Role: Board Member

Sunshine Muse

Bio

With over 20 years of academic and professional training, and a lifelong commitment and passion for social justice and equity, Sunshine Muse brings a unique perspective and expertise to facilitation and program design for community, higher ed, health systems and social services. Originally from New York City, Muse grew up widely exposed to the American Cultural Melting Pot and the complex gender, cultural, language, economic, and ethnic inequities within it. Muse has co-authored legislation, served as an instructor in the School of Nursing at Columbia University, designed curriculum for the department of probation in New York, and served as the educational coordinator of a violence intervention program at the (then) largest social service agency in the country. Today, Muse’s work focuses on understanding and navigating the raw dynamics of health inequity and identifying and creating community-centered solutions to address them. She is committed to improving maternal and child health outcomes and staying present in a
sincere exploration of the places where joy meets health. Muse skillfully facilitates groups and presentations, builds collaboratives, designs programs, and assists with the grassroots marketing of academic and social service concepts. She is the founder of Black Health New Mexico and leads the New Mexico Birth Equity Collaborative. She is trained in several modalities and care models including The Duluth Model for Domestic Violence Accountability, Systemic Constellation Coaching, Centering Pregnancy, and MyCD: a Stanford University Chronic Disease Self Management Program. In her spare time, Sunshine spends her quieter moments soaking, sunning, and enjoying the exquisite beauty of the natural world around her.

What interests you about joining the Board or a Board Committee at the NM?

I have experience with breastfeeding advocacy and specifically focus on the way it impacts health disparities. I breastfed my children and am a huge advocate for the experience for all parents who want and choose to breast & chest feed, or who simply want to know more about its benefits and their protected rights. I have a lot to offer and belong to the ethnicity most impacted by preterm birth locally & nationally. Breastfeeding is an essential intervention for preterm infants. I want to help spread the word about these and other benefits of breastmilk. I also bring a social justice background to this work which is relevant given "racial" disparities in breastfeeding rates, benefits, and popularity.

Letter of Intent

Dear NMBTF Board and Members, it's my pleasure to submit this brief letter of intent to serve on the Board of the NMBTF in the year 2020. I am very fortunate to know many of you through my previous work and membership with the Task Force. I have experience with breastfeeding advocacy and my work focuses specifically on the way that it impacts health disparities. I breastfed my children and I am a huge advocate for the experience for all parents who want and choose to breast & chest feed, or who simply want to know more about its benefits and their protected rights.

I am a writer, advocate and public speaker that focuses on maternal and child health outcomes and health disparities. My niche is birth equity and I lead the New Mexico Birth
Equity Collaborative. I have lived and worked in New Mexico as a health equity consultant for the last 9 years. I worked for NMBTF several years ago and learned a great deal about its mission, strengths, and weaknesses. Working for the TF taught me a lot. Now that I run a birth equity initiative in the state, I would be glad to lend my learning, passion, and expertise to the TF in a new way.

I have a lot to offer and belong to the ethnicity most impacted by preterm birth locally & nationally. Breastfeeding is an essential intervention for preterm infants. I want to help spread the word about these and other benefits of breastmilk. I also bring a social justice background to this work which is relevant given "racial" disparities in breastfeeding rates, benefits, and popularity.

It would be my pleasure to serve with the current board under the direction of NMBTF staff.

Thank you for your consideration,
BIO

With over 20 years of academic and professional training, and a lifelong commitment and passion for social justice and equity, Sunshine Muse brings a unique perspective and expertise to facilitation and program design for community, higher ed, health systems, and social services. She resides between New Mexico and Washington, DC with her family.

PROFESSIONAL EXPERIENCE

Outreach Consultant, New Mexico Department of Health, Diabetes Prevention and Control Program
Albuquerque, NM May 2015-Present

- Assist in the delivery and expansion of evidenced based programing
- Recruit central and northern New Mexico residents with chronic diseases to participate in MyCD and other free evidenced based disease prevention and management support programing
- Work with DOH staff and other stakeholders to design outreach strategies
- Facilitate community learning circles
- Initiate and maintain faith-based collaboration to increase community health

Co-founder & Project Manager, New Mexico Birth Equity Collaborative February 2018-Present

- Convene and lead an interdisciplinary group to work on improving birth outcomes in New Mexico
- Build a team that understands the importance of -and knows how to- center the voices and expertise of black childbearing people
- Secure funding for ongoing efforts and sustainability
- Lead in the development and facilitation of provider trainings and engagement

