



8<sup>th</sup> BIENNIAL

# Childhood Obesity Conference

June 29 – July 2, 2015 • San Diego, California

The Nation's Premier Conference on Childhood Obesity

**Collective Impact:  
Developing a Shared Vision  
to Achieve Greater Success**



## Program Guide

**HOSTED BY:**



# Welcome



Courtesy Joanne DiBona SanDiego.org

# Warm Greetings Conference Attendees!

On behalf of the Conference hosts, we welcome you to the 8th Biennial Childhood Obesity Conference. Over the next two and a half days, there will be numerous opportunities to network, learn and share your experiences with professionals from across the nation working to advance the movement. You are just one of the thousands of other conference attendees that now make up the nation's largest and most influential gathering to combat pediatric obesity and overweight - together we are defining and driving the future of childhood obesity prevention.

This year's conference theme, "Collective Impact: Developing a Shared Vision to Achieve Greater Success", aims to highlight the importance of collaborative thinking, strategic partnerships and cross-sector collaborations that are essential to accelerating systemic change to effectively and efficiently combat the socio-ecological factors that contribute to overweight and obesity in children, adolescents and their families. While you are here, we encourage you to connect with your fellow attendees, stay engaged and take the opportunity to develop lasting relationships that will enhance your work and ultimately impact the communities we are dedicated to serving.

Lastly, without the generous support of our sponsors, exhibitors, presenters, planning committee members and attendees over the last decade and a half, this conference would not be possible. This year, as always, we strive to continue to serve as the premier meeting ground for those working to reduce the nation's childhood obesity rates. Get ready – new ideas, partnerships and innovative thinking starts now!

In health,

The 2015 Conference Hosts



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# Acknowledgements

We would like to thank the Planning Committee for their efforts in making this conference a success.

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# Acknowledgements

We would like to thank the following individuals and organizations for their efforts in making the conference a successful educational experience.

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# Host Acknowledgements



## The California Department of Public Health

**The Nutrition Education and Obesity Prevention Branch** works with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

**The Women, Infants, and Children (WIC)** Supplemental Nutrition Program is a federally-funded health and nutrition program for low income pregnant, breastfeeding, and postpartum women, infants, and children under age five. WIC helps families by providing nutrition education, breastfeeding support, checks for buying healthy foods from WIC-authorized vendors, and help finding healthcare and other community services. In California, 84 WIC agencies provide services locally to over 1.4 million participants each month at over 650 sites throughout the State. For more information, visit our website at [www.wicworks.ca.gov](http://www.wicworks.ca.gov).



## The California Department of Education

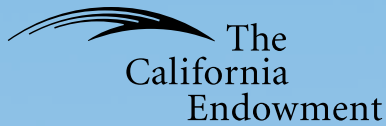
**The California Department of Education (CDE)** is committed to ensuring that every Californian has access to an education that meets world-class standards. Recognizing the strong link between academic success and student health, Superintendent Torlakson's Team California for Healthy Kids promotes healthy eating, positive physical activities, and access to safe drinking water for all students. The CDE is committed to working in partnership with local schools, communities, professional athletes, public figures, media outlets, and everyday heroes to improve student achievement through improved health. For more information, visit our website, [www.cde.ca.gov](http://www.cde.ca.gov).



## Nutrition Policy Institute, UC Agriculture and Natural Resources

**The Nutrition Policy Institute** brings together experts from throughout the University of California system to share, synthesize, develop and collaborate on nutrition policy research, particularly related to food insecurity, prevention of obesity and diabetes, and the promotion of physical activity and wellness. For more information, visit our website, [npi.ucanr.edu](http://npi.ucanr.edu).





### **The California Endowment**

**The California Endowment** is a private, statewide health foundation which was established in 1996 to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians. Headquartered in downtown Los Angeles, The Endowment has regional offices in Sacramento, Oakland, Fresno, and San Diego, with program staff working throughout the state. The Endowment challenges the conventional wisdom that medical settings and individual choices are solely responsible for people's health. The Endowment believes that health happens in neighborhoods, schools and with prevention. For more information, visit The Endowment's homepage at [www.calendow.org](http://www.calendow.org).



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### **Kaiser Permanente**

**Kaiser Permanente** is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve approximately 9.6 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: [kp.org/share](http://kp.org/share).



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#### **Sacramento State, College of Continuing Education**

**The College of Continuing Education at Sacramento State** provides access to high quality, affordable educational programming and services that meet the needs of individual students, academic institutions, working professionals and employer organizations. Their wide array of offerings include: online degree completion programs, weekend courses for working adults, summer and winter sessions, English language training, custom training for local employers, industry credentialing, and conferences for government agencies and professional associations. Learn more at [www.cce.csus.edu](http://www.cce.csus.edu).

# Sponsor Acknowledgements

## PLATINUM (+ \$20,000)



The **Robert Wood Johnson Foundation** is pleased to commit another \$500 million to help all children grow up at a healthy weight, no matter who they are or where they live. For more than 40 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are striving to build a national Culture of Health that will enable all to live longer, healthier lives now and for generations to come. Learn more at [www.rwjf.org](http://www.rwjf.org).



Founded in 1930 by breakfast cereal pioneer Will Keith Kellogg, the **W.K. Kellogg Foundation (WKKF)** places the optimal development of children at the center of all we do and calls for healing the profound racial gaps and inequities that exist in our communities. WKKF works alongside communities in priority places, across the country and internationally to support a healthy start, quality education and family economic security for all children. Learn more at [www.wkkf.org](http://www.wkkf.org).

## GOLD (+ \$10,000)



**First 5 California**, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50-cent tax on tobacco products to fund education, health, child care and other programs for children ages 0 to 5 and their families. We are the only state affiliated Commission working to improve the quality of California's preschool programs. We fund programs that educate parents, grandparents, caregivers and teachers about the critical role they play during a child's first five years. Since our creation, we've supported millions of families with programs and services designed to help more California kids grow up healthy and ready to succeed in school — and in life. For more information, please visit [www.first5california.com/parents](http://www.first5california.com/parents).



**Nemours** is one of the nation's largest children's health systems with clinical operations in four states as well as community-based prevention, research, education, and advocacy programs. Nationally, Nemours' goals are to promote program and strategies, shape policy and contribute knowledge that will improve child health outcomes. In Delaware, Nemours has implemented statewide multi-sector prevention initiatives, starting with a focus on childhood obesity. Nemours joins the Let's Move! Campaign and other national organizations in advancing the agenda to prevent childhood obesity. In partnership with the Let's Move! Child Care program, Nemours created and hosts a website that advocates a five-step commitment by child care providers to improve the health environment of facilities. For more information, visit [www.nemours.org](http://www.nemours.org) and [www.HealthyKidsHealthyFuture.org](http://www.HealthyKidsHealthyFuture.org).

## SILVER (+ \$6,000)



CEDARS-SINAI

**Cedars-Sinai Medical Center** is the largest non-profit academic hospital in the western United States. It is internationally renowned for its commitment to providing excellent clinical and service quality, compassionate patient care, strong support to biomedical research and medical education. We are proud to invest in the health of our communities. Learn more at [www.cedars-sinai.edu](http://www.cedars-sinai.edu).



**Dairy Council of California** is a state government entity overseen by the California Department of Food and Agriculture. We provide comprehensive nutrition education curriculums and programs that focus on balance, variety and inclusion for healthy eating utilizing the latest, proven educational methodologies. All materials are provided for free to schools and health care programs in California. Learn more at [www.healthyeating.org](http://www.healthyeating.org).

## BRONZE (+ \$2,500)



**First 5 San Diego** promotes the health and well-being of children during their most critical years of development—from the prenatal stage through age 5. First 5 San Diego provides San Diego's youngest children with a variety of services that support our vision that all children ages 0 through 5 are healthy, loved and nurtured, and enter school as active learners. Learn more at [www.first5sandiego.org](http://www.first5sandiego.org).



The **Sarah Samuels Center for Public Health Research & Evaluation** works in collaboration with partners to identify effective strategies that promote healthy and equitable communities. Our research skills include qualitative and quantitative methodologies and we have expertise tailoring evaluation methods for diverse geographies, cultures, and languages. Learn more at [www.samuelscenter.com](http://www.samuelscenter.com).



Look to **University of California Agriculture and Natural Resources** when you want results! Our peer reviewed and field-tested products are developed by nutritionists with University of California Cooperative Extension. Find out innovative educational tools for nutritionists, parents, health care professionals, and teachers (including many free, downloadable publications) in our online catalog at [anrcatalog.ucanr.edu](http://anrcatalog.ucanr.edu).

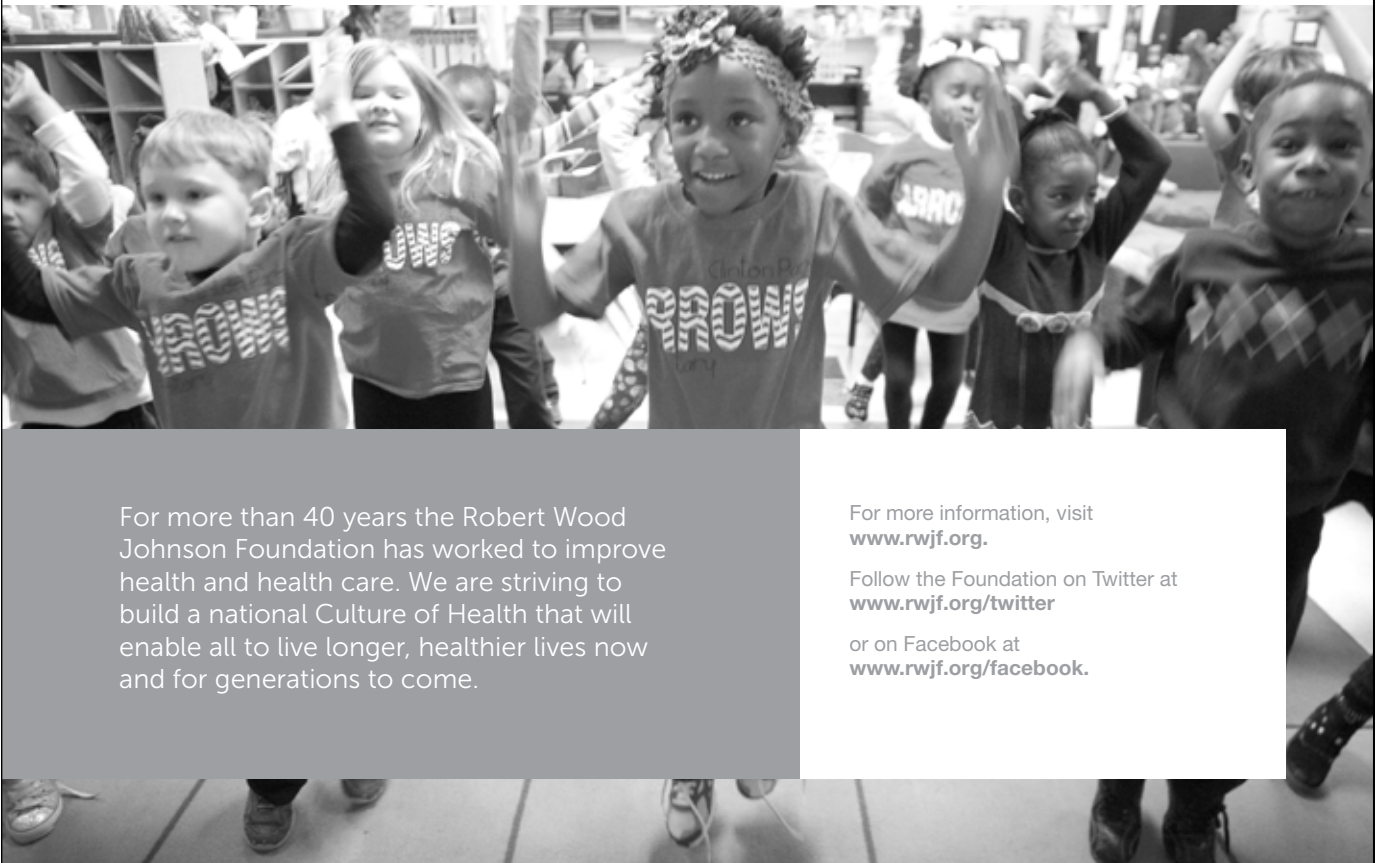


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# Helping **All Children** Grow Up at a **Healthy Weight**

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The Robert Wood Johnson Foundation is pleased to commit another \$500 million to help all children grow up at a healthy weight, no matter who they are or where they live.



For more than 40 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are striving to build a national Culture of Health that will enable all to live longer, healthier lives now and for generations to come.

For more information, visit  
[www.rwjf.org](http://www.rwjf.org).

Follow the Foundation on Twitter at  
[www.rwjf.org/twitter](http://www.rwjf.org/twitter)

or on Facebook at  
[www.rwjf.org/facebook](http://www.rwjf.org/facebook).

# Working together to ensure all children *THRIVE*





W.K.  
KELLOGG  
FOUNDATION

*A Partner With Communities Where Children Come First*

[WWW.WKKE.ORG](http://WWW.WKKE.ORG)

The W.K. Kellogg Foundation salutes everyone helping to support breastfeeding, teach our youngest kids about nutritious food, bring healthy food to school cafeterias and build equitable food systems. Together, we'll improve the health and well-being of children, families and communities.

 [WKKelloggFoundation](https://www.facebook.com/WKKelloggFoundation)  [@WK\\_Kellogg\\_Fdn](https://twitter.com/WK_Kellogg_Fdn)



## Bringing Health to a Community Near You

Kaiser Permanente has been doing its part to make schools and communities healthier for more than 25 years. We believe that we can turn the tide on childhood obesity when we partner together to support access to nutritious foods, safe physical activity and social and emotional well-being for all people. That's why we're proud to sponsor the 2015 Biennial Childhood Obesity Conference. We're all in this together. **Learn more at [kp.org/share](http://kp.org/share).**

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# General Information

## REGISTRATION INFORMATION

Registration is open the following dates and times:

**Monday, June 29**

7:30 a.m.–5:00 p.m.

**Tuesday, June 30**

7:00 a.m.–5:30 p.m.

**Wednesday, July 1**

7:00 a.m.–5:00 p.m.

**Thursday, July 2**

7:30 a.m.–12:30 p.m.

All registration matters will be handled at the registration area located on the first floor in the Atlas Ballroom Foyer.

## NAME BADGE FOR ADMITTANCE

Everyone **MUST** register to participate in the Childhood Obesity Conference. Participants must wear their name badges for admission to sessions, exhibit/poster hall, breakfasts, and reception.

## EXHIBITOR/POSTER SESSION ACTIVITIES

All exhibits and posters will be housed in Grand Hall. Exhibit and poster presentations will be open the following dates and times:

**Tuesday, June 30**

8:00 a.m.–5:00 p.m.

**Wednesday, July 1**

7:30 a.m.–3:30 p.m.

Special exhibit and poster viewing opportunities are offered during all breakfast and refreshment breaks.

## ROUNDTABLE ACTIVITIES

All roundtables will take place in Grand Hall during the buffet breakfast on Thursday, July 2. There will be two 30 minute sessions starting at 8:20 a.m. Roundtable assignments will be posted in Grand Hall on Thursday morning.

## STAY CONNECTED...AT THE CYBER CAFÉ

Located in the Atlas Ballroom foyer, check your email, and/or print out session handouts and boarding passes at the Conference Cyber Café.

