

**Keisha L. Nzewi, MPH**

African American Cultural Health Initiatives Director  
American Heart Association

Keisha was born and raised in Hanford, CA, a small agricultural community in the central valley. After receiving her BA in Social Welfare from the University of California, Berkeley, she served for one year as an AmeriCorps\*VISTA (Volunteers In Service To America) Member in Sacramento, CA. While there, she developed a community planning training program that built the capacity of community members to utilize data in their efforts to improve their neighborhoods.

Following her service as a VISTA, Keisha dove into the world of alcohol policy work, organizing citizens to work towards reducing the negative affects of alcohol on communities. From keeping a national discount chain from selling cheap, high alcohol content beverages in an area already over concentrated with liquor stores, or preventing a liquor store from installing gasoline pumps along a strip well known for its DUI arrests, to meeting with state legislators to pass laws closing loopholes for businesses that sold alcohol to minors, Keisha worked tirelessly to keep communities healthy.

During this busy time, Keisha earned her Master of Public Health degree in community health education from San Francisco State University. Prior to joining the American Heart Association, she served as the health educator at a youth center in Berkeley, CA, where she developed activities to encourage healthy eating and physical activity habits among the youth and their families. Since joining the AHA in 2002, Keisha has successfully developed and implemented programs throughout the San Francisco Bay Area. By developing relationships with a diverse group of organizations and churches, screenings, cooking demonstrations and other health education activities are able to reach the diverse African American community of the Bay Area.

Keisha is a Girl Scout leader and volunteers with Black Women Organized for Political Action.