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FOR IMMEDIATE RELEASE

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Marisela R. Pineda Named Executive Director of First 5 San Joaquin

Stockton, CA – First 5 San Joaquin announced today the hiring of Marisela R. Pineda of San Joaquin County Public Health Services (PHS) as its next executive director. Pineda was selected after a robust recruitment effort to replace current executive director, Lani Schiff-Ross, who will retire from First 5 San Joaquin next month after 21 years of service to the community.

Pineda comes to First 5 San Joaquin with a rich history in public health, community outreach, public affairs, contract management and strategic communications. In her previous role as Health Education Program Coordinator for San Joaquin County PHS for nearly 10 years, Pineda oversaw a staff of 16 in the Health Promotion and Chronic Disease Prevention Unit. Her efforts focused in areas of injury prevention, obesity prevention, oral health, tobacco prevention, opioid safety and public information. Most recently, Pineda served as the COVID-19 Community Mitigation Lead, overseeing COVID-19 health equity and risk communication plans, mitigation and media coordination, media purchases and mitigation subcontracting, and related reporting.

With a Master of Public Health in Community Health Sciences, Bachelor of Arts in Human Development (with a Minor in Health Care and Social Issues) and broad array of related consulting, volunteer and research experience, Pineda stands poised to carry forward First 5 San Joaquin's mission of delivering meaningful impact to local families with young children. "Marisela is joining an incredible team at First 5 San Joaquin and I have zero doubt that she will take First 5 San Joaquin to new levels," said Schiff-Ross in a statement to her staff.

Pineda has served as a member of the California Conference of Local Directors of Health Education since 2012 and member of the First 5 San Joaquin Advisory Committee since 2013. "We're thrilled with the selection of Marisela Pineda for executive director. Marisela brings impressive experience and expertise, and most importantly, is committed to the health and



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wellbeing of the San Joaquin County community,” shared First 5 San Joaquin Commissioner and Director of the San Joaquin County Human Services Agency, Chris Woods. “At the same time, we all feel a deep sense of gratitude for the 21 years Lani has invested into our children and families. I’m confident her impact on the community will be felt for many generations to come,” continued Woods.

Pineda is married with two young children and loves spending time with her family. She will begin her new position with First 5 San Joaquin on November 8th.

About First 5 San Joaquin

Research shows that what parents and caregivers do to support a child’s growth and development during their first five years of life has a meaningful impact throughout their lifetime. Based on this research, California voters passed Proposition 10 in 1998, adding a 50-cents-per-pack tax on cigarettes to support programs for expectant parents and children, ages 0 to 5. This year, First 5 San Joaquin plans to distribute over \$16 million in Proposition 10 and other revenue to support programs and services that meet local needs with a focus on family resiliency, quality early learning, and comprehensive health and development. To learn more, visit www.sjckids.org.

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