## PRESENTER/MEDIA LOUNGE

Terrace Salon 2, has been reserved for presenters and the media. Presenters may use this room to meet with co-presenters and prepare for their sessions. Media may use this room for interviews.

## MESSAGE BOARD

A message board has been placed in the registration/information area for your convenience to leave or receive messages. Check this board regularly. All phone and personal messages, general announcements, and room changes will be posted there.

## ROOM MONITORS

All room monitors should check in and pick up their session materials at the Conference Registration Desk at least 30 minutes prior to their session.

## BREASTFEEDING ROOM

For the convenience of nursing mothers, a room is available, along with a limited supply of electric breast pumps. For access to the breastfeeding room, please sign up for a room key at the Conference Registration Desk. You will be asked to provide a photo identification card as security for the room key. We would like to thank American Red Cross WIC for supplying the breast pumps.

## AUDIO/VIDEOTAPING POLICY

The Childhood Obesity Conference will be recording June 30 – July 2, 2015. If you do not wish to be recorded, please see Conference Coordinators at the conference registration area. In addition, anyone (other than conference staff) desiring to make video/audio recordings, or take photographs of session presenters, participants or plenary speakers, must obtain advance approval from the Conference Coordinators at the conference registration area. Written permission is required from the individuals to be recorded or photographed.

## SAN DIEGO TROLLEY

Just a short stroll from the Town and Country Resort Hotel will take you to the San Diego Trolley pick-up. The trolley is a great way to get around San Diego when you're sightseeing, shopping, or going to specific events. Travel by trolley to the Gaslamp Quarter, Old Town, Downtown San Diego, the Convention Center and Seaport Village. You can also reach San Diego's sporting event venues - Qualcomm Stadium, Petco Park, San Diego State and Viejas Arena by trolley. Pick up more information about the trolley at the Conference Registration desk.

## OVERFLOW HOTEL SHUTTLE SERVICE

Shuttle service arrangements to and from the San Diego Marriott Mission Valley and Courtyard by Marriott San Diego Mission Valley overflow hotels will be available every hour on the hour Monday, June 29 – Thursday, July 2. Shuttle service will pick up on June 29, July 1 & 2 starting at 7:00 a.m. and on June 30 at 6:00 a.m. Shuttles will run continuously during conference hours. Shuttle pick-up at the Town & Country is located outside of the Atlas Ballroom Foyer located on the west side of the hotel property. Please check at registration for a full shuttle schedule.

## AIRPORT SHUTTLE SERVICE

Shuttle service arrangements to and from the conference hotel can be made through Super Shuttle at [supershuttle.com](http://supershuttle.com) or by calling (800) 258-3826. Advance reservations (24 hours) are required from the hotel to the airport.

## CONFERENCE EVALUATIONS

We are committed to continuing to offer the best Childhood Obesity Conference in the nation, and we need your help to do so. Workshops and mini plenaries will be evaluated through paper evaluation forms located in the back of your program guide. Following each session, tear off the evaluation for the corresponding session, complete it, and give it to your room monitor as you exit the session. An evaluation survey that is broader in scope, asking for details about the overall conference, will be emailed to you after the conference. Both are essential elements to ensuring the Childhood Obesity Conference meets attendees' needs and provides leadership in the elimination of childhood obesity. Please help us by completing these evaluations.

# Continuing Education Units

To receive CEUs, go to the Continuing Education table located in the Atlas Foyer, pick up a participant packet and complete the following steps:

## **CERTIFIED HEALTH EDUCATION SPECIALISTS (CHES)**

Provider Number 10563. Provider of 15 entry-level Category 1 continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc.

- Complete the participant information and an evaluation form for each workshop/plenary session attended. Approved workshops/plenary sessions are listed in the packet. Partial credit is accepted for partial attendance.
- Return the completed packet to the Continuing Education table.
- A certificate of attendance will be mailed to you in approximately three to four weeks.

## **GENERAL CONTINUING EDUCATION HOURS**

Course meets the qualifications for 12 hours of continuing education credit for general continuing education hours. (Partial credit is not available)

- Sign in at the beginning of the Conference.
- Attend and complete an evaluation form for all workshop and plenary sessions listed in your packet.
- Return the completed packet to the Continuing Education table.
- Sign out at the end of the Conference.
- A certificate of attendance will be mailed to you in approximately three to four weeks.

## **LICENSED PHYSICIANS (CME)**

This live activity, 8th Biennial Childhood Obesity Conference, with a beginning date of 6/30/2015, has been reviewed and is acceptable for up to 14 elective credits by the American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

- Sign in with your name and medical license number.
- Pick up a certificate of attendance at the Continuing Education table prior to leaving the Conference.

## **MARRIAGE AND FAMILY THERAPISTS (MFT) AND LICENSED CLINICAL SOCIAL WORKERS (LCSW)**

Provider approved by the California Board of Behavioral Sciences (BBS), Provider Number PCE 4089. Course meets the qualifications for 14 hours of continuing education credit for MFTs and/or LCSWs as required by the CA BBS. (Partial credit is not available)

- Sign in at the beginning of the Conference.
- Attend and complete an evaluation form for all workshop and plenary sessions listed in your packet.
- Return the completed packet to the Continuing Education table.
- Sign out at the end of the Conference.
- A certificate of attendance will be mailed to you in approximately three to four weeks.

## **REGISTERED DIETICIANS AND REGISTERED DIETICIAN TECHNICIANS (RD AND RDT)**

This program has been approved by the Commission on Dietetic Registration for 17 CPEUs (15 hours for sessions, 1 hour for exhibits, 1 hour for posters).

- Sign in with your name and RD/RDT number.
- Pick up a certificate of attendance at the Continuing Education table prior to leaving the Conference.

## **REGISTERED NURSES (RN)**

Provider approved by the California Board of Registered Nursing (BRN), Provider Number 9655. Course meets the qualifications for 14 hours of continuing education credit for RNs as required by the CA BRN. (Partial credit is not available)

- Attend and complete an evaluation form for all workshop and plenary sessions listed in your packet.
- Return the completed packet to the Continuing Education table.
- A certificate of attendance will be mailed to you in approximately three to four weeks.

**Sacramento State College of Continuing Education is an approved CEU provider.**



# Track Descriptions

## **BASIC AND APPLIED RESEARCH**

The **Basic and Applied Research** Track will provide evidence to help reverse the childhood obesity epidemic, especially among populations at highest risk for childhood obesity. Sessions in this track will focus on policy and environmental changes to improve access to healthy food and opportunities for physical activity among children and families, with a focus on school-based and after-school settings, the potential for large scale change, and evidence-based measures and tools for end users. Each session will showcase evidence-based strategies for policy and practice in the prevention of childhood obesity.

## **BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION**

The **Built Environment, Land Use and Transportation** Track will provide relevant, readily applicable information on the relationship between childhood obesity and physical environments. Speakers will examine environmental change and policy efforts to support healthy eating and active living through the built environment. Sessions will address how community design impacts children's opportunities for daily physical activity and access to healthy food and beverage options. With an emphasis on lower socioeconomic communities, speakers will identify promising strategies and action steps to strengthen and accelerate efforts to create more healthful environments.

## **COMMUNITY NUTRITION AND PHYSICAL ACTIVITY**

The **Community Nutrition and Physical Activity** Track will provide useful, in-depth information on increasing access to healthy food and physical activity opportunities in communities. Sessions will explore progress in communities focused on environmental, policy, and organizational practice strategies in low-income, culturally diverse urban and rural areas. Success stories of resident-based, multi-sector partnerships and community empowerment at both the local and statewide levels will be shared. Community-wide advocacy and engagement models will also be presented. Speakers will address evidenced-based, replicable strategies to improve access to healthy eating and physical activity.

## **EARLY CHILDHOOD EDUCATION**

The **Early Childhood Education** Track focuses on the critical stage of human development during which the foundation is laid for future behaviors. The importance of the preschool, childcare, home, and community environments will be addressed with an emphasis on infant and child nutrition, physical activity and support systems. Sessions will cover successful practices for working with very young children and their families, innovative obesity prevention policies, education resources and interventions for promoting and supporting healthy eating, effective child feeding practices and active play in children from infancy to age five.

## **FOOD SYSTEMS**

The **Food Systems** Track explores the impact of food systems on a community's physical, economic, social, and environmental health. Sessions spotlight national and local research, innovative policies and agricultural practices, grassroots and community efforts and emerging intervention strategies to combat health disparities, food insecurity, food access disparities, and environmental concerns across the entire food system.

## **HEALTH CARE APPROACHES TO PREVENTION**

The **Health Care Approaches to Prevention** Track offers the latest clinical information on prevention and treatment guidelines for childhood obesity as well as emerging trends in the health care field, both inside the clinic walls and as partners in community prevention. Sessions will focus on emerging national health care reform efforts and the emphasis on prevention. Health disparities among racially and ethnically diverse low-income children will be addressed. Speakers will present tools and resources for meeting individual health care needs related to childhood obesity and examine practices for population health.

## **MARKETING TO KIDS**

The **Marketing to Kids** Track explores the health impact and techniques of food and beverage marketing on children and reveals a broad range of tactics targeting children, families and ethnic groups with messages that encourage the consumption of unhealthy foods and beverages. Sugary drink taxes, in-store and school marketing, food marketing regulations, and social marketing strategies that promote physical activity and healthier eating will be explored. Promising policy or intervention initiatives to protect children from unhealthful marketing will be shared such as the Let's Move campaign, agricultural production and food systems efforts or other initiatives to assemble diverse stakeholders to combat unhealthful food marketing to children and its consequences.

## **SCHOOL, AFTER SCHOOL AND SUMMER PROGRAMS AND POLICIES**

The **School, After School and Summer Programs and Policies** Track highlights national, state and local strategies that make schools the heart of health. Speakers will address how they have "accelerated progress" towards childhood obesity prevention by changing the nutrition and physical activity environments for school age children in these key settings.

# Sessions-at-a-Glance

## TUESDAY, JUNE 30

### WORKSHOP SESSION ONE • 11:00 a.m. - 12:15 p.m.

- |   |                     |                           |
|---|---------------------|---------------------------|
| <b>1.1</b> Healthy Beverages in Early Childhood: Research to Policy to Practice                         | (EARLY CHILDHOOD)   | <b>Town &amp; Country</b> |
| <b>1.2</b> Are You Tech Savvy? How to Assess if Technology Can Help Kids and Families                   | (HEALTH CARE)       | <b>San Diego</b>          |
| <b>1.3</b> Evaluation Frameworks Designed to Measure Public Health Impact                               | (RESEARCH)          | <b>Golden West</b>        |
| <b>1.4</b> Collective Action: The Need for Multi-Sectoral Collaboration to Create a Healthy Food System | (FOOD SYSTEMS)      | <b>California</b>         |
| <b>1.5</b> A “Whole” New Look at School Lunch: Perceptions Matter                                       | (SCHOOLS)           | <b>Pacific Salon 1-3</b>  |
| <b>1.6</b> A Cross-Sectorial Approach for Designing and Fostering Healthy, Safe Communities             | (BUILT ENVIRONMENT) | <b>Royal Palms 1-3</b>    |
| <b>1.7</b> Latino Community Engagement and Obesity Prevention: The Promotores Model                     | (COMMUNITY)         | <b>Royal Palms 4-6</b>    |

### WORKSHOP SESSION TWO • 1:45 p.m. - 3:00 p.m.

- |  |                   |                           |
|--|-------------------|---------------------------|
| <b>2.1</b> Childhood Obesity: Disparities, Costs, and Cost-Effective Solutions                                       | (RESEARCH)        | <b>Town &amp; Country</b> |
| <b>2.2</b> Running with Streamers! Creating Active Environments for Young Children                                   | (EARLY CHILDHOOD) | <b>San Diego</b>          |
| <b>2.3</b> Would You Eat 91 Cubes of Sugar: A Look at Several Strategies for Decreasing Consumption of Sugary Drinks | (MARKETING)       | <b>Golden West</b>        |
| <b>2.4</b> Supporting and Promoting Breastfeeding: Obesity Prevention Begins at Birth                                | (COMMUNITY)       | <b>California</b>         |
| <b>2.5</b> Creating Healthy, Vibrant Afterschool Cultures: National, State, and Local Perspectives                   | (SCHOOLS)         | <b>Pacific Salon 1-3</b>  |
| <b>2.6</b> Going to Scale with “California Thursdays” - 42 School Districts Serving Fresh Food                       | (FOOD SYSTEMS)    | <b>Royal Palms 1-3</b>    |
| <b>2.7</b> Family Centered Group Visits: Reducing Childhood Obesity in Vulnerable Populations                        | (HEALTH CARE)     | <b>Royal Palms 4-6</b>    |

### WORKSHOP SESSION THREE • 4:00 p.m. - 5:15 p.m.

- |   |                     |                           |
|---|---------------------|---------------------------|
| <b>3.1</b> “Shape”ing a Public-Private Strategy for Childhood Obesity Prevention            | (COMMUNITY)         | <b>Town &amp; Country</b> |
| <b>3.2</b> Using Child Care Licensing Laws to Improve Health                                | (EARLY CHILDHOOD)   | <b>San Diego</b>          |
| <b>3.3</b> Unhealthy Food Marketing in Schools: National Progress, State and Local Action   | (MARKETING)         | <b>Golden West</b>        |
| <b>3.4</b> Linking Farms to Schools through Innovative Strategies and Procurement Practices | (FOOD SYSTEMS)      | <b>California</b>         |
| <b>3.5</b> Made to Move: Getting Kids Active throughout the School Day                      | (SCHOOLS)           | <b>Pacific Salon 1-3</b>  |
| <b>3.6</b> Shared Use: New Evidence and New Frontiers                                       | (BUILT ENVIRONMENT) | <b>Royal Palms 1-3</b>    |
| <b>3.7</b> The Continuum of Care: From Primary Prevention to Tertiary Management            | (HEALTH CARE)       | <b>Royal Palms 4-6</b>    |

## WEDNESDAY, JULY 1

### MINI PLENARY SESSION ONE • 10:30 a.m. - 12:00 p.m.

<b>MP 1.1</b>	The Evolution of Obesity Prevention: Accelerating Upstream Prevention to Improve Health and Equity in Communities, and to Help a Reforming Health Care System	(HEALTH CARE)	<b>Town &amp; Country</b>
<b>MP 1.2</b>	Global and Local Institutions Mobilizing for Food System Changes that Impact Health	(FOOD SYSTEMS)	<b>San Diego</b>
<b>MP 1.3</b>	Mission Possible: Kids Will Eat School Meals	(SCHOOLS)	<b>Golden West</b>
<b>MP 1.4</b>	It Can Be Done: Successful Community Engagement Models to Maximize Collective Impact	(BUILT ENVIRONMENT)	<b>California</b>

