



**Juanita Allen Kingsley**  
**Director of Business Development**

Juanita Allen Kingsley is Director of Business Development for Century Health Systems, the parent company of the Natick Visiting Nurse Association and Distinguished Care Options.

A health educator, she trains more than 2,000 people in the MetroWest region annually through her First Aid, Wilderness First Aid, CPR and AED classes in addition to the variety of health and safety programs she teaches.

Juanita has successfully created and facilitated various programs aimed at providing individuals of varying ages and backgrounds the necessary education and tools to foster effective and positive social development. Youth programs include *Home Alone Safety*, *Bullyproofing*, *Babysitting*, *Family Life and Sexual Health*, and *Girls' Empowerment*. Young adult courses include *Goal Setting* and *Time Management*, and *Caregiver Care* is aimed at family members who are caregivers.

She has been quoted/featured in such media outlets as MetroWest Daily News; allParenting.com (from the publishers of SheKnows); NoBullying.com; Inside Natick magazine; and Wellesley Media Corp.; to name a few.

A licensed EMT since 2001, Juanita managed the Wellness Center at Hale Reservation (the nation's largest day camp); served as health care supervisor at Horizons for Youth, Sharon, Mass.; and has served as instructor trainer and instructor with the Red Cross, American Heart Association, Medic First Aid and National Safety Council.

Juanita has spoken to a variety of audiences, including the American Camp Association and the Association of Camp Nurses. She served as Chair of the Board at Hale Reservation, Westwood, Mass., and is a current Board member. A Trustee at the Dedham Savings Bank in Dedham, Mass., she is also a member of the Boston-based Chickering Foundation. Juanita serves on the Executive Committee as Vice President and Chair of Fund Development of the Casa Myrna Board of Directors. Casa Myrna is Boston's largest provider of shelter and supportive services to survivors of domestic violence.

Most recently, she became New England's only Certified Instructor for socialsklz, which offers signature workshops that equip children and young adults with the vital tools needed to succeed on the playground, in the classroom and ultimately at the workplace

Juanita holds a Bachelor of Science degree in Business Administration from Boston University and completed EMT training at Northeastern University. She received her Wilderness EMT training certification through Mountain Aid Training International.