National Trainer, Centering Pregnancy Boston, MA April 2016-April 2019

- Train medical providers and support staff to facilitate group prenatal and pediatric care, within private and public systems, across the United States
- Function as a member of a small team of traveling group healthcare consultants
- Assist the organization in its growth goals, including advanced group facilitation, health equity leadership, and new ways of approaching group health care
Project Manager, New Mexico Breastfeeding Task Force Albuquerque, NM April 2016-May 2018

- Promoted breastfeeding as a health equity resource and benefit to children, mothers, and families
- Provided technical support to 14 active Chapters across the state of New Mexico
- Supervised and supported outreach staff

Health Programing Consultant, NM Office of African American Affairs Albuquerque, NM January 2013-June 2017

- Identified and co-develop programing to address African American health disparities in New Mexico
- Initiated collaborative relationships to assist the office in improving information, access, and health outcomes for its target population
- Worked closely with the director to ensure the success of these initiatives
- Supported the office in branding itself as a leader in addressing health equity for African Americans in New Mexico
- Oversaw the African American Infant Mortality Pilot, instituted by Senate Bill 69 and funded by Gov. Martinez, from conception through implementation

Community Engagement Outreach and Marketing Consultant, UNM Health Sciences Center Office of Communications and Marketing Albuquerque, NM January 2012-June 2016

- Implemented grassroots marketing strategies
- Built and developed collaborative opportunities
- Developed innovative initiatives to improve community relations and increase health access and information
- Assisted with strategic planning as specified by the executive director
- Facilitated community meetings

Communications, Outreach and Marketing Consultant, NM Primary Care Association, ACA Open Enrollment Period 2, Albuquerque, NM September 2014-February 2015

- Coordinated statewide outreach efforts for the November 2014, Open Enrollment period
- Worked with key stakeholders, organizations, and contracted organizations to ensure consistent messaging
- Trained and supervised 6 NMPCA regional outreach staff members
- Successfully conveyed outreach efforts and materials to partner organizations
- Facilitated interagency team convenings

• Assisted in developing company goals and growth strategies
• Initiated new supervisory practices for part-time and full-time staff
• Coordinated staff restructuring, new hire practices, and efforts to increase staff retention and productivity
• Worked closely with the company president to develop soft skills and other relationship enhancing practices

_Instructor, Columbia University School of Nursing New York City, New York_ January 2004-January 2007

• Educated nursing students on interpersonal violence assessment, response, and intervention
• Teaching methodology included: case studies, a survey of literature on interpersonal violence, role playing opportunities, and the coordination of expert guest lectures


• Designed and implemented sexual misconduct judicial board trainings
• Oversaw the on-campus adjudication of sexual misconduct cases
• Developed public education materials
• Trained administrators, deans, and students on sexual assault prevention and response
• Co-created a university-wide statistical collection mechanism
• Promoted the awareness of university policy and federal law regarding sexual assault

_Trainer and Program Designer, New York City Dept. of Probation Queens, New York_ March 1999-April 2000

• Trained and supervised anti-violence course instructors
• Designed and implemented the Department’s first anti-violence accountability curriculum for male offenders
• Created an inter-agency task force in conjunction with the Queens, NY District Attorney’s office to better supervise domestic violence cases
• Co-facilitated alternatives to violence/accountability classes for male probationers

_Education Coordinator, The Domestic Violence Accountability Program, Safe Horizon Inc._
_New York City, New York_ September 1997-June 2000

• Co-facilitated alternatives to violence classes for mandated attendees sentenced by criminal and family court
• Supervised and trained anti-violence instructors
• Co-designed and implemented the program’s violence intervention curriculum
PUBLICATIONS

Breastfeeding America, August 2017
10 Ways to keep the public in public health, November 2017
Now That We Know Know There’s a Maternal Mortality Crisis, How Can We Help Fix It?, March 2019

CONFERENCE SPEAKING ENGAGEMENTS


Women’s Health Conference, Caring for Women through Shared Decision Making in Today’s Social and Medical Context February, 2018 Albuquerque NM “Patient Centered Care for African American Women”

8th International Conference on Patient-and Family-Centered Care, Promoting Health and Reducing Disparities June 2018, Baltimore MD “How Group Care Methods Address Health Equity and Impact Health Outcomes”

Black Mamas Matter Alliance 2018 Black Maternal Health Conference and Training Institute “Setting the Standard for Holistic Care of and for Black Women”

Additional list of presentations available on request

PROFESSIONAL ORGANIZATIONS

Former Co-Chair, New York City Inter-Agency Task Force Against Domestic Violence, 1999

Former Chair, New Mexico State Office of African American Affairs’ Health Implementation Team

Former Board Member, Health Action New Mexico

Former Advisor, New Mexico State Office of African American Affairs