### WORKSHOP SESSION FOUR • 1:30 p.m. - 2:45 p.m.

<b>4.1</b>	Cost-Effectiveness of Nutrition and Physical Activity Interventions: What's the Return on Investment?	(RESEARCH)	<b>Town &amp; Country</b>
<b>4.2</b>	Reaching Diverse Communities Utilizing Culturally Tailored Strategies to Impact Change	(COMMUNITY)	<b>San Diego</b>
<b>4.3</b>	Effective Messaging to Build Public Support to Curb Unhealthy Food Marketing to Children	(MARKETING)	<b>Golden West</b>
<b>4.4</b>	A Food Bank Employee, a Farmer, and a Physician Walk into a Bar: Hear How Different Stakeholders are Strategizing to Address Health for Charitable Food Recipients	(FOOD SYSTEMS)	<b>California</b>
<b>4.5</b>	New Local School Wellness Policy Requirements: Opportunities and Challenges for Implementation	(SCHOOLS)	<b>Pacific Salon 1-3</b>
<b>4.6</b>	The First National Study of Neighborhood Parks: Implications for Increasing Physical Activity at the Population Level	(BUILT ENVIRONMENT)	<b>Royal Palms 1-3</b>
<b>4.7</b>	Tools of the Trade: Current Early Childhood Resources and Training	(EARLY CHILDHOOD)	<b>Royal Palms 4-6</b>

### MINI PLENARY SESSION TWO • 3:30 p.m. - 5:00 p.m.

<b>MP 2.1</b>	Taxing Sugar-Sweetened Beverages for Public Health: What Have We Learned From the Mexico, Berkeley, and San Francisco Initiatives?	(MARKETING)	<b>Town &amp; Country</b>
<b>MP 2.2</b>	BMI-How Does it Measure Up?	(RESEARCH)	<b>San Diego</b>
<b>MP 2.3</b>	Building a Culture of Health through Diverse Collaborations	(SCHOOLS)	<b>Golden West</b>
<b>MP 2.4</b>	The Successful Impact of Cross System Collaborations in the Retail Environment	(COMMUNITY)	<b>California</b>

## THURSDAY, JULY 2

### MINI PLENARY SESSION THREE • 9:30 a.m. - 11:00 a.m.

<b>MP 3.1</b>	Toward Healthier Diets: Where Non-Governmental Organizations and Industry Clash and Cooperate	(OVERARCHING)	<b>Town &amp; Country</b>
<b>MP 3.2</b>	Warning Labels on Sugary Drinks: Promoting Informed Choices	(COMMUNITY)	<b>San Diego</b>
<b>MP 3.3</b>	Stress, Youth & Obesity: Rethinking How Emotion Plays a Role in Eating Behaviors	(RESEARCH)	<b>Golden West</b>
<b>MP 3.4</b>	Step it Up! The Keys to Eating Well and Playing Hard in Family Day Care Homes	(EARLY CHILDHOOD)	<b>California</b>

# Conference Agenda Grid

<b>TUESDAY, JUNE 30</b>	<b>Town &amp; Country</b>	<b>San Diego</b>	<b>Golden West</b>
7:00 – 5:30 p.m.	Registration <span style="float:right">Atlas Foyer</span>		
8:00 – 9:00 a.m.	Continental Breakfast <span style="float:right">Grand Hall</span>		
9:00 – 10:45 a.m.	Opening Plenary <span style="float:right">Golden Pacific Ballroom</span>		
10:45 – 11:00 a.m.	Break		
11:00 – 12:15 p.m. <b>Workshop Session One</b>	<b>1.1</b> Healthy Beverages in Early Childhood: Research to Policy to Practice	<b>1.2</b> Are You Tech Savvy? How to Assess If Technology Can Help Kids and Families	<b>1.3</b> Evaluation Frameworks Designed to Measure Public Health Impact
12:15 – 1:45 p.m.	Lunch on Your Own		
1:45 – 3:00 p.m. <b>Workshop Session Two</b>	<b>2.1</b> Childhood Obesity: Disparities, Costs, and Cost-Effective Solutions	<b>2.2</b> Running with Streamers! Creating Active Environments for Young Children	<b>2.3</b> Would You Eat 91 Cubes of Sugar: A Look at Several Strategies for Decreasing Consumption of Sugary Drinks
3:00 – 4:00 p.m.	Poster and Exhibit Viewing and Snack Break <span style="float:right">Grand Hall</span>		
4:00 – 5:15 p.m. <b>Workshop Session Three</b>	<b>3.1</b> “Shape”ing a Public-Private Strategy for Childhood Obesity Prevention	<b>3.2</b> Using Child Care Licensing Laws to Improve Health	<b>3.3</b> Unhealthy Food Marketing in Schools: National Progress, State and Local Action
5:30 – 7:00 p.m.	Welcome Reception <span style="float:right">Grand Plaza</span>		
<b>WEDNESDAY, JULY 1</b>	<b>Town &amp; Country</b>	<b>San Diego</b>	<b>Golden West</b>
7:00 – 5:00 p.m.	Registration <span style="float:right">Atlas Foyer</span>		
7:30 – 8:30 a.m.	Continental Breakfast <span style="float:right">Grand Hall</span>		
8:30 – 10:00 a.m.	Opening Plenary <span style="float:right">Golden Pacific Ballroom</span>		
10:00 – 10:30 a.m.	Break – Poster and Exhibit Viewing <span style="float:right">Grand Hall</span>		
10:30 – 12:00 p.m. <b>Mini Plenary Session One</b>	<b>MP 1.1</b> The Evolution of Obesity Prevention: Accelerating Upstream ...	<b>MP 1.2</b> Global and Local Institutions Mobilizing for Food System Changes that Impact Health	<b>MP 1.3</b> Mission Possible: Kids Will Eat School Meals
12:00 – 1:30 p.m.	Lunch on Your Own		
1:30 – 2:45 p.m. <b>Workshop Session Four</b>	<b>4.1</b> Cost-Effectiveness of Nutrition and Physical Activity Interventions: What’s the Return on Investment?	<b>4.2</b> Reaching Diverse Communities Utilizing Culturally Tailored Strategies to Impact Change	<b>4.3</b> Effective Messaging to Build Public Support to Curb Unhealthy Food Marketing to Children
2:45 – 3:30 p.m.	Poster and Exhibit Viewing and Snack Break <span style="float:right">Grand Hall</span>		
3:30 – 5:00 p.m. <b>Mini Plenary Session Two</b>	<b>MP 2.1</b> Taxing Sugar-Sweetened Beverages for Public Health: What Have We Learned ...	<b>MP 2.2</b> BMI-How Does it Measure Up?	<b>MP 2.3</b> Building a Culture of Health through Diverse Collaborations
3:30 – 5:00 p.m.	Exhibitor Tear-Down <span style="float:right">Grand Hall</span>		
5:15 – 6:45 p.m.	FED UP Movie Screening <span style="float:right">California</span>		
<b>THURSDAY, JULY 2</b>	<b>Town &amp; Country</b>	<b>San Diego</b>	<b>Golden West</b>
7:00 – 1:00 p.m.	Registration <span style="float:right">Atlas Foyer</span>		
8:00 – 9:30 a.m.	Buffet Breakfast and Roundtables <span style="float:right">Grand Hall</span>		
9:30 – 11:00 a.m. <b>Mini Plenary Session Three</b>	<b>MP 3.1</b> Toward Healthier Diets: Where Non-Governmental Organizations and Industry Clash and Cooperate	<b>MP 3.2</b> Warning Labels on Sugary Drinks: Promoting Informed Choices	<b>MP 3.3</b> Stress, Youth & Obesity: Rethinking How Emotion Plays a Role in Eating Behaviors
11:00 – 11:15 a.m.	Break		
11:15 – 12:30 p.m.	Closing Plenary <span style="float:right">Atlas Ballroom</span>		

KEY
RESEARCH
BUILT ENVIRONMENT
COMMUNITY
EARLY CHILDHOOD
FOOD SYSTEMS
HEALTH CARE
MARKETING
SCHOOLS
OVERARCHING

California	Pacific Salon 1-3	Royal Palm 1-3	Royal Palm 4-6	TUESDAY, JUNE 30
				7:00 – 5:30 p.m.
				8:00 – 9:00 a.m.
				9:00 – 10:45 a.m.
				10:45 – 11:00 a.m.
<b>1.4</b> Collective Action: The Need for Multi-Sectoral Collaboration to Create a Healthy Food System	<b>1.5</b> A “Whole” New Look at School Lunch: Perceptions Matter	<b>1.6</b> A Cross-Sectorial Approach for Designing and Fostering Healthy, Safe Communities	<b>1.7</b> Latino Community Engagement and Obesity Prevention: The Promotores Model	11:00 – 12:15 p.m. <b>Workshop Session One</b>
				12:15 – 1:45 p.m.
<b>2.4</b> Supporting and Promoting Breastfeeding: Obesity Prevention Begins at Birth	<b>2.5</b> Creating Healthy, Vibrant Afterschool Cultures: National, State, and Local Perspectives	<b>2.6</b> Going to Scale with “California Thursdays” - 42 School Districts Serving Fresh Food	<b>2.7</b> Family Centered Group Visits: Reducing Childhood Obesity in Vulnerable Populations	1:45 – 3:00 p.m. <b>Workshop Session Two</b>
				3:00 – 4:00 p.m.
<b>3.4</b> Linking Farms to Schools through Innovative Strategies and Procurement Practices	<b>3.5</b> Made to Move: Getting Kids Active throughout the School Day	<b>3.6</b> Shared Use: New Evidence and New Frontiers	<b>3.7</b> The Continuum of Care: From Primary Prevention to Tertiary Management	4:00 – 5:15 p.m. <b>Workshop Session Three</b>
				5:30 – 7:00 p.m.
California	Pacific Salon 1-3	Royal Palm 1-3	Royal Palm 4-6	WEDNESDAY, JULY 1
				7:00 – 5:00 p.m.
				7:30 – 8:30 a.m.
				8:30 – 10:00 a.m.
				10:00 – 10:30 a.m.
<b>MP 1.4</b> It Can Be Done: Successful Community Engagement Models to Maximize Collective Impact				10:30 – 12:00 p.m. <b>Mini Plenary Session One</b>
				12:00 – 1:30 p.m.
<b>4.4</b> A Food Bank Employee, a Farmer, and a Physician Walk into a Bar: ...	<b>4.5</b> New Local School Wellness Policy Requirements: Opportunities and Challenges...	<b>4.6</b> The First National Study of Neighborhood Parks: Implications for Increasing Physical Activity at the Population Level	<b>4.7</b> Tools of the Trade: Current Early Childhood Resources and Training	1:30 – 2:45 p.m. <b>Workshop Session Four</b>
				2:45 – 3:30 p.m.
<b>MP 2.4</b> The Successful Impact of Cross System Collaborations in the Retail Environment				3:30 – 5:00 p.m. <b>Mini Plenary Session Two</b>
				3:30 – 5:00 p.m.
				5:15 – 6:45 p.m.
California				THURSDAY, JULY 2
				7:00 – 1:00 p.m.
				8:00 – 9:30 a.m.
<b>MP 3.4</b> Step it Up! The Keys to Eating Well and Playing Hard in Family Day Care Homes				9:30 – 11:00 a.m. <b>Mini Plenary Session Three</b>
				11:00 – 11:15 a.m.
				11:15 – 12:30 p.m.

# Fitness Schedule

## WATER AEROBICS

**Tuesday, June 30**

6:30 a.m. - 7:15 a.m.

Start your day with a splash by joining us in this low impact aerobic workout. Water aerobics is for everyone whether you're an athlete training for a marathon or a post-habilitation patient. It's easy on the joints and can increase muscle strength and endurance due to the water's built-in resistance. You determine the speed and intensity which is best fit for your specific needs. Join us for this refreshing experience!

*Instructor: Erin Sorensen*

Location: Royal Palm Tower Pool

## WALK IT OUT

**Tuesday, June 30**

6:30 a.m. - 7:15 a.m.

**Wednesday, July 1**

6:30 a.m. - 7:15 a.m.

**Thursday, July 2**

6:30 a.m. - 7:15 a.m.

Start your morning off right with a two mile walk on the San Diego River Trail located directly behind the conference host hotel. All fitness levels are welcome. Meet new friends, get some fresh air and get your body moving!

*Tuesday walk led by Stephanie Papas, California Department of Education*

*Wednesday walk led by Dalene Branson, California Department of Public Health, Nutrition Education and Obesity Prevention Branch*

*Thursday walk led by Elena Michel, Placer County Health Department*

Location: Royal Palm Tower Parking Lot – Look for the sign!

## FOR THE "RUN" OF IT

**Tuesday, June 30**

6:30 a.m. – 7:15 a.m.

**Wednesday, July 1**

6:30 a.m. – 7:15 a.m.

**Thursday, July 2**

6:30 a.m. - 7:15 a.m.

Continue your weekly running routine by joining us for a three mile run along the San Diego River Trail located directly behind the conference host hotel. All running paces are welcome. Meet new friends, stretch your legs, and most of all, have fun!

*Tuesday run led by Dalene Branson, California Department of Public Health, Nutrition Education and Obesity Prevention Branch & Renee Gross, Rudd Center for Food Policy and Obesity*

*Wednesday run led by Stephanie Papas, California Department of Education*

*Thursday run led by Cynthia Foltz, Health Education Council*

Location: Royal Palm Tower Parking Lot – Look for the sign!

## WALK WITH THE DOCS!

**Tuesday, June 30**

3:10 p.m. – 3:50 p.m.

Strap on your sneakers and join us for an afternoon walk with the Docs! As you're walking, please keep in mind these tips from the National Center for Safe Routes to School:

- Walk together
- Be seen
- Look for traffic
- Cross the street safely
- Obey traffic signs, signals and adult school crossing guards

*Hosted by Kaiser Permanente, Patricia Cantrell, MD, San Diego County Pediatric Weight Management Champion and Michael Moreno, MD, Physician Director, Health Education and Nutrition.*

Location: Lion Fountain Court

## YOGA

**Wednesday, July 1**

6:30 a.m. – 7:15 a.m.

Begin your day with a yoga practice to support your physical, mental, and emotional body in opening up to an amazing experience and training. Find your center, engage your core, release some stress, and connect to your strength. Energize and rejuvenate your body and mind. Do something great for yourself... join us!

*Instructor: Bianca Zable*

Location: Dover

## SALSA 101

**Wednesday, July 1**

2:50 p.m. – 3:20 p.m.

You will learn the basics of salsa and chacha as well as a few foot moves. Come shake off your stress, dance to the sound of music and let loose with your new friends!

*Instructor: Prisci Quijada, Office of Binational Border Health, California Department of Public Health*

Location: Dover

## GROUP EXERCISE

**Thursday, July 2**

6:30 a.m. – 7:15 a.m.

What better way to start your day than moving with the music through a series of various exercises. Join us for this physically active class requiring no equipment, just your enthusiasm and willingness to have fun.

*Instructor: Melissa Higginbottom*

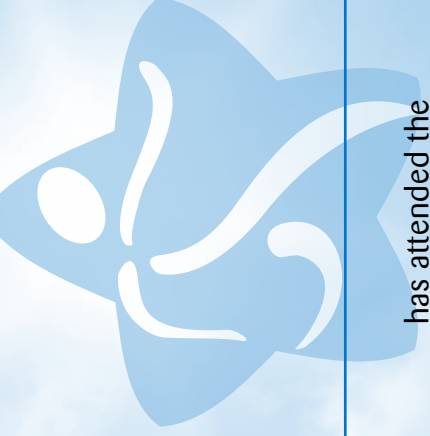
Location: Tiki Pavilion

## Bike and Kayak Tours, Inc.

Adventure is everywhere! Please visit [bikeandkayak.com](http://bikeandkayak.com) to make your reservations. Choose your preferred location and activity. After you chose your date and time, type in CHO15 in the coupon code space to receive an additional 5%-10% through 6/30/15.

