



A Tradition of Stewardship  
A Commitment to Service

County Executive Office

1195 Third Street, Suite 310  
Napa, CA 94559  
[www.countyofnapa.org](http://www.countyofnapa.org)

Main: (707) 253-4421  
Fax: (707) 253-4176

**Minh C. Tran**  
County Executive Officer

December 14, 2021

Kristine Haataja

Napa CA 94558

Via email:

Re: **Napa County Mental Health Board**

Dear Ms. Haataja:

You have been a valued member of the **Napa County Mental Health Board** representing **Consumer**. The term of your position expires on January 1, 2022. If you wish to request reappointment for a 3-year term, please check the following box:

- Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the Napa County Mental Health Board for the term commencing immediately and expiring January 1, 2025.

If you have chosen to request reappointment, please check **one** of the two boxes below regarding your last application:

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- I confirm that all the information on my last application is current.
- Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

(To complete a new application form either contact the Napa County Executive Office or go to the following link to complete your application online:

<http://ca-napacounty.civicplus.com/1420/Committees-Commissions>

After checking the appropriate box, **sign and date on the lines below and return this letter to the County Executive Office by mail, email, or fax.**

Kristine Haataja  
SIGNATURE

12-15-2021  
DATE

## Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

### Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

### Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

### Which Boards would you like to apply for?

Napa County Mental Health Board: Submitted

### Category of Membership for Which You Are Applying

Consumer

## Profile

Kristine

First Name

M

Middle Initial

Haataja

Last Name

[REDACTED]

mail Address

[REDACTED]

Home Address

Suite or Apt

NAPA

City

CA

State

94558

Postal Code

### Which supervisorial district do you reside in? \*

District 4

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

[REDACTED]

Primary Phone

Retired

Employer

NA

Job title

NA

Occupation

## Education/Experience

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Gustavus Adolphus College, St. Peter, MN - BA, Sociology University Of North Carolina, Chapel Hill, NC - MBA, Marketing

## Name and occupation of spouse within the last 12 months, if married. (For conflict of interest purposes)

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Peter Stephens, Retired

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## Resume

[Kristine\\_Haataja\\_Resume.pdf](#)

Upload a Resume

Letter Recommendation or Supplemental Attachments

## Professional or occupational license, date of issue, and expiration including status

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None

## References: Provide names and phone numbers of 3 individuals who are familiar with your background.

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Theresa Comstock, California Association of Local Behavioral Health Boards and Commissions, [REDACTED]  
[REDACTED] Liz Marks, Mendocino County, [REDACTED] Michelle Farhat, Alameda County, [REDACTED]

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## Community Participation

### Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

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As a mother of a child (now adult) diagnosed with early onset bipolar disorder, I experienced the difficulty of navigating the healthcare system and educational system to advocate for my daughter. Over time, I have learned that many in my extended family have experienced mental illness, including anxiety, depression, bipolar disorder, and PTSD, and I have lived with depression much of my adult life. These experiences have inspired me to be a mental health advocate. I am especially passionate about early identification and diagnosis, since I have seen the positive impact that it can have on child and adolescent development.

### Nature of activity and community location

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Napa County Mental Health Board, 2015-Present: Chair FY 2017-2019, Executive Committee 1/2016-Present California Association of Local Behavioral Health Boards and Commissions (CALBHB/C) Bay Area Representative, Secretary/Treasurer 2020-Present This Is My Brave-Napa Valley, Lead Producer for TIMB Show May 2017 and February 2020: Funds generated provided grants for local mental health nonprofits

**Other County Board/Commission/Committee on Which You Serve/Have Served**

Napa County Suicide Prevention Council Mental Health Divisions Quality Improvement/Utilization Review Steering Committee Mental Health Divisions MHSAs Stakeholders Advisory Committee

**Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)**

None

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**Electronic Signature Agreement**

I declare under penalty of perjury that the foregoing is true and correct.

Yes  No

**Please Agree with the Following Statement**

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I Agree

**Electronic Signature (First M. Last)**

Kristine M. Haataja

**Date**

12-15-2021



**Kristine Haataja** retired in 2015 following over 35 years of experience as a Consumer Insights & Strategy Consultant for corporations and consulting firms. Her research in consumer attitudes and behavior has informed marketing decisions for many companies, including, Clorox, E&J Gallo, LifeScan/Johnson & Johnson, Nestle, General Mills, Del Monte Foods, and Samsung. Kristine holds an MBA in Marketing from the University of North Carolina, Chapel Hill.

Kristine is active in mental health advocacy at the local and state level in California. She is especially passionate about mental health intervention in early childhood and adolescence, based upon her lived experience raising a child with bipolar disorder. She was appointed to the Napa County Mental Health Board in 2015, served as Vice Chair for 2016-2017, Chair for 2017-2019, and continues to sit on the Executive Committee. In 2019, she joined the Governing Board of the California Association of Local Behavioral Health Boards and Commissions and now serves as Secretary/Treasurer. CALBHB/C supports California's 59 local mental health boards with training, best practices, new updates and issue briefs, and state advocacy on mental health issues. Since 2015, she has also served on the Development Committee for Aldea Children's & Family Services in Napa.

Kristine is a 2017 graduate and past board member of Leadership Napa Valley (LNV). For her LNV team project, Kristine was Lead Producer of This Is My Brave – Napa Valley 2017 which drew an audience of approximately 350 and raised nearly \$25,000 for mental health programs. In 2020 she was Lead Producer for This Is My Brave – Napa Valley 2020, featuring teens and young adults sharing stories of their mental health journey. Based on these experiences, Kristine led the development of TIMB's Brave Academy Producer Training in 2021.