

Marice Ashe, JD, MPH

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EXPERIENCE

Lecturer: Berkeley Law at UC Berkeley (2020 – present). Teach courses in Public Health Law. Women of Berkeley Law Professor of the Year Award (2023).

Consultant: Public Health Law (2020 – present). Work with teams throughout the world on applying legal tools to addressing public health challenges.

Founder and Chief Executive Officer: ChangeLab Solutions (1997–2019). Founded this pioneering and award-winning national nonprofit that contributes major innovations to prevent disease and improve population health. Created broad and lasting innovations through the tools of law and policy that have fundamentally changed public health practice:

- Integrated health into all aspects of civic life: neighborhoods with access to affordable, healthy food and beverages and opportunities for physical activity and safe play; housing that is healthy, stable and affordable; transportation systems that are available and accessible; schools that incorporate restorative justice principles; surrounded by smoke-free air, clean water, and more.
- Fostered an “equity first” commitment by opening dialogues between civil rights scholars and public health epidemiologists to incorporate racial equity goals into civic life; incorporating equity goals into long-range comprehensive plans for land use development; ensuring housing affordability, access and stability; focusing on restorative justice in school disciplinary policies; and addressing community violence prevention.
- Produced the largest library in the world of model public health laws and policies, coupled with dynamic and interactive visuals, to build community capacity to prevent disease and create environments that foster health.
- Drove major successes across a range of critical public health issues. For example, ChangeLab Solutions’ anti-tobacco policies contributed to a 25% drop in tobacco-related deaths and helped California save \$134 billion in health care costs over 20 years, model policies to curb predatory marketing protected 6+ million children from junk foods and beverages ads in public schools, and thousands of cities embraced health-promoting policies as a core function of civic life.
- Built a 60-person staff that is intentionally highly multi-disciplinary, specializing in law, public health, land use planning, housing, transportation, education, parks, economics, government finance and more. Directed an annual operating budget of more than \$10 million and supported a 14-member national Board of Directors.

Public Health Institute (1994–2010). Founded Public Health Law & Policy (currently ChangeLab Solutions), managed more than \$200 million in litigation settlements (*cy pres* awards) for public health programs, provided in-house counsel legal services.

Environmental Law Offices (1992–1994). Litigation support, client advising and consultation with focus on environmental justice, public health law, and land use issues.

Law school internships:

- **Natural Resources Defense Council (Summer 1992).** Prepared legal analyses for public health protection campaigns, pending litigation, rulemaking and legislation.
- **California Rural Legal Assistance (Summer 1991).** Drafted appeal and response documents based on allegations of Government Ethics Code violations to an EPA-approved permit.

- **University of California (UC) Office of the President;** Office of Legislative Analysis and Environmental Policy (1991–1992). Organized environmental compliance for all campuses and medical centers.

Contra Costa County Health Services Department (1985–1990):

- **Executive Assistant to the Hazardous Materials Commission.** Staffed high-profile county commission overseeing environmental health policy and planning activities.
- **Director of Health Education.** Organized county-wide health protection and promotion programs, including first county-wide workplace smoking ordinance in the country.

San Francisco Interns and Residents Association (1984–1985). Assistant Executive Director.

American Cancer Society, California Division (1981–1984). Health education internship.

Berkeley Free Clinic (1980–1981). Resource and Referral Director.

Jesuit Volunteer Corps (1978–1980). JVC Volunteer and Southwest Area Director.

EDUCATION

University of California at Berkeley, School of Law, Juris Doctorate (1993)

University of California at Berkeley, School of Public Health, Masters in Public Health (1984)

University of Notre Dame, Bachelor of Arts – Government (1978)

RECENT NATIONAL LEADERSHIP POSITIONS & BOARDS

- **WE in the World, Senior Fellow**
- **University of Virginia, The Democracy Initiative Center for the Redress of Inequity Through Community-Engaged Scholarship,** National Advisory Board
- **Loma Linda University, Institute for Health Policy and Leadership,** Advisory Council
- **Health & Human Services and the CDC Foundation,** Healthy People 2020, Law and Health Policy Project: advisor and subject matter expert
- **National League of Cities,** Advisory Panel on Health Disparities: advisory board member
- **Urban Land Institute,** Building Healthy Places, advisory board member
- **Healthier Cities Initiative,** kitchen cabinet
- **California Wellness Plan,** California Department of Public Health: advisory board member
- **Voices for Healthy Kids,** American Heart Association: national advisory board
- **The California Endowment,** Health Happens with Prevention: advisory board
- **Salud America!,** National Advisory Committee