# Certificate of Attendance

This certifies that



has attended the

**8<sup>th</sup> BIENNIAL**  
**ChildhoodObesity**  
**Conference**

JUNE 29–JULY 2, 2015

San Diego, CA

\* This certificate should not be used as proof of attendance for the following continuing education unit designations: BRN, MFT/LCSW, RD/DTR, CME.





*Join the movement  
and become a*  
**Champion  
for Change.**

Champions for Change is dedicated to eliminating disparities and preventing childhood obesity and other diet-related chronic diseases by increasing access and consumption of healthy foods, especially fruits and vegetables, decreasing consumption of unhealthy foods and beverages, and encouraging physical activity among low-income California families.

Join the movement and help give California families an opportunity for healthier, happier lives.



Learn more at **[CaChampionsForChange.net](http://CaChampionsForChange.net)**



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

# Pre-Conference Sessions

## MONDAY, JUNE 29

These sessions have been organized by our partners to enhance and expand the learning opportunities provided at the conference. All sessions are held at the Town & Country Hotel, unless otherwise noted.

**8:00 a.m. –  
12:00 p.m.**

Hosted by UC San Diego  
Center for Community  
Health

### **Tour: Healthy Cocina Initiative: Market Offers Oasis for Hungry Residents in Food Desert**

Led by the UC San Diego Center for Community Health Retail Program, this session will showcase the Healthy Cocina Initiative; a community-driven pilot that seeks to make the healthy choice easier while reducing food insecurity by working with residents and retail owners to offer affordable, nutritionally dense, prepared meal options. A guided walking tour will highlight the initiative's socio-economic impact within City Heights, a densely populated urban community often identified as San Diego's premiere food desert. The tour will culminate at the market to experience the Initiative's social marketing and interact with employees about the success and challenges of the project. Participants will walk away with the ability to implement this turnkey program within their community.

### **Offsite (meet in Atlas Ballroom Foyer)**

**Chelsea Baron**, Retail Program Senior Manager, UC San Diego Center for Community Health

**Mark Kassab**, Business Owner, Supermercado Murphy's

**Council Representative**, City Council District 9

**8:00 a.m. –  
12:00 p.m.**

Hosted by HAES®

### **Preventing and Reversing Eating/Fitness Problems by Promoting Health Instead of Size in Kids (HAES®)**

This session will present the need and supporting evidence for preventing weight bias/stigma and body dissatisfaction by promoting health instead of size (a HAES® approach). Participants will learn a model and method for inspiring boys and girls to develop a stake in caring for their bodies by eating well, staying fit, and in appreciation of the healthy, diverse bodies that result. The methods for delivering the model were incorporated into the Healthy Bodies curriculum, published by the National Eating Disorder Association (NEDA) in 1998. The approach taken has since become known as Health at Every Size® (HAES®). This lesson plan draws from universally recognized health promotion principles to target the seedbed out of which weight bias/stigma and in turn poor eating and fitness choices take root and grow. The curriculum was pilot tested by classroom teachers in Minnesota with students in grades 4-6 prior to publication, and was fully updated in 2005 and 2012 to incorporate feedback, new research and environmental changes. By the end of the presentation, participants will be armed with a new perspective and the language needed to apply the Model for Healthy Body Image and Weight, a HAES® approach promoting health instead of size with children and teens.

### **Royal Palm 5**

**Kathy Kater**, Psychotherapist, HAES® Specialist

**8:00 a.m. –  
12:00 p.m.**

Hosted by California  
Department of Public  
Health, Office of  
Binational Border Health

### **Binational Childhood Obesity Symposium/ Simposio Binacional de Obesidad Infantil (Invitation Only)**

Obesity affects over 1/3 of the US adult population, and numbers are comparable in Mexico. Currently, Mexico has the world's highest rate of childhood obesity (over 25% of children 5-11 years old) with the US coming in a close second (almost 20%).

The goal of this binational symposium is to present an overview of childhood obesity in the California-Baja California Border region with a look at successful projects, partnerships and promising practices. Experts from California and Baja California will share data, strategies and engage conference participants in a discussion around possible solutions and opportunities for binational collaboration.

### **Sunrise**

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**8:30 a.m. –  
12:00 p.m.**

Hosted by Learning  
ZoneXpress

### **Learning About Nutrition through Activities: Taste, Eat and Enjoy Fruits and Veggies**

This session will introduce, LANA (Learning About Nutrition through Activities), a research-based curriculum developed by the Minnesota Department of Health. LANA helps children taste, eat, and enjoy fruits and vegetables. We'll cover the background, goals, results of this research, and steps toward implementing environmental changes to promote improved nutrition and parent involvement. Because the connection between health/nutrition and socio-economic status is well documented, implementing nutrition curriculum with strong parent involvement is a relevant solution to reduce childhood obesity and support wellness of the entire family. Research shows the LANA Nutrition Program can positively influence environmental change in the classroom and at home.

### **Royal Palm 1**

**Maureen Lyons**, Educational  
Consultant, Learning ZoneXpress

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**9:00 a.m. –  
4:00 p.m.**

Hosted by Collective  
Impact Forum

### **Putting Collective Impact into Practice - A Deep Dive Session**

Collective impact has emerged as a promising approach to addressing a broad range of health issues, and is particularly well suited for reducing and preventing childhood obesity. By definition, collective impact is the commitment of a group of cross-sector actors to a common agenda for solving a complex social problem at scale. This definition, however, only provides the surface level understanding of what it truly takes to put collective impact into practice in order to achieve long term results. This pre-conference session will provide participants with a deep training on collective impact before engaging in the three-day conference focused on the topic. We will explore the key conditions of collective impact – the common agenda, shared measurement, mutually reinforcing activities, continuous communication, and a backbone support—and how these coalitions are structured so they build and strengthen the relationships of people in a way that enables continuous learning over time. For individuals who want to use a collective impact approach to reduce childhood obesity in their communities, joining this session is a must!

### **Pacific Salon 3**

**Abigail Stevenson**, FSG  
**Admas Kanyagia**, FSG

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**9:00 a.m. –  
4:00 p.m.**

Hosted by USDA Food  
and Nutrition Service,  
Western Regional Office

### **Strengthening SNAP-Ed Programs, Policies, and Partnerships for Obesity Prevention (Invitation Only)**

State Welfare agencies and SNAP-Ed Implementing agencies have a tremendous opportunity to work collaboratively to create healthier environments for obesity prevention. This full-day hands-on session will walk participants through a strategic process to maximize reach and effectiveness in their statewide SNAP-Ed program. Participants will explore the intersection of partnerships and policy changes to achieve the goals of the State SNAP-Ed Plan. The Western Region SNAP-Ed Nutrition, Physical Activity, and Obesity Prevention Evaluation Framework will be used as a tool to map out obesity prevention activities and metrics across multiple setting and large-scale institutions. This session is limited to State SNAP agencies and State SNAP-Ed Implementing Agencies.

### **Pacific Salon 2**

**Andrew Riesenber**g, Food and  
Nutrition Service, Western Region

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# Pre-Conference Sessions

**10:00 a.m. –  
12:00 p.m.**

Hosted by Colorado State University

## **“Ewww...Don’t Make Me!” Helping Children Overcome Picky Eating & Increase Physical Activity**

This active and engaging session will provide parents and early care and education providers with tips on how to introduce new foods and incorporate physical activities in an effort to overcome picky eating and develop gross motor skills in preschoolers. These tips are designed to be used in classrooms, family childcare homes and shared with families to help establish healthy eating and physical activity behaviors in young children.

### **Pacific Salon 4-5**

**Rebecca Keigan**, Food Friends  
Program Coordinator, Colorado State University

**10:00 a.m. –  
12:00 p.m.**

Hosted by Prevention Institute and California Center for Public Health Advocacy

## **Driving Policy Change through Community Mobilization to Advance Prevention**

Over the past decade, great strides have been made toward improving healthy eating and active living in communities. Creating healthy, equitable communities goes beyond changing individual behavior change and success has been possible through comprehensive efforts that work to change community environments and settings to make health the default choice. This interactive workshop co-led by Prevention Institute and the California Center for Public Health Advocacy, will provide participants with examples, tools and activities that build capacity in building collaborative community partnerships, developing effective messaging frameworks, and engaging with elected officials to develop successful policy that supports healthy, active environments.

### **Royal Palm 2**

**Maureen Silva**, Prevention Institute

**Sandra Viera**, Prevention Institute

**Kanat Tibet**, California Center for Public Health Advocacy

**Jeanette Flores**, California Center for Public Health Advocacy

**10:00 a.m. –  
3:30 p.m.**

Hosted by The Smarter Lunchrooms Movement of California Collaborative

## **Smarter Lunchrooms: How the Collective Impact Results in a National Movement!**

“It’s not nutrition until it’s eaten!” Smarter Lunchrooms Movement (SLM), which was developed by Cornell University with funding from USDA, nudges children to make good food decisions and increase consumption of healthy foods. SLM applies low-cost marketing techniques resulting in increased fruit, vegetable and white milk sales and reduced plate waste during school lunch.

Cornell will highlight SLM principles and share the national perspective. California, Ohio and Florida will present their SLM models, focusing on how aligning goals, building partnerships, and leveraging resources have resulted in a true movement. Attendees will also participate in small group discussions to apply SLM.

### **Royal Palm 3-4**

**Kathryn Hoy**, Manager, Center for Behavioral Economics in Child Nutrition Programs, Cornell University

**Heather Reed**, Nutrition Education Consultant, California Department of Education

**Marietta Orłowski**, Associate Professor, Wright State University

**David Ginsburg**, Director, UC Cal Fresh Nutrition Education Program

**Shannan Young**, Senior Project Manager, Dairy Council of California

**Lauren Headrick**, State Farm to School Coordinator, University of Florida

**1:00 p.m. –  
5:00 p.m.**

Hosted by Nemours

## **Theory to Practice: Practical Applications and Evaluation of Child Care Wellness Policies**

Early childhood is a critical period in which the foundations for lifelong preferences and habits are formed, and child care can be a critical venue to promote healthy eating and active living. Establishing a Wellness Policy can help a child care setting promote a consistent set of nutrition and physical activity standards despite the common turnover among children and staff. During this session, participants will learn how to develop custom wellness policies using research-based best practices and create a healthier learning environment to engage children in healthy eating and active living behaviors through curriculum, family engagement, and hands-on activities.

### **Royal Palm 2**

**Kelly Rogers**, Program Manager, Nemours

**Sarah Kirchner**, Research and Special Projects Coordinator, Nemours

**Margie Natera**, Project Coordinator, Nemours

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**1:00 p.m. –  
5:00 p.m.**

Hosted by California  
Department of  
Education

### **Building a Culture of Wellness**

A culture of wellness is present when all members of a community feel their health and well-being is prioritized. Why is this important in schools? Research demonstrates the positive connection between health and achievement. A positive school culture which includes an emphasis on wellness builds a culture of success. Barriers such as funding, competing priorities, staff time or lack of resources exist.

This interactive workshop will explain how to develop a culture of wellness at school and reduce barriers. Participants will walk away with tools necessary to create and enhance the culture of wellness at your school site and district.

### **Royal Palm 5**

**David Saunders**, School Health  
Education Consultant, California  
Department of Education

**Stephanie Papas**, School Health  
Education Consultant, California  
Department of Education

**Jeannine Barbato**, Program  
Consultant, California Department of  
Public Health

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**1:00 p.m. –  
5:00 p.m.**

Hosted by ChangeLab  
Solutions

### **Innovation through Collaboration: A Workshop on Implementing Health in All Policies**

The social determinants of health like education, employment, transportation, housing, food access, and water quality all have a profound impact on health outcomes. However, policies affecting the social determinants of health are typically implemented by agencies other than health departments. In order to encourage all sectors including non-traditional health sectors to systematically consider health in their policy development and implementation processes, communities across the country are implementing health in all policies (HiAP). This interactive workshop will introduce participants to the building blocks of a strong HiAP initiative and help participants identify the different opportunities that may arise to advance HiAP.

### **Pacific Salon 6-7**

**Rebecca Johnson**, Policy Analyst,  
ChangeLab Solutions

**Michael Osur**, Deputy Director,  
Riverside County Department

**Karen Ben-Moshe**, Health in All  
Policies Task Force Senior Program  
Associate, Public Health Institute/  
California Department of Public Health

*Moderator: Heather Wooten*, Vice  
President of Programs, ChangeLab  
Solutions

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**1:00 p.m. –  
5:00 p.m.**

Hosted by Public Health  
Institute

### **Applying RE-AIM: Building Strong Evaluation to Improve Policy, System, Environment Success**

Policy, systems, and environmental (PSE) change strategies that support healthy eating and physical activity are recommended for obesity prevention. In this workshop, participants will learn about the RE-AIM (Reach, Effectiveness, Adoption, Implementation, and Maintenance) framework and how to apply it for planning, evaluating, and improving PSE change interventions. We will discuss evaluation indicators and assessment tools for PSE strategies including healthy retail, school wellness policies, community gardens, healthy food and beverage standards, and farmers' markets. Working in groups, participants will apply the RE-AIM framework and develop indicators appropriate to their own PSE work and/or interests.

### **Royal Palm 6**

**Lauren Whetstone**, Research  
Scientist, Public Health Institute

**Sharon Sugarman**, Program  
Manager, Public Health Institute

**Barbara MkNelly**, Nutrition Education  
and Evaluation Analyst, UC CalFresh  
Nutrition Education Program State  
Office

*Moderator: Betty Sun*, Research  
Associate, Public Health Institute

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**1:00 p.m. –  
5:00 p.m.**

Hosted by RootDown  
LA, A project of  
Community Partners

### **Building Youth-Driven Neighborhood Food Systems**

Who do you target? When planning community nutrition programs, many believe it's most effective to target young children and parents. So why does RootDown focus its core programming on teens? The youth in South Los Angeles are the connectors and early adopters in their community. When they like something, they let it be known. Today, RootDown is honing a model for building Youth-Driven Neighborhood Food Systems; we empower youth to build demand for, and increase supplies of healthy food in their neighborhoods. In this session, we describe the rationale for targeting teens, and let attendees participate in select program modules.

### **Pacific Salon 4-5**

**Megan Hanson**, Executive and  
Programs Director, RootDown LA, A  
project of Community Partners

**Karen Ramirez**, Programs Manager,  
RootDown LA, A project of Community  
Partners

**Andres Chopin**, Culinary Instructor,  
RootDown LA, A project of Community  
Partners

**Ana Torres**, Programs Coordinator,  
RootDown LA, A project of Community  
Partners

# Pre-Conference Sessions

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**1:00 p.m. –  
5:00 p.m.**

Hosted by San Francisco Department of Public Health

## **Working Collaboratively to Pop the Soda Bubble**

Multiple strategies are necessary to stem the consumption of sugary drinks, ranging from education, community engagement, organizational change and policy. In San Francisco a multidisciplinary team of partners have worked across a spectrum of strategies to decrease sugary drink consumption since 2008. This session will engage multiple partners (YouthSpeaks/The Bigger Picture/ UCSF, DPH) to provide an overview of efforts in San Francisco to reduce sugary drinks consumption including lessons learned from the November 2014 soda tax ballot initiative.

