

Richard S. Brooks Curriculum Vitae

Richard (Rick) Brooks is specialist in health communication, youth and community development and social entrepreneurship. He has provided services ranging from program management to comprehensive marketing programs, curriculum and broad-based consultation on organizational development for public and private sector groups.

Clients have included local, regional, national and international organizations in family planning, youth services, secondary and postsecondary education, medical and rehabilitation education, public health, human services, and grassroots development. He has worked with municipal and state governments, media, professional associations, volunteer groups, corporations and commercial clients.

Chronological Summary of Employment

1993-present Director, Health Promotion Project and Outreach Program Manager, Department of Professional Development & Applied Studies, Division of Continuing Studies, University of Wisconsin-Madison.

For nearly a decade, this collaborative outreach effort facilitated training to improve the health of adults with developmental disabilities living in the community. The project coordinated conferences and publications on supported parenting, health promotion and fitness, sexuality, access to medical and dental care, nutrition, occupational health and safety, and aging.

Outreach Program Manager, UW-Madison Division of Continuing Studies.

Services include training and consultation with local, regional and state education agencies, health departments and non-profits on issues ranging from environmental health, nutrition education and food programs to traffic safety, domestic violence, prevention of drinking and driving, literacy, resiliency and protective factors, recruitment of long term care workers, and positive youth development. Responsibilities have included national and international conferences and workshops on lead poisoning prevention; mediation, nonviolent communication, creativity, grassroots development, time banking and social marketing.

Instructor Department of Genetics; Engineering Programs in Community Service; Wisconsin Teacher Enhancement Program, Department of Consumer Sciences (School of Human Ecology), and Fetzer Center (Athletic Department). Courses have included *Facilitating Health and Social Change, Community, Health and Service; Nonprofits and Consumers, and Community Research and Evaluation.*

1989-1993 Director of Outreach, Wisconsin Clearinghouse, UW-Madison.

Coordinated public relations and community outreach for statewide prevention information efforts and marketing for a national publications program in alcohol and other drug abuse prevention. Consultant to the North Central Regional Educational Laboratory's Midwest Center for Drug-Free Schools and Communities, the National Organization of Student Assistance Programs and Partners and other groups.

1986-1989 Founder and Director, Center for Social Marketing, Gauge Corporation, Wilmington, DE. Provided technical assistance and consultation to public and private sector clients—

community-based organizations, non-profits, health and social service agencies, and state government.

1978-1989 Communications Consultant, Gauge Corporation, Wilmington, DE.

Provided marketing services to commercial and government clients, specializing in public service.

1978-1984 Founder and Director, Youth Communication/Delaware Center. Publisher, The EYE Magazine, Wilmington, DE.

Supervised and trained 100-150 teenage youth per year to produce 56 editions of a monthly statewide news and feature magazine with a readership of 75,000. Coordinated annual youth conferences, founded and managed Urban Communications Workshops for Minority Youth, published youth services directories, consulted and trained with State Department of Public Instruction and youth organizations.

1975-1978 Executive Director Delaware Youth for Human Services, Newark, DE

Provided statewide education, training and volunteer service opportunities for youth working with disabled children and adults. Established respite care registry, youth clubs, six Explorer Posts and cooperative recreation programs.

1974 Health Educator/Community Relations Specialist, Delaware Health Services Authority, Dover, DE.

Managing editor of *Health Beat*, a monthly health newspaper with a circulation of 12,000. Organized seminars and news contacts. Wrote contract proposals, assisted in evaluation and health surveys.

1972-73 Education Writer/Editor, Pioneer Press, Wilmette, IL.

Supervised staff of eight reporters covering 26 school districts. Wrote editorials, features, news and opinion columns. Organized special education supplements. Promoted to education editor for five weekly newspapers. Founded annual "Unity Day" Festival (15,000 attendees).

1971 Public Information Director and Assistant Hospital Administrator, Hospital Ship HOPE, Kingston, Jamaica. Chief of protocol and public relations. Supervised 100 volunteers, led 26,000 people through ship's tours. Served as administrator on call three nights per week. Worked with public health outreach and immunization programs. Coordinated ongoing cultural orientation.

1970 Writer/Researcher Project HOPE, Washington, D.C.

Education:

- B.A. Anthropology and Education, Beloit College, 1969
- Graduate Studies, Annenberg School of Communications, University of Pennsylvania, UW-Madison School of Business
- Graduate, IBM Community Executive Program 1977

Honors and Awards:

- Robert Heideman Award for Excellence in Public Service, UW-Madison, 2006
- Grand Prize, National "Garden Crusader" Award, Gardener's Supply Company, 2005

- Four National Health Information Awards, 1997-1999
- Exemplary Program and Innovative Programming Award, Nat'l University Continuing Education Assn., 1995, 1999
- Meritorious Service Award, Delaware Division of Alcoholism, Drug Abuse & Mental Health, 1989
- Youth Volunteer of the Year, Central YMCA, Wilmington, DE, 1985 Fellow, Robert F. Kennedy Memorial, 1979-1981

Leadership Positions:

- Board Chair, Sarvodaya USA (international development) Board of Advisors, Reach Out and Read President, WI Partners for SustainAbility
- Co-Founder, Dane Buy Local
- Treasurer, Dane County Timebank
- Founder, Madison Home Garden Project and Co-founder, Community Food and Gardening Network

Former Positions:

- President, Envest, (non-profit microfinance in developing countries)
- Chair, Executive Director and Director of Outreach, Sarvodaya USA
- Chair, SHARE of Wisconsin (statewide food distribution and community-building organization)
- Chair, Wisconsin Positive Youth Development Initiative Advisory Board Member, Wisconsin Clearinghouse for Prevention Resources
- Board of Advisors, Youth Press of Wisconsin (statewide youth media education program), *Illuminations: Undergraduate Journal of the Humanities*
- Community Advisory Board, Community Outreach and Education Program, Madison Environmental Health Sciences, Center for Developmental and Molecular Biology

Selected Publications and Presentations:

*A.T. Ariyaratne, Compassionate Activist (commemorative volume)
The Sarvodaya Movement of Sri Lanka: When the Elephant Moves, We Begin to See the Whole,
Journal of Beliefs and Values*

2007 Social Marketing and Public Health: Lessons from the Field—A Manual for Practitioners
Turning Point Social Marketing Collaborative, 2002.

Ariyaratne, Vinya S. and Brooks, Richard S, "An Integrated Approach to Reproductive Health: The Sarvodaya Experience," *Sri Lankan Journal of Population Studies*, Vol. 4, March, 2001, pp. 41-49.

101 Ways to Reach Out: A Manual for Community-Based Coalitions and Non-Profit,, UW-Madison Department of Health & Human Issues, 1997

"The Faces in the Pictures: Changing the Focus from Health Care to Health Promotion for Individuals with Developmental Disabilities."

Occasional Paper, Health Promotion Project, Department of Professional Development and Applied Studies, UW-Madison, 1997.

Contact Information

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For a full biography, portfolio, and archive of articles and essays , see:
<https://mywebspace.wisc.edu/rsbrooks/web/>