

## Jeff Barr

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### Data Tools and Analytics, Program and Process Improvement, Tobacco Prevention and Control | Health and Human Services

*Strategic and proactive leader with extensive experience delivering effective consultation, guidance, training and technical assistance (T/TA), and other support to strengthen the effectiveness of local, state, and national public health programs. Exceptional problem solver adept at building consensus across organizations and sectors, including between public health initiatives and private sector entities such as retailers, food service organizations, and other businesses.*

### AREAS OF EXPERTISE

- Needs Assessment
- Sampling Methodology/Surveying
- Strategic Planning
- Policy Development and Implementation
- Program/Project Management
- Stakeholder Engagement and Partnership Development
- Organizational Development
- Evaluation
- Sustainability Planning and Resource Mobilization
- Minimum Age Tobacco Law Enforcement Process Improvement
- Tobacco Retail Compliance Check Inspection Programs
- Retail Merchant Education

### CAREER EXPERIENCE

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#### Growth Partners, Lincoln, Nebraska

*Help federal, state, tribal, and local clients (including community coalitions, for-profit and nonprofit organizations) reduce tobacco dependence and related morbidity and mortality by strengthening their tobacco prevention and control programs.*

#### Chief Operations Officer, Director of Tobacco Control and Prevention (2020–present)

Deliver effective consultation, T/TA, and facilitation to state, regional, and local public health professionals, organizations, and partnerships on an array of performance management processes, including assessment, survey and sampling design, strategic planning, capacity building, policy development/implementation, merchant education, financial and sustainability planning, and resource mobilization. Help clients achieve major health improvements and bottom-line results quickly and efficiently by building productive partnerships across diverse sectors that can use data and plan and implement strategic, evidence-based initiatives.

- Oversee multiple state contracts to bolster tobacco prevention and control programs by enhancing use of data to guide decision making and strengthening partnerships between public health leaders and professionals, law enforcement and regulatory bodies, and private sector entities such as retailers, food and beverage establishments, and other business enterprises.
- Provide consultation to—and T/TA for—national, state, and local tobacco prevention and control organizations and coalitions.
- Deliver presentations at national, state, regional, and local levels covering wide range of subjects impacting tobacco control and prevention efforts, including approaches for addressing new and emerging tobacco and nicotine products.



## **JBS International, North Bethesda, Maryland**

*Served as the corporate subject matter expert on tobacco control and prevention. Oversaw and administered all federal and state tobacco prevention and control contracts.*

### **Project Director, North Carolina Synar Contract (2018–2020)**

- Led team to develop, monitor, and support North Carolina's Synar program, including needs assessment, strategic planning, sampling design, random sampling, inspection data collection and analysis, reporting, and environmental strategies.
- Collaborated with statewide partners to understand and promote youth access to tobacco laws and activities; created, disseminated, promoted, and conducted an annual review of merchant education activities; reviewed non-enforceable and enforceable inspection protocols for ongoing assurance of accuracy, relevancy, and applicability to federal block grant initiatives; and monitored of all synar activities in the online reporting system.

### **Project Director, Food and Drug Administration (FDA) Tobacco Retail Inspection Program (2017–2020)**

- Led teams in New Mexico, U.S. Virgin Islands, Nevada, Idaho, and Puerto Rico for the FDA/Center for Tobacco Products' Tobacco Retail Inspection Program contracts.
- Oversaw 5,295 FDA tobacco retailer inspections each year.

### **Synar Manager, State Technical Assistance Contract, Substance Abuse and Mental Health Services Administration (2013–2018)**

- Developed, directed, and provided guidance and T/TA to strengthen tobacco prevention and control systems in all 50 states and 9 federal jurisdictions to assure compliance with federal grant requirements.
- Conducted in-depth reviews of state, local, and territorial tobacco prevention and control systems in all 50 states and 9 federal jurisdictions.
- Facilitated needs assessment, strategic planning, and evaluation processes for state, local, and territorial tobacco control and prevention systems.

### **Project Manager, State Contract Evaluation and Site Visit Coordination Contract, FDA (2013–2017)**

- Led teams that evaluated 47 state/jurisdictional contracts with FDA/Center for Tobacco Products' Tobacco Retail Inspection Program for compliance with contractual requirements.