## **Royal Palm 1**

**Christina Goette**, Director, Shape Up San Francisco, San Francisco Department of Public Health

**Roberto Vargas**, Navigator, Community Engagement & Health Policy Program, University of California, San Francisco

**Sarah Fine**, Program Director, The Bigger Picture, Center for Vulnerable Populations, University of California, San Francisco

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**1:00 p.m. –  
5:00 p.m.**

Hosted by Nutrition Policy Institute, University of California

## **Building a Research Agenda to Support Emerging Nutrition Policy Priorities (Invitation Only)**

2014 reauthorization of the Farm Bill and 2015 reauthorization of the federal child nutrition programs highlight the challenges and opportunities facing the preservation and strengthening of nutrition policy at the state and federal levels. What are the key challenges and opportunities? What research do we have or do we need to support sound development and implementation of nutrition policy that will effectively contribute to the prevention of children's food insecurity and obesity? We plan to start by developing a list of priority policy opportunities and challenges. Then we will identify what research is available or underway that links to each policy item as well as the major research question(s) posed by the research. Admission to this session is by invitation only in order to facilitate a highly participatory discussion. We will develop a 1-2 page summary document, prioritizing major nutrition policy opportunities and concerns likely to emerge in the coming year, identifying the relevant research underway and the key research questions related to the policy items.

## **Pacific Salon 1**

**Lorrene Ritchie**, Director and CE Specialist, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

**Patricia Crawford**, Senior Director of Research, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

*Moderator:* **Mary Story**, Professor, Community and Family Medicine & Global Health, Duke University

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## PRE-CONFERENCE EVALUATION

Submit evaluation card into the box at the back of the room.



### SESSION ATTENDED (Check one.)

- Theory to Practice: Practical Applications and Evaluation of Child Care Wellness Policies
- Building a Culture of Wellness
- Innovation through Collaboration: A Workshop on Implementing Health in All Policies
- Applying RE-AIM: Building Strong Evaluation to Improve Policy, System, Environment Success
- Building Youth-Driven Neighborhood Food Systems
- Working Collaboratively to Pop the Soda Bubble

Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide comments on back.

## PRE-CONFERENCE EVALUATION

Submit evaluation card into the box at the back of the room.



### SESSION ATTENDED (Check one.)

- Tour: Healthy Cocina Initiative: Market offers oasis for hungry residents in food desert
- Preventing and Reversing Eating/Fitness Problems by Promoting Health Instead of Size in Kids (HAES®)
- Learning About Nutrition through Activities: Taste, Eat and Enjoy Fruits and Veggies
- “Ewww...Don’t Make Me!” Helping Children Overcome Picky Eating & Increase Physical Activity
- Driving Policy Change through Community Mobilization to Advance Prevention

Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide comments on back.

## PRE-CONFERENCE EVALUATION

Submit evaluation card into the box at the back of the room.



### SESSION ATTENDED

- Smarter Lunchrooms: How the Collective Impact Results in a National Movement!

Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide comments on back.

## PRE-CONFERENCE EVALUATION

Submit evaluation card into the box at the back of the room.



### SESSION ATTENDED

- Putting Collective Impact into Practice - A Deep Dive Session

Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide comments on back.

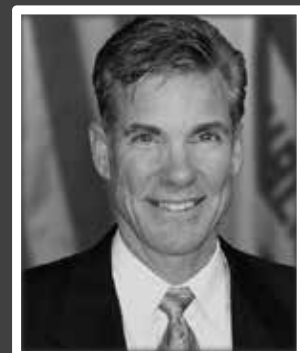






# Making healthy choices the easy choices for kids!

The California Department of Education and Team California for Healthy Kids work to promote healthy eating and exercise for children throughout California. By increasing access to nutritious foods, clean water, and physical activity, we can help ensure a bright and healthy future for every child in the Golden State.



Follow us on Facebook and Twitter!



# Agenda for Tuesday, June 30

<b>6:30 a.m.–7:15 a.m.</b>	<b>Fitness Opportunities: Walk It Out, For the “Run” of It, &amp; Water Aerobics</b>	<b>Royal Palm Tower Parking Lot / Royal Palm Tower Pool</b>
<b>7:00 a.m.–5:30 p.m.</b>	<b>Registration</b>	<b>Atlas Ballroom Foyer</b>
<b>8:00 a.m.–9:00 a.m.</b>	<b>Continental Breakfast</b>	<b>Grand Hall</b>
<b>9:00 a.m.–10:45 a.m.</b>	<b>Plenary Session with Featured Speaker</b>	<b>Golden Pacific Ballroom</b>
<b>10:45 a.m.–11:00 a.m.</b>	<b>Break</b>	
<b>11:00 a.m.–12:15 p.m.</b>	<b>Workshop Session One</b>	<b>See Pages 33-34</b>
<b>12:15 p.m.–1:45 p.m.</b>	<b>Lunch on Your Own</b> (Pre-purchased boxed lunch pick-up in Atlas Ballroom Foyer)	
<b>1:45 p.m.–3:00 p.m.</b>	<b>Workshop Session Two</b>	<b>See Pages 35-36</b>
<b>3:00 p.m.–4:00 p.m.</b>	<b>Poster and Exhibit Viewing and Snack Break</b>	<b>Grand Hall</b>
<b>3:10 p.m.–3:50 p.m.</b>	<b>Walk with the Docs!</b>	<b>Lion Fountain Courtyard</b>
<b>4:00 p.m.–5:15 p.m.</b>	<b>Workshop Session Three</b>	<b>See Pages 37-38</b>
<b>5:30 p.m.–7:00 p.m.</b>	<b>Welcome Reception</b>	<b>Grand Plaza</b>

# Tuesday, June 30

## Featured Speaker



### **Chelsea Clinton**

Vice Chair, Clinton Foundation

Chelsea Clinton, Vice Chair of the Clinton Foundation, works alongside her parents, President Bill Clinton and Secretary Hillary Rodham Clinton, to drive the vision and work of the Clinton Foundation. Over the past 13 years, the Foundation has built partnerships with great purpose among governments, businesses, NGOs, and individuals everywhere to strengthen health systems in developing countries, fight climate change, expand economic opportunity in Africa, Latin America, and the United States, increase opportunity for women and girls around the world, and help Americans live healthier lives.

Chelsea's work at the Clinton Foundation emphasizes improving global and domestic health, creating service opportunities, and empowering the next generation of leaders. She focuses especially on the Foundation's health programs, including the Clinton Health Access Initiative, which strengthens health care and access to lifesaving services in the developing world; the Alliance for a Healthier Generation, which fights childhood obesity in the United States; and the Clinton Health Matters Initiative, which addresses preventable disease in the United States.

Chelsea holds a Bachelor's degree from Stanford, a Master's of Philosophy from Oxford, a Master's of Public Health from Columbia's Mailman School of Public Health, and a Doctorate in International Relations from Oxford University.

# Dignitaries



## MASTER OF CEREMONIES

### **Marion Standish**

Vice President, Enterprise Programs, The California Endowment

Marion Standish joined The California Endowment (TCE) with an extensive legal and philanthropic background. As Vice President of Enterprise Programs, she is responsible for managing resources that will support collaboration and alignment across all TCE Departments to achieve TCE's mission and Building Health Communities goals and outcomes. Ms. Standish leads multiple philanthropic partnerships, provides strategic guidance to Impact Investing activities, and works closely with TCE's

Chief Learning Officer to achieve organizational goals. Ms. Standish serves as lead officer for the Endowment with the Partnership For A Healthier America, The First Lady's Let's Move Initiative, California's Let's Get Healthy effort and the National Convergence Partnership. Previously, Ms. Standish was Senior Advisor to the President of The California Endowment and the Director of Community Health where she oversaw multiple grant making initiatives focused on transforming communities to reduce inequities and improving health. She played a key role in developing and implementing many TCE signature initiatives, including the Partnership For the Public's Health, Community Action To Fight Asthma and Healthy Eating Active Communities.



### **Karen Smith**

Director and State Health Officer, California Department of Public Health

Dr. Karen Smith serves as director and state health officer of the California Department of Public

Health. Dr. Smith is a physician specializing in infectious disease and public health. Prior to her appointment, Smith served as public health officer and deputy director at the Napa County Health and Human Services Agency since 2004. She has also served as clinical faculty at the Santa Clara County Valley Medical Center Division of Infectious Diseases from 2001 to 2004 and from 1997 to 2000. Dr. Smith served as assistant section chief at the California Department of Health Services Tuberculosis Control Branch from 2000 to 2001 and held several positions at the Stanford University School of Medicine from 1992 to 2004. She completed her medical training and infectious diseases fellowship at Stanford University after having obtained a Master of Public Health degree in International Health at Johns Hopkins School of Hygiene and Public Health. Prior to her medical training, Dr. Smith worked in communicable disease control for the Peace Corp in Morocco and Thailand, and for a UCSF research project in Nepal.



### **Loel Solomon**

Vice President, Community Health, Kaiser Permanente

Dr. Loel Solomon joined Kaiser Permanente's Community Benefit Program in 2003 and serves as Vice President for Community Health. In this position, Dr. Solomon

works with health plan and medical group leaders to establish the strategic direction for Kaiser Permanente's multi-faceted approach to prevention and community health and develops national partnerships to advance those ends. He was a co-founder of the Convergence Partnership, a collaborative of national funders working to advance policy and environmental approaches to community health, and currently serves on the Convergence Partnership's steering committee. Dr. Solomon also leads Kaiser Permanente's Community Benefit Community of Practice and oversees the program's evaluation and community health needs assessment activities. Prior to coming to Kaiser Permanente, Dr. Solomon served as Deputy Director of the California Office of Statewide Health Planning and Development (OSHPD) for Healthcare Quality and Analysis where he oversaw the state's hospital outcomes reporting program, analyses of racial and ethnic health disparities and dissemination of healthcare data to researchers and members of the public. He served as a senior manager at the Lewin Group in Washington, D.C. and as a member of Senator Edward Kennedy's health staff.

# Tuesday, June 30

## WORKSHOP SESSION ONE 11:00 A.M. – 12:15 P.M.

### 1.1 Healthy Beverages in Early Childhood: Research to Policy to Practice

Intake of sugar-sweetened beverages (SSB) is a major contributor of childhood obesity. Although there have been policies to encourage intake of healthy beverages in schools, there have been few similar efforts in the pre-school and child care environment. This session will review healthier beverage recommendations for preschool/child care settings as well as share findings from studies before and after implementation of healthy beverage policies in the child care/pre-school setting. Practical lessons learned from implementing healthy beverage standards will also be shared.

### Town & Country

**Tracy Fox**, President, Food, Nutrition and Policy Consultants, LLC

**Anisha Patel**, Assistant Professor, University of California, San Francisco

**Lorrene Ritchie**, Director, Nutrition Policy Institute, UC Division of Agricultural Resources

**Julie Shuell**, Project Director, Nemours National Office of Policy & Prevention

*Moderator: Ellen Braff-Guajardo*, Program Officer, W.K. Kellogg Foundation

### 1.2 Are you Tech Savvy? How to Assess If Technology Can Help Kids and Families

This session will provide participants with examples of how technology has been used with children to promote behavior change. Participants will learn ways to approach technology to determine if and how it fits a need. Part of the session will be interactive group discussions where the audience will share their own experiences using or thinking about technology.

### San Diego

**Jennifer Bass**, Quality Lead for Pediatric Exercise and Obesity, Kaiser Permanente, Northwest Region

**Stephen Racunas**, Chief Technology Officer, Consultant

**Tamie Tlustos-Arnold**, Pediatric Case Manager, Kaiser Permanente

**Kimberly Young**, Health Education Specialist, Kaiser Permanente

*Moderator: Julia Lee*, Senior Consultant, Digital Health Strategy, Kaiser Permanente

### 1.3 Evaluation Frameworks Designed to Measure Public Health Impact

How do you measure the public health impact of a population-based effort? This session explores the use of the RE-AIM framework & a systematic methodology for quantifying intensity change based on event duration, population reach and strategy to evaluate the public health impact of 1) a large school-based nutrition program in California, 2) a local Latino health coalition in Kansas City, Kansas, and 3) policy, system, and environment change strategies for the SNAP-Ed (Supplemental Nutrition Assistance Program Education) population in California.

### Golden West

**Vicki Collie-Akers**, Associate Director of Health Promotion Research, University of Kansas

**Andrew Larsen**, Graduate Student, University of Southern California

**Lauren Whetstone**, Project Scientist, University of California

*Moderator: May Wang*, Professor, Department of Community Health Sciences, Fielding School of Public Health, University of California, Los Angeles

### 1.4 Collective Action: The Need for Multi-Sectoral Collaboration to Create a Healthy Food System

This session takes a look at organizational and governmental policy working together to reshape local food systems. Explore healthy food policy innovations in small retail, hospitals, and cities. This session will highlight replicable best practices, challenges, and successes in bringing together diverse stakeholders for change.

### California

**Nancy Bragado**, Deputy Director, Long Range Planning, City of San Diego

**Colin Cureton**, Food Systems Director, Community Health Improvement Partners

**Kristen Klingler**, Senior Public Health Specialist, Minneapolis Health Department

**Anchi Mei**, Senior Program Manager, International Rescue Committee

*Moderator: John Young*, Agricultural Commissioner, Yolo County Department of Agriculture

# Tuesday, June 30

## WORKSHOP SESSION ONE 11:00 A.M. – 12:15 P.M.

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### 1.5 A “Whole” New Look at School Lunch: Perceptions Matter

Schools are under pressure to provide healthy school meals students will eat. This thought-provoking session looks at how the Smarter Lunchrooms Movement (SLM) promotes holistic changes that improve student consumption of healthy foods. A national perspective of the SLM will be highlighted along with local examples of SLM implementation. In addition to the SLM presentation, “lessons from the lunch ladies”, a school-based research project will be shared.

### Pacific Salon 1-3

**Kathryn Hoy**, Manager, Cornell Center for Behavioral Economics in Child Nutrition Programs

**Mary Podrabsky**, Director of School and Community Initiatives, University of Washington-Center for Public Health Nutrition

**Suzu Sayre**, Director of Nutrition Services, El Monte High School District

*Moderator: Shannan Young*, Senior Project Manager, Dairy Council of California

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### 1.6 A Cross-Sectorial Approach for Designing and Fostering Healthy, Safe Communities

The places where people live, work, play, pray and learn are critical in community health and can significantly impact healthy eating, active living and safety. This session will connect community design principles to health and identify tools to develop cross-sectorial partnerships. Communities will be highlighted that have successfully integrated strategies to increase neighborhood health and safety.

### Royal Palm 1-3

**Shaunda Johnson**, Program Administrator, Health Education Council

**Maureen Silva**, Program Coordinator, Prevention Institute

**Paul Zykofsky**, Associate Director, Local Government Commission

*Moderator: Karen Ben-Moshe*, Senior Program Associate, Public Health Institute

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### 1.7 Latino Community Engagement and Obesity Prevention: The Promotores Model

This session will highlight the successes and challenges of long-term, community-based participatory research targeting rural and urban Mexican-origin children to address childhood obesity. Learn how collaborations with promotoras (Community Health workers) in California and Texas are working to build trust, deliver culturally-appropriate messages and programs, and engage Mexican Origin families in community nutrition and physical activity interventions to prevent childhood obesity. Effective strategies and lessons learned to address Latino childhood obesity at the local, state, and national levels will be shared.

