State of California
TOBACCO EDUCATION AND RESEARCH OVERSIGHT COMMITTEE
(TEROC)
Member Roster
December 2019

Edith D. Balbach, Ph.D.
Professor Emerita of Public Health and Family Medicine
Tufts University
Email: edith.balbach@tufts.edu

Mary Baum
Senior Program Director
Social Advocates for Youth (SAY) San Diego
8755 Aero Drive, Suite 100
San Diego, CA 92123
Work: (619) 283-9624
Fax: (619) 582-9057
E-mail: mbaum@saysandiego.org

Vicki Bauman
Prevention Director III
Stanislaus County Office of Education
1100 H Street
Modesto, CA 95354
Work: (209) 238-1361
Fax: (209) 238-4252
E-Mail: vbauman@stancoe.org

Primo J. Castro, M.P.A.
Director, Government Relations
American Cancer Society Cancer Action Network
99 S. Lake Avenue, Suite 400
Pasadena, CA 91101
Work: (626) 243-5614
E-mail: primo.castro@cancer.org

Patricia Etem, M.P.H.
Executive Consultant
CIVIC Communications
5425 E. 4th Street
Long Beach, CA 90814
Work: (562) 498-9603
E-Mail: psetem@yahoo.com

Mariaelena Gonzalez, Ph.D.
Assistant Professor of Public Health
School of Social Sciences, Humanities, and Arts
University of California, Merced
5200 North Lake Road
Merced, CA 95343
Work: (209) 228-2332
E-mail: mgonzalez82@ucmerced.edu

Jim Keddy
Executive Director
Youth Forward
2411 15th Street Suite A
Sacramento, CA 95818
Work: (916) 248-1706
E-Mail: jim@youth-forward.org

Pamela Ling, M.D., M.P.H.
Professor, Department of Medicine
University of California, San Francisco
530 Parnassus Avenue, Suite 366
San Francisco, CA 94143-1390
Work: (415) 514-8627
Fax: (415) 514-9345
E-mail: pamela.ling@ucsf.edu

Wendy Max, Ph.D.
Professor and Director
Institute for Health & Aging
University of California, San Francisco
3333 California Street, Laurel Heights
San Francisco, CA 94143
Work: (415) 476-8023
E-Mail: wendy.max@ucsf.edu
Michael Ong, M.D., Ph.D., Chair
Professor in Residence
Departments of Medicine & Health Policy and Management
University of California, Los Angeles
VA Greater Los Angeles Care System
10940 Wilshire Blvd., Ste. 700
Los Angeles, CA 90024
Work: (310) 794-0154
Fax: (310) 794-0723
E-mail: mong@mednet.ucla.edu

Claradina Soto, Ph.D., M.P.H.
Assistant Professor
University of Southern California
Keck School of Medicine
Department of Preventive Medicine
2001 N. Soto Street
Los Angeles, CA 90032
Work: (323) 442-8219
Email: toya@usc.edu

Mark Starr, D.V.M., M.P.V.M.
Deputy Director for Environmental Health
California Department of Public Health
1500 Capitol Ave., Suite 524, MS 0511
Sacramento 95814, P.O. Box 997377
Sacramento 95899-7377
Work: (916) 445-0275
E-mail: Mark.Starr@cdph.ca.gov
Staff

**Tracy Richmond McKnight, Ph.D.**  
Director  
Tobacco-Related Disease Research Program  
University of California, Office of the President  
300 Lakeside Drive  
Oakland, CA 94612  
Work: (510) 987-9811  
E-mail: Tracy.Richmond-McKnight@ucop.edu

**Sarah Planche, M.Ed.**  
Education Administrator  
Coordinated School Health and Safety Office  
California Department of Education  
1430 N Street, Suite 6408  
Sacramento, CA 94814  
Work: (916) 319-0920  
E-mail: SPlanche@cde.ca.gov

**April Roeseler, B.S.N., M.S.P.H.**  
Chief, California Tobacco Control Program  
California Department of Public Health  
1616 Capitol Avenue, MS 7206  
P.O. Box 997377  
Sacramento, CA 95889-7377  
Work: (916) 449-5504  
E-mail: April.Roeseler@cdph.ca.gov