

# Laura Eirich, MPH

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## EDUCATION

Master of Public Health (MPH)  
Rutgers School of Public Health

May, 2017  
Piscataway, NJ

Bachelor of Science in Public Health and Psychology  
Carroll University

May, 2013  
Waukesha, WI

## PROFESSIONAL EXPERIENCE

Kentucky Department for Public Health

Frankfort, KY

Administrator, Kentucky Office of Community Health Workers

October 2017 - Present

- Oversee all aspects of the Kentucky Office of Community Health Workers (KOCHW) and effectively lead, recruit, train, and supervise KOCHW staff
- Identify the needs of the Office to establish new positions, interview candidates, and fill positions to effectively serve the CHWs across the state
- Manage 2.8-million-dollar annual grant budget and monitor grant related contracts
- Ensure compilation of deliverables for CDC “Community Health Workers for COVID-19 Response and Resilience” grant
- Oversee the design and implementation of grant evaluation and performance measurement plan and analyze data that demonstrates projects effectiveness through quantitative and qualitative methods
- Establish and administer the statewide Community Health Worker certification process. Provide final review and approval of individual applications for certification to ensure that all applicants meet approved criteria
- Formalize continuing education requirements for certified Community Health Workers and conduct final review and approval for CHW CEU applications to ensure that all educational activities are relevant, competency-based, and add to the CHW knowledge base
- Establish and manage the CHW Training Organization Certification to ensure that trainings meet set criteria and are competency-based
- Form strong relationships with Community Health Workers, partners, and stakeholders across the Commonwealth
- Convene statewide CHW Advisory Workgroup to facilitate conversations around policy updates, resource sharing, and facilitate networking
- Research national policy landscape regarding CHW financial sustainability and make recommendations to the Kentucky Department for Medicaid Services
- Represent Kentucky Department for Public Health Office of Community Health Workers on local, state, regional, and national workgroups
- Coordinate annual statewide surveys and assessments of the CHW profession in Kentucky including competency assessments, training gaps and resource needs
- Ensure that all KOCHW projects, programs, and policies reflect the growing needs of the CHW workforce in Kentucky
- Develop and recommend program policies and procedures, including KOCHW communication and strategic plans, and communicate program and policy changes to CHWs
- Lead and provide technical assistance to staff, internal and external partners, service providers, and Community Health Worker programs across the state
- Engage in quality improvement initiative to enhance efficiency and effectiveness of the KOCHW

Zufall Health Center

Morristown/Somerville, NJ

Assistant Program Coordinator for AmeriCorps

August, 2016- August 2017

- Manage and oversee 10 AmeriCorps members serving at various Zufall Health Center sites
- Assist with recruitment, interviewing, and onboarding of AmeriCorps team members including AmeriCorps paperwork and background checks
- Conduct regular check-ins with AmeriCorps team members to ensure progress towards project goals and troubleshoot issues when necessary
- Plan and implement a week-long AmeriCorps member Pre-Service Orientation
- Organize and implement bi-weekly training sessions for members to improve workforce readiness and build team culture
- Assist with annual grant reports related to progress towards deliverables, including collection of member success stories
- Create formal training manual for AmeriCorps program
- Plan, organize, and implement first AmeriCorps Team Building event

- Attend regular trainings for AmeriCorps Program Coordinators

Somerset County Department of Health (SCDOH)  
LINCS Coordinator

Somerville, NJ  
October, 2015 – August 2017

- Manage the Local Information Network Communication System (LINCS) for the Somerset County Department of Health
- Communicate important health related messages to staff, local health departments, and community partners
- Conduct community outreach to increase the capacity of the LINCS system
- Maintain back-up emergency communications systems including 800MHz radio, Phone Bank and “Dark Website”
- Plan, implement and participate in preparedness exercises including Point of Distribution and Medical Needs Sheltering
- Develop and implement Standard Operating Procedures (SOP’s) for the Somerset County Department of Health
- Collaborate with SCDOH Bioterrorism team to meet deliverables for the Operational Readiness Review (ORR)
- Manage the SCDOH website to ensure information is appropriate, easily accessible, and visually appealing
- Spearhead SCDOH efforts to recruit organizations to participate in the SCDOH “Fixed Facility” plan
- Collaborate with Health Educators to create health promotion materials and implement health education programs
- Serve on the Somerset County Bioterrorism Advisory Team

Somerset County Office of Emergency Management  
Emergency Support Specialist

Hillsborough, NJ  
June, 2015 – January, 2016

- Administer funding of grant monies from the New Jersey Office of Homeland Security and Preparedness (OHSP)
- Ensure correct and complete allocation of funds to accomplish outlines grant program goals
- Maintain Standard Operating Guidelines for Somerset County HazMat
- Formulate and submit official reports of all HazMat incidents within Somerset County
- Develop a county-wide plan for the use of Family Assistance Centers
- Attend trainings to staff the Somerset County Office of Emergency Management Emergency Operations Center (EOC)

Zufall Health Center  
Community HealthCorps AmeriCorps Member

Somerville, NJ  
August, 2014 – August 2015

- Educate patients and community partners about the Affordable Care Act and New Jersey Family Care
- Assist patients and consumers in and navigating the insurance Marketplace and enroll in Affordable Care Act or New Jersey Family Care plans
- Conduct outreach throughout Somerset County to educate community partners and potential patients about Zufall Health Center and their services
- Conduct material review of Title X family planning related resources to determine effectiveness and continued use
- Coordinate and lead Community HealthCorps recruitment efforts for the 2015-2016 program year
- Participate in Shaping New Jersey grant through creation of nutrition classes, educational materials, and farmer’s market vouchers in 3 towns to increase health of low-income and Hispanic communities
- Participate in other AmeriCorps Member activities and programs such as the Zufall Intergenerational Program (ZIP), Veteran and Dental Outreach, and Martin Luther King Day of Service

Local Initiative Support Corporation (LISC)/College Possible  
Events AmeriCorps Member

Milwaukee, WI  
August, 2013 – July, 2014

- Organize and implement 22 campus visits and 4 practice ACT exams for over 500 College Possible students
- Organize, implement, and oversee end-of-year graduation celebration (Launch 2014) for over 500 attendees
- Actively recruit over 40 high school students for new program cohort
- Represent College Possible on university campuses while spreading awareness of mission and AmeriCorps opportunities
- Secure in-kind donations for 4 practice ACT exams and end of the year celebration, providing food for over 500 students