### Royal Palm 4-6

**Gail Frank**, Professor, California State University, Long Beach

**Rosa Manzo**, Postdoctoral Researcher, University of California, Davis

**Joseph Sharkey**, Professor, School of Public Health, Texas A & M

*Moderator: Lucia Kaiser*, Nutrition Specialist, University of California, Davis

# Tuesday, June 30

## WORKSHOP SESSION TWO 1:45 P.M. – 3:00 P.M.

### 2.1 Childhood Obesity: Disparities, Costs, and Cost-Effective Solutions

The significant health and financial consequences of childhood obesity necessitate identifying groups most in need of interventions, as well as cost-effective solutions to reducing obesity in these youth. This session will present childhood obesity trends and racial/ethnic disparities data in California, the financial costs of childhood obesity, and cost-effectiveness estimates of national and state excise taxes on sugar-sweetened beverages.

### Town & Country

**Patricia Crawford**, Senior Director of Research, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

**Jennifer Falbe**, Postdoctoral Research Fellow, School of Public Health, University of California

**Michael Long**, Postdoctoral Research Fellow, Department of Social and Behavioral Sciences, Harvard T.H. Chan School of Public Health

*Moderator: John Talarico*, Branch Chief, Nutrition Education and Obesity Prevention Branch, California Department of Public Health

### 2.2 Running with Streamers! Creating Active Environments for Young Children

This session highlights the Institute of Medicine's recommendations on physical activity (PA) in early childhood settings and will showcase two successful interventions; 1) an innovative Physical Activity Specialist model program where experts in rural New York create change through training and technical assistance and 2) "Painting Playgrounds for Movement," a cost-effective environmental intervention being implemented in preschools throughout California.

### San Diego

**Michele Buran**, Physical Activity Coordinator, California State University, Chico Research Foundation

**Diane Craft**, Professor, State University of New York at Cortland

**Arlene Turner**, Physical Activity & Nutrition Program Manager, Children and Families Commission of Orange County

*Moderator: Candice Taylor Lucas*, Assistant Clinical Professor, School of Medicine Department of Pediatrics, University of California, Irvine

### 2.3 Would You Eat 91 Cubes of Sugar: A Look at Several Strategies for Decreasing Consumption of Sugary Drinks

In this session, experts will provide a local perspective on either implementing and/or assessing a public health campaign aimed at reducing sugary drink consumption or increasing water consumption. Session highlights include an illustration of how healthy beverage media campaigns can be part of an integrated approach to encourage healthier beverage choices in low-income communities and a statewide initiative model to increase awareness on the health impacts of sugar-sweetened beverages.

### Golden West

**Hannah Chichester**, Junior, Skyline High School, Y Street

**Sarah Chichester**, Junior, Skyline High School, Y Street

**Henry Harper**, Director of Community Outreach and Development, Virginia Foundation for Healthy Youth

**Morgan Pareja**, Associate, The Sarah Samuels Center for Public Health Research and Evaluation

*Moderator: Renee Gross*, Coordinator of Legal Initiatives, Rudd Center for Food Policy and Obesity (UConn)

### 2.4 Supporting and Promoting Breastfeeding: Obesity Prevention Begins at Birth

This presentation will provide an overview of the types of partnerships formed at the national, state, and local level that are necessary to have a collective impact on creating environments and systems that are conducive for providing breastfeeding support at the community level. In addition, providing participants examples of how to implement lactation accommodation policies for cities will be shared.

### California

**Michael Parmer**, Management Analyst I, City of Rancho Cucamonga

**Gia Rutledge**, Behavioral Scientist, Division of Nutrition, Physical Activity and Obesity, Center for Disease Control and Prevention

**Shana Wright Bruno**, Senior Program Manager, Lactation Supportive Environments, Center for Community Health, University of California, San Diego

*Moderator: Deirdre Kleske*, Healthy Works Program Specialist, County of San Diego

# Tuesday, June 30

## WORKSHOP SESSION TWO 1:45 P.M. – 3:00 P.M.

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### 2.5 Creating Healthy, Vibrant Afterschool Cultures: National, State, and Local perspectives

With 10.2 million youth in afterschool programs, out-of-school time is ideal to educate students about nutrition, ensure students “get their 60”, and build healthier communities while helping close the achievement gap. The Alliance for a Healthy Generation, New Jersey YMCA State Alliance, and Team California for Healthy Afterschool will present their models for making the healthy choice the easy choice in afterschool settings.

### Pacific Salon 1-3

**Sue Cornell**, Healthy U Director, New Jersey YMCA State Alliance

**Daniel Hatcher**, National Healthy Out-of-School Time Advisor, Alliance for a Healthier Generation

**Jason Smith**, Health and Wellness Director, Sacramento Chinese Community Service Center

*Moderator:* **Andrew Laufer**, Education Administrator, California Department of Education

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### 2.6 Going to Scale with “California Thursdays” - 42 School Districts Serving Fresh Food

This session introduces California Thursdays, a program to serve healthy, freshly prepared school meals featuring California-grown foods. California Thursdays simultaneously addresses obesity, food insecurity, environmental sustainability, and community economics through school food. This session will highlight the 2014 rollout (15 districts serving 190 million meals annually) and the program’s expansion.

### Royal Palm 1-3

**Adam Kesselman**, Rethinking School Lunch Program Manager, Center for Ecoliteracy

**Bob Knight**, Founder, Inland Orange Conservancy and Old Grove Orange, Inc.

**Wendelin Slusser**, Associate Vice Provost and Clinical Professor of Pediatrics, School of Medicine and Public Health, University of California, Los Angeles

*Moderator:* **Frederick Espinosa**, Food Service Manager, Acquisition & Production, San Diego Unified School District

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### 2.7 Family Centered Group Visits: Reducing Childhood Obesity in Vulnerable Populations

This session will highlight two innovative, evidence-based programs that utilize an interdisciplinary model to address obesity through a family centered approach. Active & Healthy Families of Contra Costa County is a culturally and linguistically tailored program for Latino families that utilizes interactive learning activities and measurable, goal-oriented tools for children and their families in the adoption of healthier habits. The Bite to Balance program in Alameda County utilizes fresh produce as a novel incentive and intervention for participation in an engaging pediatric group education program. Replicable lessons learned will be shared.

### Royal Palm 4-6

**Michele Bunker-Alberts**, Family Nurse Practitioner, Alameda Health System

**Annabelle Cadiz**, Senior Public Health Nutritionist, Contra Costa Health Services

**Daniela Jaramillo**, Senior Public Health Nutritionist, Contra Costa Health Services

**Tola Williams**, Nurse Case Manager, Bite to Balance, Alameda Health System

*Moderator:* **Kristine Madsen**, Associate Professor, Joint Medical Program & Public Health Nutrition, School of Public Health, University of California, Berkeley



# Tuesday, June 30

## WORKSHOP SESSION THREE 4:00 P.M. – 5:15 P.M

### 3.1 “Shape”ing a Public-Private Strategy for Childhood Obesity Prevention

Georgia Shape is the Governor’s childhood obesity initiative comprised of governmental, philanthropic, academic and business communities. This coordinated effort mobilizes communication efforts and strategic public-private partnerships to achieve collective impact. Policy/intervention efforts are supported in schools, communities, child-care centers, government agencies, businesses, academic institutions and healthcare settings. Panelists will discuss challenges and practical solutions for working in large multi-sector coalitions.

### Town & Country

**Trisha Hardy**, Director, Child Wellness, Children’s Healthcare of Atlanta

**Debra Kibbe**, Senior Research Associate, Georgia Health Policy Center

**Emily Anne Vall**, Obesity Project Manager (SHAPE), Georgia Department of Public Health

*Moderator: Kelly Cornett*, Physical Activity Coordinator, Georgia Department of Public Health

### 3.2 Using Child Care Licensing Laws to Improve Health

This session outlines intervention and policy strategies to promote nutrition and physical activity in child care settings. Presenters will discuss the national child care legal landscape, provide a summary of a 50-state review of child care licensing laws, highlight California examples of child care nutrition policy, including the recent addition of child nutrition training, and showcase Minnesota examples of policy implementation strategies. Attendees will gain an understanding of the national child care legal landscape, as well current state examples of child care nutrition policies.

### San Diego

**Natasha Frost**, Staff Attorney, Public Health Law Center at William Mitchell College of Law

**Elyse Homel-Vitale**, Nutrition Policy Advocate, California Food Policy Advocates

*Moderator: Lindsey Turner*, Director, Initiative for Healthy Schools, Boise State University

### 3.3 Unhealthy Food Marketing in Schools: National Progress, State and Local Action

Each year, companies spend \$150 million marketing (mostly unhealthy) foods and beverages in U.S. schools. Companies have made commitments and USDA has proposed a national school marketing policy. Come hear about what’s happening regarding school marketing at the national, state, and local level. Speakers will share best practices, lessons learned, and other resources to support efforts to address unhealthy food marketing in schools.

### Golden West

**Sabrina Adler**, Staff Attorney, ChangeLab Solutions

**Stephanie Tama-Sweet**, Western Region Campaign Manager, Voices for Healthy Kids, American Heart Association & American Stroke Association

*Moderator: Margo Wootan*, Director of Nutrition Policy, Center for Science in the Public Interest

### 3.4 Linking Farms to Schools through Innovative Strategies and Procurement Practices

Often the most challenging aspect of creating a local farm to school program is linking the farms to the schools and creating a common language between the two. In this workshop we will discuss current practices used by school districts, farmers and nonprofits to make those connections and educate students and the communities. When you leave this workshop you will have learned, new strategies in developing local relationships around the food system; be able to describe the function and benefits of working with local producers to improve school meals and benefit the local economy; and be able to establish goals for next steps to increase purchases of locally grown and produced foods.

### California

**Matthew Belasco**, Director of Child Nutrition Services, Pittsburg Unified School District

**Stephanie Bianco**, Associate Professor, Assistant Director, Center for Healthy Communities

**Jake Brimlow**, Assistant Professor, California State University, Chico

**Kacie O’Brien**, Farm to School Lead, Western Region, USDA Food and Nutrition Service

*Moderator: Pamela Lambert*, Director, Nutrition Services, Oceanside Unified School District

# Tuesday, June 30

## WORKSHOP SESSION THREE 4:00 P.M. – 5:15 P.M

### 3.5 Made to Move: Getting Kids Active throughout the School Day

The Institute of Medicine recommends a “Whole-of-School” approach to providing physical activity to students. This session includes evaluations of three innovative programs in elementary schools. The programs illustrate opportunities to integrate activity in school that can complement physical education, including before and after school, lunch time recess, and classroom activity breaks. Each program will share evaluation strategies and results.

### Pacific 1-3

**Hendrik de Heer**, Assistant Professor, Northern Arizona University

**Jessa Engelberg**, Doctoral Candidate, University of California, San Diego

**Ayano Healy**, Lead Health Educator, Northern California Center for Well-Being

*Moderator: Jim Sallis*, Distinguished Professor of Family Medicine and Public Health, University of California, San Diego

### 3.6 Shared Use: New Evidence and New Frontiers

Communities across the country are seeking safe, accessible, and affordable places to exercise and play, and shared use is a promising strategy to achieve this goal. This session will introduce new frontiers in shared use, identify policies and initiatives that are ripe for evaluation and replication, and provide practical tools and success stories to help make shared use a reality.

### Royal Palm 1-3

**John Bilderback**, Step ONE Program Manager, Chattanooga-Hamilton County Health Department

**Ellie Gladstone**, Staff Attorney, ChangeLab Solutions

**Gia Rutledge**, Behavioral Scientist, Division of Nutrition, Physical Activity and Obesity, Center for Disease Control and Prevention

**Benjamin Winig**, Senior Staff Attorney and Program Director, ChangeLab Solutions

*Moderator: Rosanne Farris*, Branch Chief, Centers for Disease Control and Prevention

### 3.7 The Continuum of Care: From Primary Prevention to Tertiary Management

This session will highlight collaborative partnerships that have resulted in innovations in health care delivery across the spectrum of obesity management from primary prevention to tertiary care. A primary prevention approach will be shared that focuses on building healthy habits among children ages 0-5 years old, as well as a multidisciplinary and tertiary management program that features partnerships to promote sustainable and effective care.

### Royal Palm 4-6

**Samantha Anzeljc**, Quality Improvement Consultant, Ohio Chapter, American Academy of Pediatrics

**Amy Sternstein**, Assistant Clinical Professor of Pediatrics, OSU and Center for Healthy Weight and Nutrition Nationwide Children’s Hospital

**Miranda Westfall\***, Program Manager & Clinic Dietitian, Fit for Healthy Weight Program University of California, Los Angeles

**Jennifer Yee\***, Assistant Professor, Pediatric Endocrinology, Be Forever Fit Program at Harbor-UCLA Medical Center

*Moderator: Megan Lipton-Inga*, Director of Program Development, Diabetes and Obesity Program Children’s Hospital Los Angeles

\*speakers represent a collaborative effort by The Fit for Healthy Weight Program, UCLA Mattel Children’s Hospital; The Be Forever Fit Program, Harbor-UCLA Medical Center; and The Diabetes and Obesity Program, Children’s Hospital Los Angeles

# Nutrition Policy Institute

The Center for Weight and Health team has moved!

Conducting research to promote healthy communities  
and strengthen nutrition policy and programs



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**University of California**  
Agriculture and Natural Resources

Wednesday

# Agenda for Wednesday, July 1

<b>6:30 a.m.–7:15 a.m.</b>	<b>Fitness Opportunities: Walk It Out, For the “Run” of It, &amp; Yoga</b>	<b>Royal Palm Tower Parking Lot / Dover</b>
<b>7:00 a.m.–5:00 p.m.</b>	<b>Registration</b>	<b>Atlas Ballroom Foyer</b>
<b>7:30 a.m.–8:30 a.m.</b>	<b>Continental Breakfast</b>	<b>Grand Hall</b>
<b>8:30 a.m.–10:00 a.m.</b>	<b>Plenary Session with Panel</b>	<b>Golden Pacific Ballroom</b>
<b>10:00 a.m.–10:30 a.m.</b>	<b>Break – Poster and Exhibit Viewing</b>	<b>Grand Hall</b>
<b>10:30 a.m.–12:00 p.m.</b>	<b>Mini Plenary Session One</b>	<b>See Page 44</b>
<b>12:00 p.m.–1:30 p.m.</b>	<b>Lunch on Your Own</b> (Pre-purchased boxed lunch pick-up in Atlas Ballroom Foyer)	
<b>1:30 p.m.–2:45 p.m.</b>	<b>Workshop Session Four</b>	<b>See Pages 45-46</b>
<b>2:45 p.m.–3:30 p.m.</b>	<b>Poster and Exhibit Viewing and Snack Break</b>	<b>Grand Hall</b>
<b>2:50 p.m. - 3:20 p.m.</b>	<b>Salsa 101</b>	<b>Dover</b>
<b>3:30 p.m.–5:00 p.m.</b>	<b>Mini Plenary Session Two</b>	<b>See Page 47</b>
<b>3:30 p.m.–5:00 p.m.</b>	<b>Exhibitor and Poster Tear-down</b>	<b>Grand Hall</b>
<b>5:15 p.m.–6:45 p.m.</b>	<b>FED UP Film Screening</b>	<b>California</b>



Everything we've been told about food and exercise for the past 30 years is dead wrong. FED UP is the film the food industry doesn't want you to see. From Katie Couric, Laurie David (Oscar winning producer of AN INCONVENIENT TRUTH) and director Stephanie Soechtig, FED UP will change the way you eat forever. Light snacks provided!

