

Michele Collins, MPH, RH (AHG)

4 Branches Chinese Medicine Center
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Professional Profile – Clinical Herbalist

- Qi Gong practitioner – provides medical qi gong healing sessions as well as individualized instruction in qi gong
- Practitioner of Chinese medicine who also blends Ayurvedic and western herbal traditions into a herbal medicine clinical practice
- Staff member of the Academy of Integrated Medicines in Chapel Hill, NC (since 2012) where she teaches western and Ayurvedic herbalism
- Completed 6 months of advanced study and clinical work in Chengdu, China at the Chengdu University of Traditional Chinese Medicine rotating through the following clinical departments: gynecology, endocrinology, rheumatology, andrology, neurology, pediatrics, osteology, oncology, ear nose and throat, respiratory, ophthalmology, dermatology, nephrology, gastroenterology, cardiology
- Member of planning committee for the Wake Forest Integrative Medicine Seminar Series
Board member of the North Carolina Herb Association (NCHA)

Professional Development

Advanced Chinese Herbal Medicine Coursework and Clinical Internship Chengdu University of Traditional Chinese Medicine (and Hospital)	January 2011-July 2011
Certified Instructor, Primordial Qi Gong Healing Tao USA	October, 2009
Registered Herbalist (RH) American Herbalist Guild	August, 2007
East West Certified Herbalist (EWCH) Completed professional herbalist program at the East West School of Herbology	March, 2005
Master of Public Health (MPH) Health Behavior & Health Education (HBHE), UNC-CH School of Public Health	August, 1997
Bachelor of Arts (BA) International Studies (Concentration in Latin American Political Science), UNC-CH	May, 1992

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Work Experience

Spirit Rising Herbs, LLC | *October 2004-Present*

Owner and Clinical Herbalist

- Manages a clinical herbal practice specializing in traditional Chinese medicine and the use of Chinese, Ayurvedic, and western herbs, nutritional counseling, and medical qi gong.
- Teacher of western and Ayurvedic herbal medicine at the Academy for Integrated Medicines (2012).
- Maintains two clinic offices at both the Naturopathic Health Clinic in Winston Salem, NC and at the Awaken Wellness Elkin Clinic in Elkin, NC.
- Develops and offers workshops, presentations, and writing focusing on herbal medicine.
- Serves on the Wake Forest CAM Medical School Planning Committee which plans an annual seminar series for the medical community on complementary and alternative medicine.
- Board member and newsletter contributor to the NCHA (3/12-3/14).
- Current professional member of AHG.
- Past editor of the all things healing website herbology section (11/08-8/10).

Independent Evaluation Consultant | *July, 2002 - Present*

- Designs, conducts, and documents evaluations using qualitative and survey methods; Conducts and writes literature reviews.
- Evaluator for 5-year National Institute for Environmental Health Sciences (NIEHS) grant to the Utility Workers Union of America and the Labor Institute Project (8/10-7/15).
- Adjunct evaluator for the Institute for Sustainable Work and Environment (ISWE).
- Adjunct evaluator for the Center for Creative Leadership (CCL); provides assistance to CCL staff in analyzing and reporting evaluation results to custom clients (9/04-Present).
- Examples of projects include: Designed and conducted an evaluation of a Labor Institute/Utility Workers training program using qualitative and survey methods; Conducted and wrote a literature review for CCL about emerging leaders in the health non-profit field that was used to help secure grant funding for the Ladders to Leadership program; Managed the grant reviewing process for the Substance Abuse Policy Research Program (SAPRP), a National Program Office of the Robert Wood Johnson Foundation; Conducted interviews and reported results of interviews with SAPRP diversity partnership grantees.

New Perspectives Consulting Group, Inc.

Research/Program Associate | *September, 2000 - June, 2002*

- Conducted all phases of quantitative and qualitative program evaluation and research for clients from different types of organizations, including labor unions, university programs, and non-profits.
- Responsibilities included working actively with clients to develop evaluation plans, data collection and management protocols, data collection tools, data analysis plans, as well as analyze data and write reports. Helped develop and implement internal organizational systems, such as data management systems, and strategic planning. Evaluations emphasized participatory values and processes, and included working with teams of stakeholders to participate in the evaluation design and implementation process.

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- Examples of projects include analyzed and interpreted existing data as well as developed an evaluation plan for a youth mentoring program; evaluated an HIV/AIDS prevention program for home health care workers; evaluated a program for literacy educators on how to develop and implement participatory curriculum; and facilitated a team of union staff and worker trainers to design, pilot test, and implement a training evaluation tool.

Tobacco Prevention and Control, NC Department of Health and Human Services

Research Associate | *March, 1999 - May, 2000*

- Designed a multiple case study evaluation of a school-based, state-wide tobacco prevention and control program, Tobacco Free Schools.
- Designed data collection tools and protocols, including an annual program surveillance form
- Conducted site visits to North Carolina high schools and middle schools to collect both qualitative and survey data.
- Analyzed qualitative and quantitative (descriptive statistics) data.
- Published evaluation results in, The Grassroots Guide for Tobacco Free Schools, produced by the NC Department of Health and Human Services Tobacco Prevention and Control Branch.
- Presented evaluation results at the Governor's Summit to Prevent Teen Tobacco Use, Charlotte, NC, January 7-8, 2000.

