



**ST. JOHN'S**  
**UNIVERSITY**

College of Pharmacy  
and Health Sciences

# Public Health Symposium:

“A Public Health Crisis:  
Community Collaboration in Closing  
COVID-19 Vaccination Gaps”

**THURSDAY,  
APRIL 7**

**THE LITTLE THEATRE,  
QUEENS, NY, CAMPUS**

**1:50–3:15 P.M.**



**NATIONAL  
PUBLIC  
HEALTH  
WEEK**

# Keynote Speaker



**Helen Arteaga Landaverde, M.P.H.**  
*Chief Executive Officer*  
New York City  
Health + Hospitals/Elmhurst

**H**elen Arteaga Landaverde, M.P.H., is Chief Executive Officer at New York City Health + Hospitals/Elmhurst, a level-one trauma center and community hospital serving more than 1.2 million people in Queens, NY. She is the former Assistant Vice President of the Queens Network and Executive Initiatives at Urban Health Plan Inc., a network of community health centers located in three New York City boroughs.

Ms. Landaverde is Ecuadorian and a longtime resident of Corona, Queens. She was raised understanding the role that health care has on a community and dreamed of establishing a community health center that would provide quality health care to local residents.

Following the death of her community activist father, she set out to build that health center in her beloved Corona. Working with Our Lady of Sorrows Church and other community leaders, she sought out Paloma Hernandez, President and Chief Executive Officer of Urban Health Plan Inc., to make her dream a reality.

Together, they opened Plaza del Sol Family Health Center in June of 2009. Last year, Plaza del Sol provided care to more than 29,000 patients regardless of their ability to pay. The health center was dedicated in her father's memory in 2014.

Ms. Landaverde earned a bachelor's degree from New York University and a Master of Public Health from Columbia University's Mailman School of Public Health. She completed a fellowship with the National Hispana Leadership Institute and Harvard Kennedy School of Government in September of 2010.

In March of 2016, she was appointed to the NYC Health + Hospitals Board of Directors and to the NYU Alumni Board of Directors. She is currently completing her doctoral degree at CUNY School of Public Health.

She was one of 31 women selected by the New York City Commission on Women's Issues to be featured in "NYC Women: Make it Here, Make it Happen," a series highlighting women who made a difference in their communities. Ms. Landaverde is a recipient of the Community Impact Award, Humanitarian Award, and City of New York American Dreamer Award.

In 2021 she was named one of *City & State New York's* "Queens Power 100" and as one of *Crain's New York Business's* "Notable Hispanic Leaders and Executives." She was also honored by Queens District Attorney Melinda Katz during Hispanic Heritage Month for her contributions to the community.

She is married to Victor Landaverde and is the proud mother of three amazing children: VictorLuis, Moses, and Victoria. She continues to reside in Corona, Queens.

# Panelists



## **Jonathan Jiménez, M.D., M.P.H.**

*Acting Executive Director, NYC Care  
Medical Director, Test & Trace Corps  
New York City Health + Hospitals*

Jonathan Jiménez, M.D., M.P.H., is Acting Executive Director of NYC Care and Medical Director for the Test & Trace Corps at the Office of Ambulatory Care and Population Health at New York City Health + Hospitals. He holds an M.D. from the Icahn School of Medicine at Mount Sinai and an M.P.H. from Columbia University's Mailman School of Public Health.



## **S. Mitra Kalita**

*Chief Executive Officer/Publisher  
Epicenter-NYC*

S. Mitra Kalita is a veteran journalist, media executive, prolific commentator, and author of two books. Once described as “wonderfully blunt” by CNN anchor Brian Stelter, she is a change agent, loves writing headlines and framing stories, and blends digital strategy and audience-centric approaches while advocating for diversity and better management of our newsrooms.

During Twitter debates on the definition of journalism (objectivity, view from nowhere, both sides!), Ms. Kalita prefers to spend her time committing it. She launched Epicenter-NYC initially as a newsletter to help New Yorkers get through the pandemic, but has since expanded it into a community journalism initiative that includes regular livestreams and a weekly podcast. She has also recently cofounded a new media company called URL Media, a network of Black- and Brown-owned media organizations that share content, distribution, and revenues to increase their long-term sustainability. She is on the board of the *Philadelphia Inquirer* and writes a weekly column for *TIME*.

Ms. Kalita was most recently Senior Vice President at CNN Digital, overseeing the national news, breaking news, programming, opinion, and features teams. She led the launch of Live Story, a tool that helps audiences follow stories in real time. Her philosophy on the “arc of a story” has been cited and emulated in news outlets across the country.

She has been a board member and visiting faculty at the Poynter Institute for Media Studies, teaching in its women's academy a program for journalists of color and a seminar for new managers. She teaches in the accelerator program of the Online News Association. She has been an adjunct at Columbia Journalism School, St. John's University, CUNY Journalism School, and UMass-Amherst.

She was previously managing editor for editorial strategy at the *Los Angeles Times*. During her year there, she helped latimes.com traffic soar to nearly 60 million unique views monthly, innovated new forms of storytelling and audience engagement, and connected the *Times* to new communities via events, new beats, translations, and partnerships. The paper won a Pulitzer Prize for its coverage of the attacks on San Bernardino.

She served as the executive editor (at large) for Quartz Media, Inc., Atlantic Media's global economy site, and was its founding ideas editor. She also oversaw the launches of Quartz India and Quartz Africa. She worked previously at the *Wall Street Journal*, where she directed

coverage of the Great Recession, launched a local news section for New York City, and reported on the housing crisis as a senior writer. She was a founding editor of *Mint*, a business paper in New Delhi, and has previously worked for the *Washington Post*, *Newsday*, and the Associated Press.

She is the author of two books related to migration and globalization, including the highly acclaimed *Suburban Sahibs*, and speaks seven languages (but only four of them half decently). She previously served as President of the South Asian Journalists Association. Born in Brooklyn, Ms. Kalita was raised in Long Island, Puerto Rico, and New Jersey—with regular trips to her grandparents’ villages in Assam, India.

Jackson Heights has been home, on and off, for the last 20 years. She is married to the artist Nitin Mukul, and they have two daughters and one mutt. She tweets @mitrakalita.



**Leopolda Silvera, M.P.A.**

*Global Health Deputy*  
New York City Health + Hospitals/Elmhurst

Leopolda Silvera, M.P.A., earned her Master of Public Administration degree from Baruch College in 2013. She has been in the health-care field since 1999 with Elmhurst Hospital Center (EHC), and has over time acquired firsthand experience of health-care matters for which she has worked emphatically to improve in each of her capacities.

Ms. Silvera has a global health background with a focus on HIV/AIDS care for more than two decades. At EHC, she has had the opportunity to work with grant-funded HIV/AIDS partnerships in Russia and Ethiopia. For these exchange partnerships, she has worked in developing linkages in HIV/AIDS care, treatment, and medical educational training to promote knowledge and awareness of disease prevention.

She has received an honorary award from the US Agency for International Development and an American International Health Alliance Award for recognition toward improving the quality of care available to people living with HIV/AIDS.

Being part of the Global Health Institute at Elmhurst Hospital during the onset of COVID-19 and through the pandemic has led Ms. Silvera to be at the forefront, working with outreach efforts for COVID-19 testing and vaccination, and educational programs for the community. In her role as Global Health Deputy, she has worked in a variety of capacities, including serving diversely ethnic patient populations and bridging the access gap for these communities through collaborations with local groups and leaders.

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