

# Kelli Caseman

Kelli.Caseman@gmail.com 304-444-5917  
4801 Country Club Blvd, Charleston, WV 25309  
[LinkedIn](#) | [Twitter](#) | [Facebook](#)

## 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 and launch of organization, including: filed required state and federal paperwork, recruited founding members, secured grant funding for initial projects, created web and social media sites.
- Launched two signature projects for 2020: 1). *The Health and Hunger Project*- A project that works to bridges better connections between the health care and community resource system that addresses food insecurity in West Virginia, including online sessions with stakeholders within the health care system, and 2). *Addressing the Unmet Needs of Children Affected by the Drug Crisis*- A project to assess how community stakeholders are responding to the unmet health care needs of children and youth affected by the opioid epidemic, with a focus on the health care, education, child welfare, and foster care systems.
- Currently lead and execute all functions of the organization, including writing, designing, and disseminating bimonthly [newsletter](#); maintaining social media sites; grant writing; overseeing project management with partnering agencies; public relations with policymakers and media; and strategic planning and reporting with funding organizations and Think Kids' Board of Directors.

### **Robert Wood Johnson Interdisciplinary Research Leaders Program**, Fellow, 09/18- 9/21

*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 school-based health centers (SBHCs) in West Virginia, focusing on how their features relate to children's health and well-being. 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 Appalachia.
- As a professional, participate in high-level leadership development through networking, an advanced curriculum, and mentorship from national experts in research, community action, health equity, public policy, and advocacy.

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

*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 writing and development of child health policy and policy briefs, presentations and public relations pieces for the organization.
- Served 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 focused on bridging 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 with policymakers and the media.
- 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**

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

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

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

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

Board Member- **Reconnecting McDowell, Health & Social Services Committee**

## RECENT PRESENTATIONS

Caseman, K., Crawford, C., Fergus, E., Tannis, L. (2020, June). **COVID-19 and Education: Equity and access to learning and vital supports** for the New York State Youth Justice Institute.

Caseman, K., Brumage, M., (2019, November) **Why Can't Our Kids Learn? ACEs and the Drug Crisis** for the West Virginia School Board Association.

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.

## RECENT WRITING

**West Virginia's Kid COVID-19 Cases Are Rising. What Does It Mean?** Blog post, Think Kids website, August 20, 2020.

**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.

**2019 Kids Health Roundtable Series Final Reports.** Sole author of series of four policy reports, West Virginians for Affordable Health Care, December, 2019.

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