# Wednesday, July 1

## Plenary Session



### **A Conversation with Senator Tom Harkin and USDA Under Secretary Kevin Concannon**

No two people have placed a more indelible mark on the federal food programs than Senator Harkin and Under Secretary Concannon. Senator Harkin will look back on over 40 years of the programs' growth and reflect on the obstacles they have overcome and the great successes they have achieved. Under Secretary Concannon will bring the story forward since 2009, during the Obama Administration. Both speakers will look into the crystal ball to predict what is in store for federal food programs over the next few years. Audience members will also have a chance to ask questions during this captivating session.



Immediately following the plenary session, please join us in collectively honoring Senator Tom Harkin for his courageous and exemplary work in the areas of nutrition, wellness and early childhood education. Senator Harkin has left a remarkable and distinguished record of public service, and we thank him for championing so many social justice and health and wellness issues that have influenced the health and well-being for future generations to come.

# Plenary Panel

## MODERATOR

### Kenneth Hecht

Director of Policy, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources



Ken Hecht is the Director of Policy at the Nutrition Policy Institute, University of California, where he is responsible for helping to develop research studies and evaluations that are likely to inform and support the development of strong nutrition policy. In 2012-13, he worked as a consultant in Israel for MAZON: A Jewish Response to Hunger and then for the Israeli National Council on Nutrition Security, which was established by the Knesset to develop nutrition policy and recommendations for key nutrition programs for the State of Israel. In 1992 he co-founded California Food Policy Advocates, a statewide nutrition policy and advocacy organization, where he served as executive director until 2012. Before that, he founded and practiced law in the Youth Law Center and Employment Law Center, two legal services organizations.

## PANELISTS

### Kevin Concannon

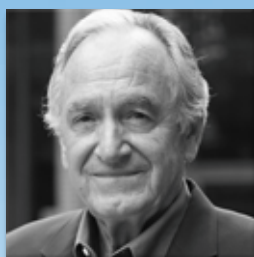
Under Secretary for Food, Nutrition, and Consumer Services, United States Department of Agriculture



Kevin W. Concannon was nominated by President Obama and Secretary Vilsack and confirmed by the U.S. Senate in July 2009 to serve as Under Secretary for Food, Nutrition, and Consumer Services in the United States Department of Agriculture (USDA). Food, Nutrition, and Consumer Services has principal responsibilities and funding authority for Food and Nutrition Service (FNS), which serves 1 in 4 Americans, and has lead responsibilities for promoting a healthful diet through the Center for Nutrition Policy and Promotion. FNS's programs include the Supplemental Nutrition Assistance Program (SNAP); child nutrition programs including National School Lunch, School Breakfast, and Summer Food Service Programs; The Child and Adult Care Food Program; the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); the Commodity Supplemental Food Program; Food Distribution Program on Indian Reservations; The Emergency Food Assistance Program; and other nutrition programs. Under Secretary Concannon has had a lengthy and distinguished career in public service. Over

the past twenty-five years, he has served as Director of State Health and Human Services departments in Maine, Oregon, and Iowa. He has championed expanded services, improved access, alternatives to institutions, consumer choices, affordable health care, diversity in workplace and programs, and the modernization of public information technology systems.

### Senator Tom Harkin (Ret.)



Tom has long believed that in America, we have a “sick care” system, not a health care system. Rather than treating people once they get sick, he believes that we should remove the barriers to a healthy lifestyle, reduce chronic disease and rein in the high cost of health care, creating a “wellness society” in America. As chairman of the Senate panel that funds medical research, he co-led the effort between 1998 and 2003 to double funding for research into cardiovascular disease, cancer, Alzheimer’s and other diseases. As a member of the Senate Health, Education, Labor and Pensions (HELP) Committee, he crafted the prevention and wellness title of the health reform bill, The Patient Protection and Affordable Care Act. This historic investment in prevention across the full spectrum — at the federal, clinical and community level — was signed into law as part of health reform.

As a young senator, Tom was tapped by Senator Ted Kennedy to craft legislation to protect the civil rights of millions of Americans with physical and mental disabilities and what emerged from that process would later become Tom’s signature legislative achievement — The Americans with Disabilities Act (ADA). As the chair of the Senate subcommittee that funds education, Tom has fought to improve education in Iowa and across the country. He has worked to reduce class size, give students better computer and Internet access, expand school counseling and safety programs and improve teacher training. Tom’s dedication to agriculture dates back to 1975 when he first came to Congress and became a member of the Agriculture Committee. In that time, he served as Chairman of the Senate Committee on Agriculture, where he led efforts to enact the 2002 and 2007 farm bills. These bills greatly expanded federal support for renewable energy, strengthened the farm income safety net, preserved millions of acres of agricultural land, invested hundreds of millions of dollars in small towns through rural development efforts and ensured tens of millions of Americans have access to sufficient and healthful food.

In 1974, Tom was elected to Congress from Iowa’s Fifth Congressional District. In 1984, after serving 10 years in the U.S. House of Representatives, Tom challenged an incumbent Senator and won. Iowans returned him to the Senate in 1990, 1996 and again in 2002. In November 2008, Tom made history by becoming the first Iowa Democrat to win a fifth term in the U.S. Senate.

# Dignitaries

## MASTER OF CEREMONIES

### **Sandip Kaur**

Director, Nutrition Services Division, California Department of Education



Sandip Kaur is the Director of the Nutrition Services Division (NSD) of the California Department of Education. Prior to her appointment as Director in August 2012, Ms. Kaur served as Acting Director for one year and four months. From 2004 to 2011, she served as the Chief of the Administration and Food Distribution Program in NSD for seven years and was instrumental in the design, development, and implementation of the Child Nutrition Information and Payment System. Ms. Kaur was also responsible for making the NSD's Food Distribution Program more cost effective for sponsors and competitive with private food distribution companies. She has 30 years of experience in California State government and worked at the Department of Food and Agriculture, Department of Corrections, and the Department of Personnel Administration before joining the NSD in May 2004.

### **Tom Torlakson**

State Superintendent of Public Instruction



Tom Torlakson was re-elected to a second four-year term as California's 27th State Superintendent of Public Instruction on November 4, 2014. As chief of California's public school system and leader of the California Department of Education, Superintendent Torlakson applies his experience as a science teacher, high school coach, and state policymaker to fight for our students and improve our state's public education system. During Torlakson's first term, he set out on a mission to provide a world-class education for all students from early childhood to adulthood. He directed the change to rigorous new California state standards in English, mathematics, and science. He promoted the idea of meeting the needs of the whole child by expanding pre-kindergarten and after-school and summer programs, increasing access to health care and mental health services, and promoting nutritious food and regular exercise. During his tenure in the California State Legislature, Torlakson acted to protect education funding, improve student nutrition and physical education, and ensure school safety. As the chair and founder of

the California Task Force on Youth and Workplace Wellness, Torlakson has been a leader on banning junk food from our schools, providing healthier school meals, promoting student health and fitness, and combating diabetes and obesity among our children. Born in San Francisco, Torlakson served as a fireman in the United States Merchant Marine, earning the Vietnam Service Medal. He earned a Bachelor of Arts in History, a Life Secondary Teaching Credential, and a Master of Arts in Education from the University of California, Berkeley.

# Wednesday, July 1

## MINI-PLenary SESSION ONE 10:30 A.M. – 12:00 P.M.

### MP 1.1 **The Evolution of Obesity Prevention: Accelerating Upstream Prevention to Improve Health and Equity in Communities, and to Help a Reforming Health Care System**

This session will highlight how obesity prevention practice and policy is evolving. Once the province of nutritionists and fitness advocates, the movement to prevent obesity has been adopted in other sectors including education, agriculture, and environment, and has taken on an equity agenda. Implementing health reform presents both opportunities and imperatives to advance obesity prevention. Our expert panel will highlight initiatives that infuse upstream, multi-sector approaches, address the social determinants of equity and obesity, and that are beginning to integrate with the health care delivery system, with an eye for scale and sustainability.

### MP 1.2 **Global and Local Institutions Mobilizing for Food System Changes that Impact Health**

Sustainable, secure and equitable food systems are central to health and well-being. Efforts to reduce childhood obesity can be strengthened with attention to the fundamental role that food systems play in establishing the availability and cost of certain food. Yet, too often, obesity prevention practitioners fail to incorporate food system changes in their strategic planning. Similarly, food system actors ignore the health implications of the current food system and the benefits that a sustainable system might produce. This panel will explore emerging global opportunities from leaders in the field who are trying to forge integrated strategies across health and wellbeing and food systems.

### MP 1.3 **Mission Possible: Kids Will Eat School Meals**

The U.S. Department of Agriculture updated school meal standards in July 2012. Anecdotal reports suggested these changes created more food waste. Research shows that parents support the new standards and children are eating fruits and vegetables in school. There are many strategies schools can use to make improvements to meal quality and menu choices supporting children's consumption of school meals – come learn about these strategies in this session.

### MP 1.4 **It Can Be Done: Successful Community Engagement Models to Maximize Collective Impact**

This session will focus on stories and results from three vibrant California communities that have employed unique strategies incorporating community engagement, non-traditional partnerships, and a comprehensive approach to move beyond collaboration and achieve collective impact. Join us to hear seasoned professionals from the Central Valley, Inland Empire, and our host county of San Diego discuss their innovative strategies to reduce obesity and promote their policy and environmental change strategies (PSE). Whether by engaging with Resident Leadership Academies, working with local elected officials, incorporating a Health in All Policies approach, or focusing on specific built environment projects, these communities are beginning to make an impact in preventing obesity.

### Town & Country

**Gina Celano**, Population Health Specialist, Nemours Health and Prevention Services

**George Flores**, Program Manager, The California Endowment

**Loel Solomon**, Vice President, Community Health, Kaiser Permanente

*Moderator: Ginny Ehrlich*, Director, Robert Wood Johnson Foundation

### San Diego

**Gary Cohen**, President and Co-Founder, Health Care Without Harm and Practice Greenhealth

**Ambassador Betty King**, Former U.S. Ambassador to the United Nations in Geneva, Commissioner, WHO Commission on Ending Childhood Obesity

**Ruth Richardson**, Executive Director, Global Alliance for the Future of Food

**Wendelin Slusser**, Associate Vice Provost and Clinical Professor of Pediatrics, School of Medicine and Public Health, University of California, Los Angeles

*Moderator: Marion Standish*, Vice President, Enterprise Programs, The California Endowment

### Golden West

**Juliana Cohen**, Research Associate, Department of Nutrition, Harvard School of Public Health

**Wendi Gosliner**, Project Scientist, University of California

**Judi Larsen**, Program Manager, The California Endowment

**Bethany Yon**, Research Associate, University of Vermont

*Moderator: Carol Chase Huegli*, Associate Director, Nutrition Services Division, California Department of Education

### California

**Erika Lewis-Huntley**, Management Analyst III, City of Rancho Cucamonga

**Lourdes Perez**, Program Coordinator, Stanislaus County CCROPP, Center for Human Services - Ceres Partnership for Healthy Children

**Carey Riccitelli**, Community Health Program Manager, County of San Diego Health and Human Services Agency

*Moderator: Lynn Parker*, Scholar, Institute of Medicine



# Wednesday, July 1

## WORKSHOP SESSION FOUR 1:30 P.M. – 2:45 P.M.

### 4.1 Cost-Effectiveness of Nutrition and Physical Activity Interventions: What's the Return on Investment?

As multiple stakeholders contemplate implementing interventions to reduce childhood obesity, it is critical that we understand which interventions provide the greatest return on investment. This session will describe assumptions made in cost-effectiveness research, provide specific examples (including cost-effectiveness of physical education, childcare policies, soda taxes, and a multi-faceted community-based intervention), and discuss challenges to comparing effectiveness of various interventions.

### 4.2 Reaching Diverse Communities Utilizing Culturally Tailored Strategies to Impact Change

This session will provide an overview of three successful obesity prevention efforts targeting diverse populations: Native Americans, African-Americans, and Youth. These initiatives focus on policy, systems and organizational practice change, blended with educational and promotional strategies using a sustainable collaborative model to create opportunities for healthy eating and physical activity at different levels of the community. Specific lessons learned will be shared, and considerations for replication of effective strategies will be highlighted.

### 4.3 Effective Messaging to Build Public Support to Curb Unhealthy Food Marketing to Children

Effective messages that resonate with parents and mobilize them to action are needed to accelerate progress to reduce unhealthy food marketing to children. This session will share the findings from focus groups representing diverse sets of moms across the country, highlight effective messages to mobilize parents, and discuss how the results can support national, state and local efforts to reduce unhealthy food marketing to children.

### 4.4 A Food Bank Employee, a Farmer, and a Physician Walk into a Bar: Hear How Different Stakeholders are Strategizing to Address Health for Charitable Food Recipients

This session will highlight several local and national initiatives that are linking farm fresh produce to food bank recipients; connecting with diabetes counseling and referral services offered at local food pantries; and developing and using nutrition policies to spark organizational change amongst food bank employees. Panel members include a local farmer, food bank employee, public health anti-hunger advocate and a researcher to showcase how they are uniquely working to address the health of charitable food recipients.

### Town & Country

**Joe Edward Coffield, Jr.**, Assistant Professor of Health Professions, Hofstra University

**Michael Long**, Postdoctoral Research Fellow, Department of Social and Behavioral Sciences, Harvard T.H. Chan School of Public Health

*Moderator: Kristine Madsen*, Associate Professor, Joint Medical Program & Public Health Nutrition, School of Public Health, University of California, Berkeley

### San Diego

**Teslyn Henry-King**, Program Specialist I, Department of Public Health, Nutrition Program, County of San Bernardino

**Dakotah Jim**, Research Program Officer, Notah Begay III Foundation

**Colleen Schenck**, Program Administrator, Mendocino County Health and Humans Services Agency

*Moderator: Lynn Silver*, Senior Advisor for Chronic Disease and Obesity, Public Health Institute

### Golden West

**Anita Sharma**, Researcher, formerly of KRC Research

*Moderator/Speaker: Margo Wootan*, Director of Nutrition Policy, Center for Science in the Public Interest

### California

**Thaddeus Barsotti**, Co-CEO and farmer, Farm Fresh To You

**Elizabeth Campbell**, Associate Specialist, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

**James Floros**, President & CEO, Jacobs & Cushman San Diego Food Bank

**Michelle Marshall**, Director of Nutrition, Feeding America

*Moderator: Kenneth Hecht*, Director of Policy, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

# Wednesday, July 1

## WORKSHOP SESSION FOUR 1:30 P.M. – 2:45 P.M.

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### 4.5 New Local School Wellness Policy Requirements: Opportunities and Challenges for Implementation

New Local School Wellness Policy (LSWP) requirements offer opportunities and challenges for implementation. This session will highlight nationwide successes utilizing Centers for Disease Control and Prevention's identified tools to support LSWP efforts, along with examples of how local communities were able to strengthen their school wellness policies.

### Pacific Salon 1-3

**Sharon Hillidge**, Wellness Resource Teacher, Chula Vista Elementary School District

**Kate McDevitt**, Senior Manager, School Wellness Programs, School of Medicine, University of California, San Diego

**Allison Nihiser**, Health Scientist, Centers for Disease Control and Prevention

*Moderator: Heather Reed*, Nutrition Education Consultant, Nutrition Services Division, California Department of Education

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### 4.6 The First National Study of Neighborhood Parks: Implications for Increasing Physical Activity at the Population Level

This session will review the results of the first National Study of Neighborhood Parks, which assessed park use and park policies across 25 US Cities and 174 neighborhood parks. The findings identify specific policies, practices and facilities that enhance park use and park-based moderate-to-vigorous physical activity and demonstrate that parks are currently largely underutilized, especially in low-income neighborhoods.