## **Illinois Liquor Control Commission, Chicago, Illinois**

*Oversaw and administered all tobacco control and prevention programming involving youth access to tobacco*

### **Tobacco Program Manager (1998–2013)**

- Designed and developed Illinois' Tobacco Enforcement Program; provided T/TA and oversaw 260 grants to more than 335 communities providing retail education throughout the state; conducted more than 17,000 compliance checks annually to enforce state and local minimum-age tobacco laws.
- Implemented the state's response to federal Synar requirements, including developing and executing the sampling methodology and completing the annual survey of retailer compliance with minimum-age tobacco laws.
- Managed the state's multiyear contract with FDA's Tobacco Retail Inspection Program to conduct Undercover Buy and Advertising & Labeling inspections on tobacco retailers throughout the state.

## **ADDITIONAL EXPERIENCE**

**Food Industry Franchise Consultant and Trainer** | Mass Corp



## SELECTED PRESENTATIONS

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- North Carolina Department of Health and Human Services State Partners Meeting. “Preventing and Reducing Tobacco Use and Nicotine Addiction: A Focus on Age of Sale and Retailer Permitting.” May 2020.
- National Prevention Network Research Conference Plenary. “Innovative Prevention Strategies and Policies to Reduce Youth Use of Electronic Delivery Devices.” August 2019.
- National Prevention Network Research Conference. “Reducing Youth Access to Tobacco and Nicotine: Strategies for Reducing Retail Sales to Youth While Addressing Emerging Products and New Laws and Policies.” August 2019.
- National Association of Attorneys General Conference. “Reducing Youth Access to Tobacco and Nicotine: Strategies for Reducing Retail Sales to Youth While Addressing Emerging Tobacco Products and New Laws and Policies.” May 2019.
- Substance Abuse and Mental Health Services Administration’s Annual Synar Conference. “Synar and Food and Drug Administration (FDA) Coordination: Examples from the Field.” September 2012.
- National Conference on Tobacco or Health. “FDA, Synar, State, and Local Retail Tobacco Enforcement.” September 2012.
- FDA Program Coordinator’s Conference. “GIS Mapping and Site Visits.” September 2012.
- SAMHSA’s Annual Synar Conference. “States with FDA Contracts: The First Year.” September 2011.
- SAMHSA’s Annual Synar Conference. “Moving the RVR: The Effect of Enforcement.” September 2011.

## EDUCATION

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**B.S., Geology,** | Bradley University, 1982



## Manjiri Rose

### Evaluation and Research, Data Analytics | Health and Human Services

*Public health professional with extensive experience collecting and analyzing data; conducting research, designing and conducting program evaluations; and coordinating national and international public health programs.*

#### AREAS OF EXPERTISE

- Evaluation Design and Support
- Public Health Research
- Needs Assessment/Data Collection
- Performance Management
- System Development & Enhancement
- Technical Report Writing
- Problem Solving and Decision Making
- Performance/Productivity Improvement
- e-learning Administration and Management
- Contractor & Project Management

#### CAREER EXPERIENCE

##### Growth Partners, Lincoln, Nebraska

*Help federal, state, tribal, and local clients (including community coalitions, for-profit and nonprofit organizations) reduce tobacco dependence and related morbidity and mortality by strengthening their tobacco prevention and control programs.*

##### Director of Research and Evaluation (July 2021–present)

- Develop metrics, data collection tools, analytic frameworks, and evaluation reports for state and community clients to improve performance and outcomes.
- Work with statisticians to interpret and present Youth Risk Behavior Survey and other data to community, regional, and state audiences.
- Conduct research and develop briefs, white papers, guidance documents, and other materials on a wide variety of topics for state and regional public health professionals.
- Design and implement focus group protocols, discussion guides and develop written reports of findings.
- Design and lead the development of online surveys for communities of practice and other learning forums for public health professionals and their partners.
- Assist with strategic planning initiatives for state public health professionals and their partners.
- Manage website content for New Hampshire’s Technical Assistance Center.

##### University of Florida, College of Medicine, Gainesville, Florida Department of Health Outcomes and Biomedical Informatics

##### Research Coordinator III (November 2019–July 2021)

- Managed NIH- and NIDA-funded research project operations and research grants.
- Monitored and coordinated research project operations, including project plans, timelines, and tasks.
- Assisted in monitoring the progress of work conducted by study team members.
- Monitored project timelines and communicated with faculty and staff, sponsors, community partners, and other external constituencies as needed.
- Coordinated data collection activities including conducting focus group interviews; coordinating survey printing, online survey creation, and distribution; creating and maintaining project timelines; facilitating participating site activities and

