

LINDA WEINER

Since January 2006, Ms. Weiner has served as the Director of Air Quality Advocacy & Outreach for the American Lung Association of California (ALAC), working with the Government Relations Office in Sacramento, although home-based in San Francisco. In her capacity with ALAC, Ms. Weiner assists the Sacramento Air Quality Senior Policy Director in advocating for statewide clean air legislation- including global warming issues - organizes legislative briefings, meets with policymakers, testifies at government hearings, coordinates the Health Network for Clean Air, recruits health professional spokespersons, and writes clean air grants. Additionally, she serves as regional media spokesperson for ALAC's *State of the Air* Report, and provides technical assistance on media advocacy to the Government Relations office.

Additionally, Ms. Weiner is chair of the Bay Area Clean Air Task Force, a coalition of over 15 environmental and public health organizations working to shape regional air quality policy, with an emphasis on environmental justice, and represents the Task Force at the Bay Area Environmental Health Collaborative, a coalition of coalitions in the Bay Area working on environmental justice, including diesel reduction regulations and goods/ports movement issues. Ms. Weiner has served for six years as an appointed member on the Advisory Council for the Bay Area Air Quality Management District.

Before working for the state Lung Association office, she was with the American Lung Association of San Francisco & San Mateo Counties for six years as the Director of Air Quality Advocacy & Communications. In this capacity, she implemented grant-funded activities with city/county governments throughout the Bay Area in developing clean fleet and global warming resolutions. She has testified at various hearings and news conferences on air quality issues, and served as the regional spokesperson. In addition, through the International Clean Cities Coalition, she conducted workshops in Thailand and Nepal on social marketing for air quality. In her communication role, she has placed news stories on air quality, tobacco, and asthma, organized news conferences, wrote press releases, edited educational print materials, produced TV/radio messages, publicized fund-raising events, and conducted mini-communications campaigns. In 2007, Ms. Weiner was honored by the national office of the American Lung Association with an award for Excellence in Communications.

Previous to this position, Ms. Weiner worked for 13 years at the Stanford University Center for Research in Disease Prevention as the Associate Director for Health Communications. She provided technical assistance and conducted workshops for a wide variety of local and national, community, and government organizations and agencies on the appropriate applications of health communication, incorporating theories of social marketing, media advocacy and health behavior change, and also supervised the production of numerous video and print health materials. Her first position at Stanford was as the Director of Broadcast Media in the Stanford Heart Disease Prevention Program, one of the seminal public health programs in the United States, producing a broad range of Spanish and English language Public Service Announcements, news series and documentaries for local radio and television on the risk factors of heart disease.

Before her work at Stanford, Ms. Weiner worked for 7 years at KQED-TV, PBS in San Francisco as a producer and editor for local, regional and national cultural and news programs. Previous to PBS, Ms. Weiner worked as a social worker and community organizer in various cities in the United States, serving as the first VISTA Volunteer in Pennsylvania in 1966, and as a civil rights worker in Florida in 1963.

She attended University of Massachusetts with a degree from Florida State University in Literature and History.