PROFESSIONAL MEMBERSHIPS

State Bar of California; Bar No. 167484 (1993–present)

American Public Health Assoc. (1982–present)

AWARDS

Women of Berkeley Law Professor of the Year Award (2023); Lifetime Achievement in Public Health Law, APHA (2018); National Forum to Prevent Heart Disease – National Policy Award (2013); American Journal of Preventive Medicine’s Childhood Obesity Challenge (2013); Philanthropedia – Top 10 Nonprofit for Obesity Prevention Resources (2013); Philanthropedia – Top Nonprofit Start-up (2010); Commendation, East Bay Community Law Center (1998, 2002); Prosser Prize, Food and Drug Law (1993); Berkeley Law Foundation Grant (1992); Commendation for Best Moot Court Brief (1990); Contra Costa County Employee Award of Excellence (1989); U.S. Public Health Service Traineeship (1982–1984); University of Notre Dame Alumni Scholarship (1974–1978)

PUBLICATIONS

Book Chapters

- Ashe M (2021) “Ensuring Lasting Impact from Policy Initiatives” in *Public Health Under Siege: Improving Policy in Turbulent Times*, eds. Castrucci B, Benjamin G et al. (APHA Press).
- Ashe M and Khan F (2021) “Constitutional Foundations for Public Health Practice: Key Terms and Principles” in *Public Health Law: Concepts and Case Studies for Practitioners*, eds. Ransom M and Magnaña Valladares L. (Springer).
- Ashe M, Barilla D, Barsi E, and Cihan S (2016) “A Systems Thinking Approach to the Social Determinants of Health” in *Stakeholder Health: Insights for New Systems of Health*, eds Cutts T, Cochrane J. (Stakeholder Health), pp 5–22.
- Kappagoda M, Ogilvie R, Zimmerman S, and Ashe, M (2014) “Using Legal and Policy Muscles to Support Physically Active Communities”, in *Implementing Physical Activity Strategies*, eds Pate R, Buchner D. (Human Kinetics), pp 359–367.

Journals

- Barnhill A, Ramirez AS, Ashe M, Berhaupt-Glicistein A, Freudenberg, N, Grier SA, Watson KE, Kumanyika S (2022), The Racialized Marketing of Unhealthy Foods and Beverages: Perspectives and Potential Remedies. *Journal Law Med Ethics*, 50: 52-59.
- Hayford E, Ashe M (2021) Systems Thinking and Global Health Governance, 49 *Ga. J. Int'l & Comp. L.* 563 (2021).
- Burris S, Ashe M, Blanke D, Ibrahim J, Levin D, Matthews G, Penn M, Katz M (2016) Better Health Faster: The 5 Essential Public Health Law Services. *Public Health Reports*.
- Burris S, Ashe M, Levin D, Penn M, Larkin M (2016) A Transdisciplinary Approach to Public Health Law: The Emerging Practice of Legal Epidemiology. *Annu. Rev. Public Health* 37:1.1–1.14.
- Roberto C, Swinburn B, Hawkes C, Huang T, Costa S, Ashe M, Zwicker L, Cawley J, Brownell K (2015) Patchy progress on obesity prevention: emerging exemplars, entrenched barriers, and new thinking. *Lancet*, published online February 18, 2015, [http://dx.doi.org/10.1016/S0140-6736\(14\)61744-X](http://dx.doi.org/10.1016/S0140-6736(14)61744-X).
- Huang T, Cawley J, Ashe M, Costa SA, Zwicker L, Frerichs L, Rivera J, Levy D, Hammond R, Lambert E, Kumanyika S (2015) Mobilizing policy actions for obesity prevention. *Lancet*, published online February 18, 2015, [http://dx.doi.org/10.1016/S0140-6736\(14\)61743-8](http://dx.doi.org/10.1016/S0140-6736(14)61743-8).
- Reeve B, Ashe M, Farias R, and Gostin L (2015) State and municipal innovations in obesity policy: why localities remain a necessary laboratory for innovation. *Am J Public Health*, 105(3): 442–453.

