

Kelli Caseman

Kelli@thinkkidswv.org 304-444-5917
4801 Country Club Blvd, Charleston, WV 25309



EXPERIENCE

Think Kids, Executive Director, 1/20- present

Mission: The mission of Think Kids is "fostering ingenuity, inspiring change and cultivating generations of healthy, happy kids."

- Initiated startup of organization, including: filing required state and federal paperwork, recruited founding members, secured grant funding for initial projects.
- Launched two signature projects for 2020: 1). *The Health and Hunger Project*- An assessment project of the connections between primary care providers and community resources that address food insecurity in West Virginia, and 2). *Addressing the Unmet Needs of Children Affected by the Drug Crisis*- A project to assess how stakeholders are responding to the needs of kids in their communities and build a network of supporters who can leverage support for needed policy reform.

Robert Wood Johnson Interdisciplinary Research Leadership Program Fellow, 09/18-current

Mission: The Robert Wood Johnson Foundation Interdisciplinary Research Leaders (IRL) Program is a national program providing support and training to a network of researchers and community leaders conducting action-oriented research to advance a Culture of Health in the United States.

- As a cohort, conduct a community-based participatory research project that investigates the characteristics of effective and ineffective SBHC's, focusing on how their features relate to children's health and wellbeing. The findings from this research project will be used to improve the quality of care provided by SHBCs and, in turn, advance a culture of health in communities across West Virginia.
- Participate in IRL-sponsored leadership training, expert mentoring, networking opportunities, and professional development.

West Virginians for Affordable Health Care Director of Child Health, 12/16- 12/31/2019

Mission: The mission of West Virginians for Affordable Health Care is to bring a consumer voice to public policy so that every West Virginian has quality, affordable health care and the opportunity to lead an informed, healthy and productive life.

- Led the development and writing of child health policy and policy briefs, presentations and public relations pieces for the organization.
- Serves as the manager of the West Virginia Kids' Health Partnership, a statewide group of stakeholders, government agency representatives, and advocates to support and promote quality health services for all of West Virginia's children. Duties included monthly meetings, professional

development opportunities, and planning and executing projects as identified by the membership.

- Promoted quality health care services for more than 260,000 West Virginia children in CHIP, Medicaid and Marketplace plans. Quality services for children means addressing health disparities, the social determinants of health that contribute to these disparities and the unique developmental needs of children.
- Worked with partners in assessing, identifying and prioritizing gaps in health care services across counties. Helped garner a Robert Wood Johnson Foundation grant to help begin this work—a two-year, \$275,000 grant that will bridge connections between public education and health care organizations in all 55 counties.
- Planned and facilitated annual kids' health policy roundtables throughout the state. Duties included identifying topic issues, securing venues, inviting panelists, drafting reports for each event, and working with a public relations firm to layout and disseminate the report of policy recommendations.

Mountaineer Autism Project (MAP) State Director, 12/16- 9/18

Mission: The mission of the Mountaineer Autism Project is to have one voice in the state dedicated to providing accurate and up-to-date information, empowering parents, supporting best practices, and making lasting changes to enable West Virginia's children with autism to achieve their highest potential.

- Represented MAP at appropriate children's health, education and legislative meetings throughout the state. Served as MAP's liaison and public relations representative as needed.
- *Established and maintained a statewide membership group of likeminded advocates to support MAP's mission.*
- *Coordinated all efforts to celebrate Autism Awareness Month in April. In 2017, these activities included the creation of an annual statewide conference, an Autism Awareness Night for families at the Clay Center in Charleston, held in conjunction with Autism Awareness Day at the Capitol. Governor Justice issued an official proclamation and presented it to families in attendance. The State Senate presented the families with a Resolution on the Senate Floor.*
- Served as the organization's liaison with national, state and local groups that provide and support services for children with autism.

West Virginia School-Based Health Assembly Executive Director, 08/10 – 11/16

Mission: The West Virginia School-Based Health Assembly advances comprehensive health care in school settings through responsive policies, practices, and partnerships.

- Provided direction and oversight for statewide nonprofit organization, reporting directly to the Board of Directors.
- Assisted schools, sponsoring agencies and communities in starting school-based health centers (SBHCs). In 2010, there were 53 SBHCs in West Virginia. As of my departure date in 2016, there were 151 in 39 counties; the number of centers had nearly tripled in five years. By the end of 2016, 20% of all WV's public schools had a SBHC.

- Helped SBHCs and schools expand comprehensive health services and health-related programs, including mental and dental health services, physical activity and nutrition programs, wellness policies and after-school community programs.
- Served as chief spokesperson for the school-based health care movement in West Virginia by advocating for all children to have access to comprehensive, affordable health care in schools. Strategic legislative and community support campaigns include annual School-Based Health Awareness Month, Open House events for new SBHCs, and an annual Policy Roundtable before state legislative session.
- Fostered and cultivated strong working relationships with financial supporters, partnering agencies and WWSBHA's membership base.
- Collaborated with numerous children's health and education organizations and advocates on a variety of programs to improve the health of West Virginia's children.
- Served as the director and media representative for all public relations efforts for WWSBHA. Duties include maintaining web and social media sites, writing and producing all print and media materials, planning press events and presenting at various conferences and forums around the state.

