eating Disorders Association (2004)
National Restaurant Association (2001-2003)
Society of Nutrition Education (1994-2000)

CERTIFICATIONS

Focus Group Facilitator
Basic Life Support (Healthcare Provider Certification)
Basic Project Officer
Leadership Education and Development (LEAD)
American Management Association: Leadership
American Management Association: Marketing
Performance Based Services Contracting
Steven Covey 7 Habits of Highly Effective People
Change Agent Plus (CAP)
Neuro-Emotional Technique (NET)

AWARDS

Ruth Steif Leadership Award
Optimist Oratorical Award
Centers for Disease Control and Prevention Honor Award (Contributions to Health and Safety)
Centers for Disease Control and Prevention “On the Spot” Award (Creation of StairWELL Project)
American Cancer Society “Power of Attitude” Award