

CENTER FOR PUBLIC AFFAIRS

In October 2015, the Washington State Department of Health (DOH) launched its new Center for Public Affairs (C4PA). Led by Center Director Allene Mares, C4PA acts as DOH's central coordinating point for cross-agency policy, communications, and partnership related work. DOH decided to create this new center because we believe that it will strengthen our ability to be:

STRATEGIC

C4PA staff's work will include high level cross-agency projects, including helping to identify connections with staff and partners to address a wide array of public health issues and goals.

For example, in this past legislative session C4PA leaders convened a team of subject matter and policy experts from DOH, the Governor's office, the Attorney General's Office and others to examine the policy and science around efforts to raise the age for tobacco use to 21 years old and to establish regulations for vaping products, including e-cigarettes. We believe that by bringing together communications, policy, and partnerships DOH will become more effective in protecting the health of all Washingtonians.

INNOVATIVE

C4PA staff will introduce new ways of working and collaborating that will allow for more creative, efficient, and innovative methods or processes. As examples, C4PA staff has experimented with different methods of internal communication with DOH staff including videos by agency leadership, initiated a rulemaking pilot, and will soon be working within the context of a new mobile work environment.

NIMBLE

Changing the way we operate and staff projects across the agency means that DOH will have more capacity to respond quickly and effectively to emerging public health issues. In the past few months, this new rapid response staffing structure has allowed DOH to more quickly respond to critical issues such as firearm safety and suicide prevention.

We are excited to introduce the C4PA and look forward to working with you. Once we are fully operational, please stop by our new space.

Until then, we encourage your thoughts and questions on our new endeavor.

Please see the next page with our contact information





Allene Mares
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CENTER DIRECTOR

Allene Mares directs the C4PA. She is a member of DOH's *Executive Team* and considers how DOH can operationalize the vision set forth by Secretary of Health, John Wiesman. Allene leads the policy development quadrant and also ensures that the four quadrants within C4PA are aligned and working collaboratively.



Danielle Kenneweg, Director
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STRATEGIC COMMUNICATIONS

Danielle Kenneweg oversees all cross-agency strategic communications, including media relations, social media, web, video production, emergency communications, internal communications, and executive communications. Danielle ensures that, across multiple mediums, our staff and the public have the critical up-to-date health information they need.



Kristin Peterson, Director
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GOVERNMENT RELATIONS

Kristin Peterson focuses on DOH's relationship with governmental organizations and agencies, including federal, state, and local. She plays a key role in strengthening DOH's relationships with Washington's congressional delegation, the State Board of Health, Tribal Nations, and the 35 local health jurisdictions in our state.



Paj Nandi, Director
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COMMUNITY RELATIONS & EQUITY

Paj Nandi coordinates DOH's engagement with non-governmental partners including community-based organizations, statewide associations, health care delivery systems, and academic institutions. In this role Paj also considers how DOH addresses issues of health equity.