Rowan County Health Department (RCHD)

Public Health Educator | *December, 1997 - June, 1999*

Community Health Intervention Process (CHIP):

- Facilitated a process in Granite Quarry, NC by which community leaders planned, implemented, and evaluated programs to address quality of life concerns.
- Assisted community members in hiring and training a staff person to assume health educator's role as community organizer.
- Assisted with the development and implementation of evaluation tools to measure success of CHIP.

Lay Health Advisor Program:

- Developed and obtained three-year grant funding for program that continues to exist and evolve.
- Implemented program in collaboration with partnering agency.
- Managed program budget.
- Evaluated a lay health advisor program in three African American communities in Rowan County to reduce infant mortality.

Family Planning Clinic Consultation:

- Designed and implemented strategies for marketing family planning services to clients and agencies within Rowan County.
- Facilitated a media review board of community representatives to assess educational materials used by RCHD.
- Developed, implemented, and evaluated an incentive program for family planning clinic clients.

North Carolina Student Rural Health Coalition

Community Health Educator | *May, 1996 - October, 1996*

- Conducted a community needs/assets assessment of industrial workers in Duplin, Sampson, and Wayne Counties.
- Designed and implemented an occupational screening clinic in conjunction with an advisory committee of workers.
- Developed Spanish and English educational materials and medical history forms.
- Designed, administered, and reported evaluation results.
- Awarded Albert Schweitzer Fellowship to implement project.
- Developed and facilitated a working group of volunteer occupational health professionals, students, and community representatives to provide technical assistance to communities in eastern North Carolina mobilizing around environmental and occupational health concerns; the group developed protocols and tools for, as well as conducted occupational health screening clinics in eastern North Carolina.

Workers' Fairness Coalition / *August, 1996 - June, 1997*

Research Associate

- Designed a retrospective, qualitative case study evaluating the process and outcomes of a community-labor coalition.
- Collected and analyzed qualitative interview data and coalition documents.
- Produced a formal research report, as well as a summary for stakeholders.
- Presented findings at Society for Public Health Education annual meeting.
- Secured grant funding from the UNC Injury Prevention Research Center to implement research design.

Empowerment Education Training, UNC-CH School of Public Health | *March, 1996 - May, 1996*

Co-Facilitator

Assisted in the design and facilitation of a one day workshop for health professionals on the topic of popular/empowerment education with Nina Wallerstein, DrPH, Associate Professor at University of New Mexico.

Presentations/Workshops

Weeds as Undiscovered Medicine. Presentation given to various garden clubs upon request.

Herbal Medicine and Women's Health. Session presented at the 4th Annual Triad AHEC North Carolina Women's Health Symposium, March 26, 2010, Greensboro, NC.

The Art and Practice of Herbal Medicine. Presentation for the Wake Forest Integrative Medicine Seminar Series, February 2009.

What is Ayurveda? Workshop for the Sunrise Yoga Studio yoga teacher training, June, 2009 and 2010, January 2012.

Integrative Approaches to Health. Presentation given at the BET Women's Health Symposium, Winston Salem, NC, September 6, 2008.

Practice of Herbal Medicine in the South. Workshop for The Grandparenting Program, project of Winston Salem State University, March, 2007.

Herbal Medicine and Cancer. Presentation given to the Forsyth Medical Cancer Center, March, 2008.

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Presentations/Workshops continued

What is Medical Herbalism? The Practice of Herbalism in the United States. Presentation given at Bridges to Health Alliance, June, 2006.

Nutrition According to Eastern Wisdom. Presentation for Health Education class at UNC Greensboro, March, 2006.

Strengthening Your Immune System and Preparing For Winter. Workshop at the Integrative Life Center, in December, 2005.

Making Your Own Herbal Infused Oils. Workshop for massage therapists in May, 2005.

Eat Your Way to Energy and Balance. Workshop offered at various locations between May 2003-December of 2005.

Alternative to Suspension: What the Program Can Do For You and Your School. Presentation at the Governor's Summit to Prevent Teen Tobacco Use, Charlotte, NC, January 7-8, 2000.

The Socio-Ecological Model as a Guide for Evaluating Community Coalition Outcomes. Presentation at the Society for Public Health Education mid-year meeting, Minneapolis, Minnesota, June 17-20, 1999.

Herbal Apprenticeships/Mentoring

Leslie Tierra, L.AC., AHG	July 2006 – December, 2006
Candis Cantin, RH, AHG	June 2005 – August, 2007
Miles Coleman, RH, AHG	May 2004 – May 2005
Cholena Erickson, O.M.D., L.Ac,	October, 2004 – February, 200
Phil Kosden, MA, LAc	June, 2003 - April, 2004

References Available Upon Request