

# Alicia Caldwell

## Contact



## Education

**High Point University**  
High Point, NC  
B.A. Received: History, 2007

**Appalachian State University**  
Boone, NC  
M.S. Nutrition  
(Public Health Concentration):  
2022 – Current

## Key Skills

Nonprofit Management  
Public Health Advocacy  
Community Organizing  
Public Speaking  
Business Writing  
Food Safety  
Research  
Customer Service  
Financial Analyst  
Mortgage Retention

## Summary

My work history has afforded me the opportunity to be frontline for external business as well as hone interpersonal skills and leadership abilities. I have been able to translate that corporate experience into the core competencies that make an effective nonprofit community leader. Innate ability to adapt to change, advanced oral/written communication skills, and dedication to excellence all allowed me to assimilate and excel in the field of community health.

## Experience

*04/23—Present*

Administrative Assistant • [Greater High Point Food Alliance](#).  
Complete daily administrative tasks, including answering and making calls; taking notes and keeping meeting minutes; composing and sending emails; drafting flyers; updating organization's app, website and social media page; and other administrative tasks as needed.

*07/19—Present*

Executive Director • Nonprofit • [LIVE Better](#). LIVE Better is a small, purpose driven 501c3 nonprofit. Duties: Intermittent speaking and teaching engagements. [www.LIVEBetterHP.org](http://www.LIVEBetterHP.org)

*12/11—12/22*

Owner • Freelance Editor/Business Writer • [AMC Literary Services](#).  
*Clients of Note: High Point Historical Society/HP Museum, Carod Properties, Cancer Clinical Research Unplugged, Winston Salem State University*

*9/18 – 4/19*

Reservations Manager • Customer Service • [U-Haul](#)

*9/16 – 9/18*

Virtual Assistant • Executive Assistant to CEO • [Cancer Clinical Research Unplugged](#)

*9/12 – 4/13*

Customer Relationship Manager • Mortgage Retention • [Bank of America](#)

## LIVE Better

- Collaborated on a Winston Salem State University grant funded project, *Exploring Patient Perspectives and Hypertension*, 2017
- Earth Fare pre-opening Community Advisory Board member, High Point, NC, 2019
- Organized and headed Community Health Fair on Health Literacy, 2019
- Established LIVE Better, Inc., a 501c3 community health nonprofit, to build on work began and subsequent momentum from Health Fair, 2019
  - *Mission: to impact community health by providing services and programs to inform and educate on the correlation between health behaviors and chronic illness.*
- Contributing sponsor for Seeds to Share, initiative to provide seeds to individuals and community gardens to promote gardening to address food insufficiency, 2019
- Developed the “Just 1 Project” to teach beginners gardening to address food insufficiency, 2019
- Participated in the Growing Healthy Communities: 5<sup>th</sup> Annual Food Insecurity Summit, 2019
- Established annual holiday campaign to feed senior, unhoused and underserved communities including 50+ care packages for the homeless, 2020
- Food Education Team, NC Cooperative Extension, Guilford County, NC, 2021--Current
- Panelist for Diversity and Inclusion Evening Summit: *Understanding Implicit Bias and Its Impact on Healthcare Leadership*. American College of Healthcare Executives (ACHE) of the Triad, 2021
- Next Gen Kids: promoted message of Generational Health with a nutrition and cooking class to kids, funded by Welfare Reford Liaison Project, 2022—2023
- Health Education/Health Promotion Community of Partners, NC regional collaboration of DHHS and community partners, 2024—Current



LIVE Better Inc.™

## LIVE Better Grants Awarded

- Walmart Community Grant, 2020
- Walmart Community Foundation, 2022
- Welfare Liaison Project, 2022
- Partners in Health and Wholeness, 2023
- Hayden-Harman Foundation, 2023
- Greater High Point Food Alliance, 2023
- Greater High Point Food Alliance, 2024
- Hayden Harman Foundation, 2024

## Community Activism

- Stroke survivor, turned Stroke Awareness and prevention advocate, 2013—Current
- Guest speaker for initiative aimed at African American students for the National Institutes on Minority Health and Health Disparities, at Winston Salem State University, 2017
- Joined Indivisible Guilford County, organization focused on providing voting access to underserved communities, 2018—2019
- Organized and participated in Panel Discussion on Violence Prevention, High Point, NC, 2019
- North Carolina Cooperative Extension Nutrition and Wellness Advisory, 2024—Current
- Health Education/Health Promotion Committee, Guilford County, 2024—Current
- NAACP Health Committee, 2024—Current
- African American Initiative member, 2024—Current

## **Accomplishments**

- Published *FGS: Diary of a fat, Black woman*, non-fiction work that confronted personal and cultural knowledge, perceptions and attitudes towards obesity, 2013
- Served as Chief Judge of Voting Precinct FR2, Guilford County, NC, 2019—2020
- Served as Judge of Voting Precinct H27-B, Guilford County, NC, 2022
- Served as Chief Judge of Voting Precinct SUB, Guilford County, NC, Primary and Run-Off, 2024

## **Professional Memberships/Certifications/Licenses**

- *Certified Food Safety Manager*, NC State Cooperative Extension, National Registry of Food Safety Professionals, SafePlate, 2019-2025
- Guilford Nonprofit Consortium, member since 2022
- Association of State Public Health Nutritionists, 2022—Current
- CITI Certification, Social/Behavioral Research #63502868, 2024—Current