



## Jennifer Hopson Biography

Jennifer Hopson has been with the American Heart Association as the Health Equity Director since October 2009. Her charge is to identify causes and find solutions that contribute to the number one cause of death within the Black community in Southern California. She also fundraises for the *Power To End Stroke*, an national campaign that raises awareness about stroke risk for the African American community, engages strategic community partners/alliances, community leaders and targeted media outlets within the Black community.

Prior to her work at the American Heart Association, Jennifer was the senior associate for Hershey|Cause, a communication firm in Santa Monica where she worked on a variety of initiatives for both corporate and nonprofit clients. Jennifer managed a grassroots community outreach campaign that utilized community, faith-based and government organizations to provide health care messaging to communities in need for First 5 LA, the largest children's network in Los Angeles County.

As a part the public relations team of Campbell & Company, a multicultural healthcare firm, in Washington, DC, Jennifer was depended on to provide pr and media assistance to the Office of National Drug Control Policy (ONDCP). Her core mission was to reach African American parents through media outreach and coalition building. This included organizing a series of media and community roundtables in Chicago, Houston and Philadelphia, and recruiting editorial staff representing various community-based organizations. Jennifer also served as a project manager for the Coalition on Donation, a national campaign that encourages organ and tissue donation. In addition to providing media outreach, she also formed coalitions with key African-American and health groups across the nation. Ms. Hopson was also the lead staff member responsible for recruiting representatives from key African American organizations in four pilot sites for the National Kidney Disease Education Program.

Jennifer, a New Jersey native, earned her bachelor's degree in journalism with a concentration in public relations from Howard University in the District of Columbia. While attending Howard, Jennifer interned at the White House in the Office of Cabinet Affairs with the Bill Clinton administration.