- Gostin L, Reeve B, and Ashe M (2014) Viewpoint: The Historic Role of Boards of Health in Local Innovation: New York City's Soda Portion Case. *JAMA*, 312(15):1511–1512.
- Kristensen A, Flottemesch T, Maciosek M, Jenson J, Barclay G, Ashe M, Sanchez E, Story M, Teutsch S, and Brownson R (2014) Reducing Childhood Obesity through U.S. Federal Policy: A Microsimulation Analysis. *Am J Prev Med*, 47(5):604–612.
- Gearhardt A, Roberts M, Ashe M (2013) “If sugar is addictive ... what does it mean for the law?” *J Law Med Ethics*, 41(Suppl1):46–49.
- Graff S, Kappagoda M, Wooten H, McGowan A, and Ashe M (2012) Policies for healthier communities: historical, legal, and practical elements of the obesity prevention movement. *Annu. Rev. Public Health*, 33(Apr):307–312.
- Ashe M and Salsburg R (2010) Using Climate Change Policy to Improve Low-Income Communities' Health. *Clearinghouse Review of Poverty Law and Policy*, 44(Sep-Oct):312.
- Yancey A, Cole B, Brown R, Williams J, Hillier A, Kline R, Ashe M, Grier S, Backman D, and McCarthy W (2009) A cross-sectional prevalence study of ethnically targeted and general audience outdoor obesity-related advertising. *Milbank Q*, 87(1):155–184.
- Must A, Bennett G, Economos C, Goodman E, Schilling J, Quintiliani L, Rosenbaum S, Vincent J, and Ashe M (2009) Improving coordination of legal-based efforts across jurisdictions and sectors for obesity prevention and control. *J Law Med Ethics*, 37(Suppl1):90–98.
- Ashe M, Bennet G, Economos C, Goodman E, Schilling J, Quintiliani L, Rosenbaum S, Vincent J, and Must A (2009) Assessing coordination of legal-based efforts across jurisdictions and sectors for obesity prevention and control. *J Law Med Ethics*, 37(suppl1):45–54.
- Ashe M, Feldstein L, Graff S, Kline R, Pinkas D, and Zellers L (2007) Local venues for change: legal strategies for healthy environments. *J Law Med Ethics*, 35(1):138–147.
- Ashe M, Feldstein L, Lee M, and Ransom M (2007) Land Use Laws and Access to Tobacco, Alcohol, and Fast Food. *J Law Med Ethics*, 35(Suppl4):60–62.
- Zellers L, Thomas M, and Ashe M (2006) Legal risks to employers who allow smoking in the workplace. *Am J Public Health*, 97(8):1376–1382.
- Ashe M, Jernigan D, Kline R, and Galaz R (2003) Land use planning and the control of alcohol, tobacco, firearms, and fast food restaurants. *Am J Public Health*, 93(9):1404–1408.
- Kline R, Graff S, Zellers L, and Ashe M (2006) Plotting a Course for Nutrition: Navigating the Commercial Speech Doctrine from the Vantage of Tobacco Control. *Loyola Law Rev* 39(1):603–648.
- Von Oehsen W, Ashe M, and Duke K (2004) Pharmaceutical discounts under federal law: state program opportunities. *American Journal of Health-System Pharmacy*, 60(6): 551–553.
- Swaminathan J, Ashe M, Duke K, Maslin E, and Wilde L (2004) Distributing Scarce Drugs for Medpin Program. *Interfaces*, 34(5):353–358.
- McNamara J, Carson J, Bundy S, and Ashe M (2004) Lawyers as Advocate in Public Health Practice. *J Law Med Ethics*, 32(Suppl4):90–91.
- Moore J, Ashe M, Gray P, and Blanke D (2003) Should your state have a public health law center? *J Law Med Ethics*, 31(Suppl4):58-59.
- Leverett M, Ashe M, Gerard S, Jenson J, and Woollery T (2002) Tobacco use: the impact of prices. *J Law Med Ethics*, 30(Suppl3): 88–95.
- Ashe M (1993) The Low-Level Radioactive Waste Policy Act and the Tenth Amendment: A ‘Paragon of Legislative Success’ or a Failure of Accountability? *Ecology Law Quarterly*, 20: 267.