

# Meet the Culture of Health Prize Team





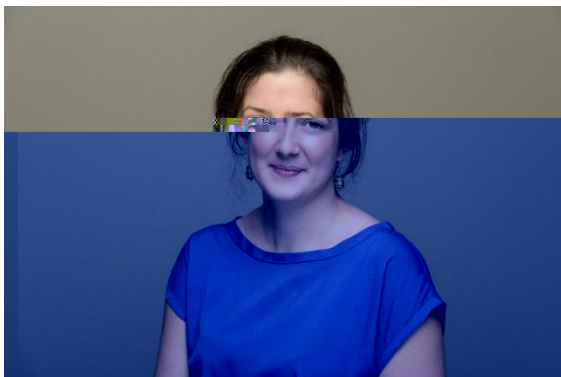






**Karley Kranich (she/hers)**  
**Director**

Karley helps companies and nonprofits find their voice and tell their story. She has led communications departments, worked within nonprofits and advised corporate departments. With a background in journalism, Karley enjoys helping clients identify a media hook and develop compelling messages. There, Karley led a full-scale marketing campaign for a neighborhood in Arlington, Virginia struggling during the COVID-19 outbreak, using earned media, paid advertising and digital strategies. While at the Environmental Defense Fund (EDF), Karley led communications for the sustainable Supply Chain team and served as the main media contact. Karley managed communications for EDF Climate Corps, a fellowship program that trains and matches graduate students with host companies to complete projects on renewable energy, ESG reporting and exploring innovative sustainability solutions. At UpShift, Karley led the day-to-day and elevating their leadership profiles.



**Katrina E. Badger (she/hers)**  
**Program Officer**

[Katrina Badger](#) is a program officer with the Robert Wood Johnson Foundation, focusing on efforts to support healthy, equitable communities. At the heart of this work is creating social, economic, and environmental conditions that allow communities and their residents to thrive. Currently, Katrina is the unique opportunities and challenges of supporting thriving rural communities and regions. Before joining the Foundation, Katrina was senior associate at Grant Thornton where she assessed the effectiveness of psychological health programs across the Department of Defense and provided independent

recommendations on health programs, policy, and research to the Secretary of Defense. In prior Engagement and as director of operations for REACH NOLA Katrina worked to improve access to, and quality of, programs and services for people in New Orleans.

**Abbey K. Cofsky (she/hers)**  
**Managing Director – Program**

Abbey Cofsky is managing director for the Robert healthy, more equitable communities. In this role, she oversees efforts to build healthier environments, catalyze local efforts to prevent disease, promote health, and address the social determinants of health. She views her work as an opportunity to advance sustainable changes that engage all sectors of a community, from government and policymakers, to businesses and civic groups, to parents and volunteers. As she de transforming themselves in ways that close gaps and ensure that everyone has the same

**Elías Enenbach (he/him)**  
**Senior Communications Officer**

[Elías Enenbach](#), senior communications officer, brings extensive bilingual communications and marketing experience to the Robert Wood Johnson Foundation, which he joined in 2022. In his position amplifying the

project to promote COVID-19 vaccine confidence. He previously developed strategic communications to engage policymakers, advocates, and the media on global public health while at Vital Strategies, the Guttmacher Institute, and Fòs Feminista (then International Planned Parenthood Federation/Western Hemisphere Region).