

DUSTIN J. ARCENEUX, CHES

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PROFESSIONAL EXPERIENCE

AREA DIRECTOR, CIVCOM

JACKSONVILLE, FL, JULY 2021-PRESENT

- Directed \$5 million portfolio and budget consisting of regional programs focused on public health media advocacy, strategic coalition building, grassroots organizing and increasing access to healthcare services
- Managed cross-functional team of 7 communication policy managers across 5 counties in Florida focused on health policy change, policy development, community engagement, and grassroots advocacy
- Regularly implemented monthly regional radio, billboard, online display paid media advertising campaigns to promote policy change initiatives
- Co-Developed and implemented a physician training program and toolkit on e-cigarette epidemic for pediatricians in partnership with local hospitals and nonprofits
- Created and managed the Annual Tobacco Free Jacksonville Awards to recognize local champions and professionals making an impact in tobacco control in Northeast Florida

PROGRAM DIRECTOR, AMERICORPS - NATIONAL HEALTH CORPS FLORIDA, NORTHEAST FLORIDA HEALTHY START COALITION

JACKSONVILLE, FL, OCTOBER 2016-JUNE 2021

- Directed \$700,000 public health leadership development portfolio and budget consisting of 25 project sites that provided clients access to patient advocacy, health insurance, social services and medical services
- Managed team of 29 regional patient advocates to improve patient access to health services
- Developed and implemented successful lead generation campaign which provided \$450,000 of earned value
- Served on local & national leadership committee which created multi year strategic plans by utilizing the SWOT Analysis technique on areas such as financial sustainability, scope adjustment, marketing, advertising, and board development

REGIONAL COORDINATOR, PLANNED PARENTHOOD OF SOUTH, EAST, AND NORTH FLORIDA (PPSENFL)

JACKSONVILLE, FL, APRIL 2015-OCTOBER 2016

- Directed \$230,000.00 portfolio and budget which included 1 clinical program, and 2 community education projects
- Managed cross functional team of 1 clinician, 2 educators and 7 volunteer outreach specialists
- Successfully implemented advocacy strategies for local public officials to secure 20 years of funding for providing clinical services in our high risk region despite an adversarial political climate
- Received the 2016 Community Partnership Award from CDS Family & Behavioral Health Services

DIRECTOR OF EDUCATION, PLANNED PARENTHOOD OF NORTH FLORIDA (acquired by PPSNFL in 2015)

GAINESVILLE, FL, APRIL 2014-APRIL 2015

- Directed \$88,000 portfolio and budget consisting of 1 clinical program and 1 community education project
- Managed cross functional team of 1 clinician, 1 educator and 5 volunteer outreach specialists
- Implemented education program for medical students at University of Florida College of Medicine
- Maintained current relationships and built 30 new strategic partnerships for collaboration

CERTIFICATIONS

CHES, CERTIFIED HEALTH EDUCATION SPECIALIST, NCHEC, #22509, APRIL 2014-PRESENT

PROFESSIONAL ORGANIZATIONS

Voting Member, American Advertising Federation (AAF), 2013-PRESENT

PUBLICATIONS

Tobacco Youth Vaping and Tobacco Use: Screening, Counseling, Treatment & Billing: A Toolkit for Primary Care Practices (2025); Florida Chapter of American Academy of Pediatrics (FCAAP) & Tobacco Free Jacksonville

EDUCATION

MS, HEALTH EDUCATION & BEHAVIOR, UNIVERSITY OF FLORIDA, GAINESVILLE, FL, 2013

BA, INTERPERSONAL & ORGANIZATIONAL COMMUNICATION, UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL, 2011