



Pedro Haro

Mexico born, Maui raised, Pedro Haro is a 2009 graduate of the University of Hawaii's Masters in Public Health program. Since then, he has become a public health, communications, and advocacy strategist who has worked with private, non-profit and governmental organizations over the last two decades to lead statewide programs and campaigns that help improve the quality of life for the people of Hawaii.

A proud alumnus of Lahainaluna High School, Pedro has a long history of working in social justice and health issues. The first neighbor island student member on the Hawaii State Board of Education, he worked on policies for school health aides, tobacco control, and student safety.

As the owner and founder of Social Marketing Hawaii, Pedro and his team have created successful, nationally-recognized communications and advocacy campaigns for issues that include senior care and caregiving, tobacco control, binge & underage drinking, healthy eating, drowning prevention, domestic violence, sexual assault and child abuse.

For the past few years, as the Hawaii Advocacy Director for Caring Across Generations, Pedro led the successful campaign to pass the Kupuna Caregivers Act; the first-in-the-nation program providing government assistance to working caregivers that care for an aging loved one. Previously, he's led the communications campaigns for the Hawaii Tobacco Quitline, helping thousands of people quit smoking in Hawaii, led the outreach efforts for Fight the Bite campaign, preventing zika and dengue outbreaks in Hawaii, and helped launch the Hawaii Says NO MORE campaign, focusing on ending domestic violence and sexual assault.

In 2017, Pedro joined Mental Health America of Hawaii, where he currently serves as the Deputy Director. Last year, he oversaw the launch of Kokua Life, the first suicide prevention mobile application in the state, which includes a comprehensive digital directory of Hawaii's mental health resources.

Most recently, Pedro assumed the role of Executive Director of the Hawaii Educational Association for Licensed Therapeutic Healthcare (HEALTH), the voice for Hawaii's licensed medical cannabis dispensaries.