EDUCATION

Duke University, Durham, NC

Eighteen hours toward Nonprofit Management Certification 2001

West Virginia University, Morgantown, WV

M.A. in English, with a concentration in Creative Writing 1997

West Virginia University, Morgantown, WV

B.A. in English 1994

ACTIVITIES

Co-Chair, Advocacy Team- **West Virginia Immunization Network**

Steering Team Member- **Coalition for a Tobacco Free West Virginia**

Steering Team Member- **Expanded School Mental Health Initiative**

Treasurer- **Cabin Creek Health Systems, Board of Directors**

Member- **West Virginia Children's Health Insurance Program**

Member- **Reconnecting McDowell, Health and Social Services Committee**

Member- **West Virginia Oral Health Coalition**

RECENT PRESENTATIONS

Caseman, K. (2019, October). **The Health and Education Intersection: Policy Reform for Healthier Students** for the West Virginia Rural Health Association's annual conference.

Caseman, K. (2019, September). **Integrating Knowledge About Trauma into Policies and Practices** for the West Virginia Department of Education Office of Diversion and Transition Programs.

Caseman, K. (2019, September). **Medicaid Matters to West Virginia Schools and Students** for West Virginians for Affordable Health Care's annual Medicaid Summit.

Caseman, K. (2019, August). **Medicaid Opportunities & Challenges in West Virginia's Schools** for Georgetown University Center on Children and Families Annual Policy Conference.

Caseman, K. (2019, July). **The Children's Health Landscape in West Virginia: Challenges and Opportunities in Providing School-Based Health** via webinar for the Community Catalyst Center for Consumer Engagement in Health Innovation.

Caseman, K. (2019, May). **Yes, You Can! Advocate for Kids Health in West Virginia** for the 2019 National Association of Social Workers-West Virginia Annual Conference.

Caseman, K., Bissett, K., Liu, M., and Burak, E. (2019, May). **Reading, Writing, and Medical Check-ups? Schools as Health-Care Providers** for the 2019 Education Writers Association Conference.

Stoll, K. Caseman, K. and Yacovone, J. (2019, March). **Medicaid Matters to West Virginia Schools** for Community Catalyst for national audience via webinar.

Caseman, K. (2019, February). **The Kids Are Not Okay: Advocating For West Virginia's Kids and Families** for the 2019 West Virginia Nurse Policy Summit.

Caseman, K. (2018, December). **Creating Trauma-Informed Communities: Leveraging Mental Health Advocacy to Improve Child Well-Being** for Community Catalyst for national audience via webinar.

Caseman, K., Isaac, B., and Robinson, C. (2018, November). **The West Virginia Children's Health Collaborative Survey Results: Health Care in West Virginia's Schools** for press conference for release of West Virginians for Affordable Health Care's report.

Anderson, S., Caseman K., and Haeder, S. (2018, September). **Improving Health Among Youth in Rural Appalachia: Enhancing School-Based Health Centers** for Robert Wood Johnson Interdisciplinary Research Leaders program meeting.

Caseman, K., House, C., and Dobra, S. (2018, September). **Creating Trauma-Informed Communities: Leveraging Mental Health Advocacy to Improve Child Well-Being** for Community Catalyst Annual Advocate Convening.

Caseman, K. (2018, August). **West Virginia's Kids and the Opioid Epidemic** for Mountain CAP of WV, Inc. conference.

Kress, M., Costello, L., and Caseman, K. (2018, July) **Promoting EPSDT through Partnerships with Pediatricians** for Georgetown University Center on Children and Families Annual Policy Conference.

RECENT PUBLICATIONS

Looking out for kids during crisis. Op-Ed written in collaboration with Peters, R., The Charleston Gazette-Mail, April 18, 2020.

Keeping Students Fed During the Pandemic. Blog post, Think Kids website, April 4, 2020.

Why it's critical we keep our eyes on Pa's kids during the COVID-19 pandemic. Op-Ed written in collaboration with Haeder, S., Pennsylvania Capital-Star, March 31, 2020.

Keeping our eyes on kids during pandemic. Op-Ed written in collaboration with Haeder, S., The Beckley Register-Herald, March 31, 2020.

School-based health centers can deliver care to vulnerable populations during the COVID-19 pandemic. Blog post, written in collaboration with Anderson, S., Child Trends website, March 18, 2020.

Helping to fix local communities. Op-Ed written in collaboration with Simpson, M., The Charleston Gazette-Mail, February 1, 2020.

Charting Our Own Data-Driven Path. Blog post, Interdisciplinary Research Leaders Blog, January 29, 2020.

West Virginia's Most Affected Kids Are Its Youngest. Blog post in collaboration with Brumage, M., Think Kids website, January 8, 2020.

Hard truths about W.Va. youth in crisis. Op-Ed written in collaboration with Marino, L., The Charleston Gazette-Mail, October 16, 2019.

Enough grappling in the dark, drug epidemic plan needed. Op-Ed, The Charleston Gazette-Mail, January 26, 2019.

RECENT AWARDS

2019 Friend of Children Award- West Virginia Chapter of the American Academy of Pediatrics

2018 Honorary Service Award- West Virginia Immunization Network