



**Pedro Haro, MPH**

Pedro has nearly two decades of experience in public health, advocacy, communications, and program development and evaluation. He is currently the Executive Director of the American Lung Association in Hawaii and has previously led various successful public health programs and advocacy campaigns, including shepherding the passage of the Kupuna Caregivers Act, the first of its kind in the nation.

As the owner and founder of Social Marketing Hawaii, Pedro has provided strategic planning, training and technical assistance, social marketing, advocacy, and evaluation services to various private and public organizations in Hawaii. Previous clients have included the Hawaii State Department of Health (Fight the Bite campaign, Hawaii Ocean Safety), Caring Across Generations (Kupuna Caregivers, Care For Kupuna), the Joyful Heart Foundation (launch of Hawaii Says NO MORE), and PHOCUSED (Housing Homeless Children Project).