



Carmen Toft | Communications Specialist

Carmen Toft joined CHAD in November 2018 as the communications specialist. In her role, she contributes to communications, marketing, and policy initiatives designed to promote health centers and their impact on population health and the communities they serve. In 2022, Carmen took on in-person event coordination for CHAD and the Great Plains Health Data Network.

Carmen spent nearly five years at Prairie Berry Winery and Miner Brewing Company in Sioux Falls before joining the CHAD team, 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.

Carmen has been a passionate health care advocate focused on increasing access for women and rural areas for more than ten years. Previously, she managed public affairs activities for Planned Parenthood, working on communications and policy initiatives in South Dakota. She also supported several political campaigns to expand health care access for women and families in Alaska and Mississippi.

Carmen is committed to community service. She is one of the founding mothers of the Pad Party, an annual menstrual product drive for The Banquet, and she is a former senior ambassador for Volunteer Sioux Falls. In late 2016, Carmen also co-founded Leaders Engaged and Determined (LEAD) South Dakota to engage more people in the political process. As co-chair of the board of directors until 2021, she was responsible for media relations, communications strategy, and training curriculum. Carmen has a bachelor's degree in communications studies and theatre from South Dakota State University. She enjoys traveling, reading, and practicing yoga, and she loves working from her home in the Whittier neighborhood of Sioux Falls with her rescue pitbull, Lola.