



Carmen Toft | Communications Specialist

Carmen Toft joined CHAD in November 2018 as Communications Specialist. In her role, she contributes to communications, marketing and policy initiatives designed to promote community health centers and their impact on population health and the communities they serve.

Prior to joining the CHAD team, Carmen spent nearly five years at Prairie Berry Winery and Miner Brewing Company in Sioux Falls, S.D., covering public relations, marketing and event planning. She managed community relations and corporate donations, while growing the marketing events program to include more than 30 events in four states.

For more than 10 years, Carmen has been a passionate health care advocate with a focus on access to health care for women and rural populations. Previously, she managed public affairs for Planned Parenthood, promoting communications and policy initiatives in South Dakota. She also supported several political campaigns from Alaska to Mississippi aimed at expanding health care access for women and families.

Carmen is committed to community service, spending several years as a senior ambassador for Volunteer Sioux Falls and serving on the steering committee for the annual National Day of Service Feminine Hygiene Product Drive for The Banquet, which provides meals and services to those in need. Most recently, Carmen co-founded LEAD (Leaders Engaged and Determined) in South Dakota to engage more people in the political process. As co-chair of the board of directors, she is responsible for media relations and communications strategy.

Carmen earned a bachelor's degree in Communications Studies and Theatre from South Dakota State University.