

Shannon Bacon (she/her) | Director of External Affairs



Shannon Bacon joined CHAD in January 2021. In her current role as Director of External Affairs, Shannon provides leadership in the development, implementation, and management of external affairs, including policy, external partnerships, and communication and marketing for CHAD. She is charged with helping to identify and promote the systems and policy changes needed to advance an accessible health care system for all.

Prior to joining CHAD, Shannon worked for the American Cancer Society, where she advanced local cancer prevention and screening through strategic partnerships with health care partners across North Dakota and coordinated statewide awareness campaigns. She was recognized in 2019 with a CEO Club Award, the American Cancer Society's highest staff honor. Shannon has held various social work and other nonprofit roles, including long-term care, crisis and suicide intervention and prevention, and 2-1-1 information and referral.

In her graduate practicum, Shannon designed and facilitated LGBTQ Ally Development trainings with an intersectional lens and conducted interviews to understand barriers and facilitators to quality of life among aging transgender individuals. Shannon also has experience in coalition development and management, training design, and has received special training in quality improvement and intergroup dialogue facilitation.

Shannon holds a Master of Social Work from the University of Michigan-Ann Arbor with a community organization concentration and a Bachelor of Social Work and Bachelor of Arts in women's studies from Minnesota State University Moorhead. She lives in Fargo with her partner and two children. In her free time, she enjoys the outdoors, reading, meditation, and being involved in the community.