### Royal Palm 1-3

**Deborah Cohen**, Senior Scientist, RAND

**Bing Han**, Statistician, RAND

**Thomas McKenzie**, Professor Emeritus, San Diego State University

*Moderator: Jim Sallis*, Distinguished Professor of Family Medicine and Public Health, University of California, San Diego

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### 4.7 Tools of the Trade: Current Early Childhood Resources and Training

Practice and evidence-based resources and training are critical to advancing obesity prevention efforts in early care and education settings. Session attendees will become familiar with resources and training developed through the Let's Move! Child Care, Growing Healthy Children, and National Early Care and Education Collaborative models. Interactive session discussions will help attendees consider the application of these resources and training models in their local efforts.

### Royal Palm 4-6

**Jenna Larsen**, Project Coordinator, Nutrition Education Programs, New York City Department of Health and Mental Hygiene

**Rachel Powell**, LMCC Operations Manager, Centers for Disease Control and Prevention

**Julie Shuell**, Director, Prevention and Practice, Nemours National Office of Policy & Prevention

*Moderator: Kelley Knapp*, Nutrition Education Consultant, Nutrition Services Division, California Department of Education

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# Wednesday, July 1

## MINI PLENARY SESSION TWO 3:30 P.M. – 5:00 P.M.

### MP 2.1 Taxing Sugar-Sweetened Beverages for Public Health: What Have We Learned From the Mexico, Berkeley, and San Francisco Initiatives?

2013 and 2014 were watershed years for public health efforts to levy taxes on sugar-sweetened beverages. As other locales across the country consider whether such a tax might be right for their community, the Mexico, Berkeley, and San Francisco experiences hold key lessons about winning strategies, the beverage industry's response, and early data about the impact of sugar-sweetened beverage taxes on consumption.

### Town & Country

**Rebecca Berner**, El Poder del Consumidor, Directora de Desarrollo Institucional

**Maureen Erwin**, Founder, Erwin and Muir

**Xavier Morales**, Executive Director, Latino Coalition for a Healthy California

*Moderator: Harold Goldstein*, Executive Director, California Center for Public Health Advocacy

### MP 2.2 BMI-How Does it Measure Up?

Body Mass Index (BMI) is widely employed to describe the prevalence of obesity in populations, investigate health risks associated with obesity, and guide clinical care. Critics have raised questions about how well BMI captures body fat at the population and the individual level, and whether BMI is the best measure to capture obesity-associated co-morbidities. This session will discuss how well BMI captures body fat across the population, examine how BMI is related to disease processes in childhood and on into adulthood, and will offer recommendations regarding the use of BMI in the patient-oriented setting.

### San Diego

**Stephen Daniels**, Professor and Chair, Department of Pediatrics, Children's Hospital Colorado

**Cynthia Ogden**, Epidemiologist/NHANES Analysis Branch Chief, Centers for Disease Control and Prevention

**Babette Zemel**, Director, Nutrition and Growth Laboratory, The Children's Hospital of Philadelphia

*Moderator: William Harry Dietz Jr.*, Director, Sumner M. Redstone Global Center for Prevention and Wellness

### MP 2.3 Building a Culture of Health through Diverse Collaborations

Students, teachers and staff spend a significant amount of time at school. A culture of health at schools supports healthy behaviors for the entire school community. This session focuses on innovation and collaboration. You will hear about work being led by retired military leaders, an integrated health care system and the largest teacher union in the nation.

### Golden West

**Major General Arthur Bartell**, President, Army and Navy Academy

**Lainie Morgan**, Senior Program Coordinator, National Education Association - Healthy Futures

**Sarah Threlfall**, Senior Consultant, Kaiser Permanente

*Moderator: Elisa Mendel*, Vice President, Healthworks and Product Innovation, Kaiser Permanente

### MP 2.4 The Successful Impact of Cross System Collaborations in the Retail Environment

An estimated 30 million Americans live in urban neighborhoods and rural towns where they cannot buy healthy food to feed their families. Neighborhoods that lack healthy food access typically also have a host of other socio-economic problems which are rooted in historical and institutional policies and practices that have led to great disparity. This session will highlight efforts not only to increase access and improve community health but also help to create jobs, support local food systems, and help improve communities in other ways.

### California

**Jessica Estrada**, Program Coordinator and Community Engagement Coordinator, Tenderloin Healthy Corner Store Coalition and HealthyRetailSF Program

**Danielle Ronshausen**, Health Information Specialist II, Department of Health Services, County of Sonoma

**Dwayne Wharton**, Director of External Affairs, The Food Trust

*Moderator: Jackie Richardson*, Health Program Manager, California Department of Public Health





Did you know  
**one junk drink a day**  
increases your risk of  
**Type 2 diabetes** by **25%?**  
**1 in 3 children** are projected  
to develop **Type 2 diabetes**  
in their lifetimes.

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health  
happens  
here   
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# Agenda for Thursday, July 2

<b>6:30 a.m.–7:15 a.m.</b>	<b>Fitness Opportunities: Walk It Out, For the “Run” of It, Group Exercise</b>	<b>Royal Palm Tower Parking Lot / Tiki Pavilion</b>
<b>7:00 a.m.–12:30 p.m.</b>	<b>Registration</b>	<b>Atlas Ballroom Foyer</b>
<b>8:00 a.m.–9:30 a.m.</b>	<b>Buffet Breakfast</b>	<b>Grand Hall</b>
<b>8:20 a.m.–9:30 a.m.</b>	<b>Roundtables</b>	<b>Grand Hall</b>
<b>9:30 a.m.–11:00 a.m.</b>	<b>Mini Plenary Session Three</b>	<b>See Page 53</b>
<b>11:00 a.m.–11:15 a.m.</b>	<b>Break</b>	
<b>11:15 a.m.–12:30 p.m.</b>	<b>Closing Plenary with Featured Speaker</b>	<b>Atlas Ballroom</b>

WHAT COUNTS  
MOST IN LIFE IS  
WHAT WE DO  
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Cedars-Sinai is proud  
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# Thursday, July 2

## Featured Speaker



### **Rishi Manchanda**

President and Founder, HealthBegins

Rishi Manchanda, MD, MPH, is President of HealthBegins, an organization that provides “upstream” quality improvement training, clinic redesign and technology to transform healthcare and the social determinants of health. Dr. Manchanda is a dual board-certified internist and pediatrician, a board member of the National Physicians Alliance, and a fellow in the California Health Care Foundation’s Healthcare Leadership Program. He is the lead physician for homeless primary care at the VA in Los Angeles, where he has built clinics for high-utilizer homeless veterans with complex chronic disease. Dr. Manchanda was the first Director of Social Medicine and Health Equity at a large community health center network in south Los Angeles, where he led health and human rights-based initiatives to transform population health. In 2008, he started RxDemocracy, a nonpartisan coalition that has registered over 30,000 voters in doctors’ offices and hospitals nationwide. His 2013 book, “The Upstream Doctors,” introduces a new model of the healthcare workforce that includes clinic-based “Upstreamists” who improve key social and environmental determinants of health. Dr. Manchanda is a member of the leadership team of the Institute for Healthcare Improvement’s 100 Million Lives Campaign and, in 2014, was recognized in The Atlantic magazine as one of twenty leading healthcare innovators in America.

# Dignitaries



## MASTER OF CEREMONIES

### **Patricia Crawford**

Senior Director of Research and Cooperative Extension Specialist, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

Dr. Patricia Crawford is the Senior Director of Research and Cooperative Extension Specialist at the Nutrition Policy Institute (NPI) at the University of California, Division of Agriculture and Natural Resources. Prior to her position at NPI, she co-founded and directed the Center for Weight and Health at the University of California at Berkeley for 15 years. She is also an Adjunct Professor in the School of Public Health at UC Berkeley.

Dr. Crawford studies ways in which nutrition programs and policies can improve children's dietary intake and reduce obesity. Dr. Crawford served on the California Legislative Task Force on Diabetes and Obesity and is an expert advisor for the Let's Get Healthy California Task Force. She chaired the Institute of Medicine's Workshop on Food Insecurity and Obesity and served on the IOM's Committee on WIC Research, the Committee on Accelerating Progress on Obesity Prevention, and the IOM's Standing Committee on Childhood Obesity Prevention.



### **Lorrene Ritchie**

Director, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

Dr. Lorrene Ritchie is the Director of the Nutrition Policy Institute and Cooperative Extension Specialist

at the University of California, Division of Agriculture and Natural Resources. Dr. Ritchie has devoted her career to the development of science-based and culturally-relevant solutions to child obesity. She recently co-authored the Academy of Nutrition and Dietetics' Position Paper on pediatric weight management and was a member of the Institute of Medicine Committee on Evaluating Progress of Obesity Prevention Efforts. Current research interests involve evaluation of the relationship of programs and policies on children's dietary intakes and weight status in school, childcare and other community settings.



### **Janet Napolitano**

President, University of California

Janet Napolitano is the President of the University of California. She leads a university system with 10

campuses, five medical centers, three affiliated national laboratories, and a statewide agriculture and natural resources program. The University of California has more than 238,000 students, about 202,000 faculty and staff, more than 1.7 million living alumni, and an annual operating budget of more than \$25 billion. Ms. Napolitano previously served as Secretary of Homeland Security from 2009-2013, as Governor of Arizona from 2003-2009, as Attorney General of Arizona from 1998-2003, and as U.S. Attorney for the District of Arizona from 1993-1997. Before that, she practiced at the law firm of Lewis & Roca in Phoenix, where she became a partner in 1989. Ms. Napolitano began her career in 1983 as a clerk for Judge Mary M. Schroeder of the U.S. Court of Appeals for the Ninth Circuit.



# Thursday, July 2

## MINI PLENARY SESSION THREE 9:30 A.M. – 11:00 A.M.

### MP 3.1 Toward Healthier Diets: Where Non-Governmental Organizations and Industry Clash and Cooperate

Leaders in the field of obesity prevention and current and former industry executives will discuss opportunities, challenges and convergent interests to develop, improve and promote healthful foods. The diverse organizations represented on this panel reflect different approaches to how changes can be made. Important challenges include what constitutes success and how progress can be reinforced.

### Town & Country

**Richard Black**, Vice President, Global R&D Nutrition Sciences, PepsiCo

**Hank Cardello**, Senior Fellow & Director, Obesity Solutions Initiative, Hudson Institute

**Michael Jacobson**, Executive Director, Center for Science in the Public Interest

**Lawrence Soler**, President and CEO, Partnership for a Healthier America

*Moderator: William Harry Dietz Jr*, Director, Sumner M. Redstone Global Center for Prevention and Wellness, Milken Institute School of Public Health

### MP 3.2 Warning Labels on Sugary Drinks: Promoting Informed Choices

The session will discuss a safety warning policy on sugar sweetened beverages to inform consumers of the harmful health impact upon consumption of these products. The policy strategy has great potential to change social norms around SSBs to reduce the prevalence of youth and adult obesity and diabetes. Presenters will share their experience in developing SB 1000 and the lessons learned from the California campaign to provide a foundation for subsequent efforts in California and across the country.

### San Diego

**Harold Goldstein**, Executive Director, California Center for Public Health Advocacy

**Ian McLaughlin**, Senior Staff Attorney and Program Director, ChangeLab Solutions

**Xavier Morales**, Executive Director, Latino Coalition for a Healthy California

*Moderator: Patricia Crawford*, Senior Director of Research, Nutrition Policy Institute, UC Division of Agriculture and Natural Resources

### MP 3.3 Stress, Youth & Obesity: Rethinking How Emotion Plays a Role in Eating Behaviors

Our brain's response to psychological stress can lead to lowered executive function and potentially poor eating habits as early as preschool. Learn how maternal stress, modeling behaviors and the environment make a difference in childhood obesity. Discover the benefits of stress reduction and mindfulness strategies to enable healthier behaviors and decision-making. The relationship between stress, brain function and food choices will also be explored during this session.

### Golden West

**Joy Pieper**, Affiliate Faculty, Metropolitan State University of Denver

**Eleanor Tate**, National Cancer Institute Training Fellow, Doctoral candidate, University of Southern California

**Lucy Vezzuto**, Coordinator, Student Mental Health and School Climate, Orange County Department of Education

*Moderator: Trina Robertson*, Project Manager, Dairy Council of California

### MP 3.4 Step it Up! The Keys to Eating Well and Playing Hard in Family Day Care Homes

Family child care providers influence the nutrition and physical activity habits of children in their care. By promoting wellness early they can help children avoid obesity-related problems later in life. Family child care providers can achieve this successful end through sustained relationships with coaches and trainers. Session attendees will learn about wellness strategies implemented in family child care settings in multiple states.

### California

**Jan Bassmann**, Public Health Nutritionist, Child and Adult Care Food Program, New York State Department of Health

**Jessica McDuff**, Senior Associate, Altarum Institute

**Christi Smith**, Manager, Child Care Aware of Kansas

**Dianne Ward**, Director, Intervention and Policy Division, Department of Nutrition, Gillings School of Global Public Health, University of North Carolina at Chapel Hill

*Moderator: Kim Frinzell*, Nutrition Education Administrator, Education and Nutrition Policy Unit, California Department of Education

# Breakfast Burrito Scramble

WITH FRESH VEGETABLES

MAKES 4 BURRITOS; 4 SERVINGS



## INGREDIENTS

- 1 tablespoon extra-virgin olive oil or other healthy cooking oil
- 6 eggs, lightly beaten
- 8 green onions, including tender green tops, chopped
- 2 zucchini, very thinly sliced (about 4 cups)
- ½ teaspoon salt
- 1 teaspoon freshly ground black pepper (optional)
- 2 cups shredded cheddar cheese
- 4 (10-inch) whole wheat flour tortillas

**WITH KIDS!**

Crack the eggs into a bowl and beat with a fork, wash the green onions and zucchini, and grate the cheese.

This recipe is a great class in shapes. The breakfast wrap can be cut into triangles or squares, the egg is an oval, the measuring cup is a cylinder, and the tortillas are circles.

## PREPARATION

1. Warm a large frying pan over medium heat for 1 minute. Add the oil and let it warm for about 30 seconds. Add the green onions, zucchini, salt, and pepper, and cook, stirring, until the zucchini is tender, about 5 minutes.
2. Add the eggs to the hot pan and stir with a fork until they are barely set, about 1 minute.
3. Just before assembling the burritos, place a dry frying pan over medium-high heat. One at a time, put the tortillas in the pan and heat them, turning them once, until warm and softened. Transfer them from the pan to a plate.
4. Put ½ cup of the cheese in the center of each tortilla, leaving about 2 inches uncovered around the perimeter of the tortilla. Divide the egg scramble evenly among the tortillas, placing it on top of the cheese.
5. Fold the right and left sides of the tortilla over partway, so that the body of the tortilla is about 6 inches wide. Starting from one open end, fold the tortilla up about 3 inches, and then gently roll the filled tortilla over to seal. Serve immediately.

**First 5 California is a proud sponsor of the 8th Biennial Childhood Obesity Conference**



**Visit our exhibit booth for a FREE cookbook or download a copy from [first5california.com/parents](http://first5california.com/parents)**



Come see us at booth **218**

**Proud supporter of the Childhood Obesity Conference.**

Dairy Council of California makes healthy eating easier. All materials are provided free to schools and health care programs in California.



[HealthyEating.org](http://HealthyEating.org)

# *Save the Date*

**MAY 30 - JUNE 2, 2017**

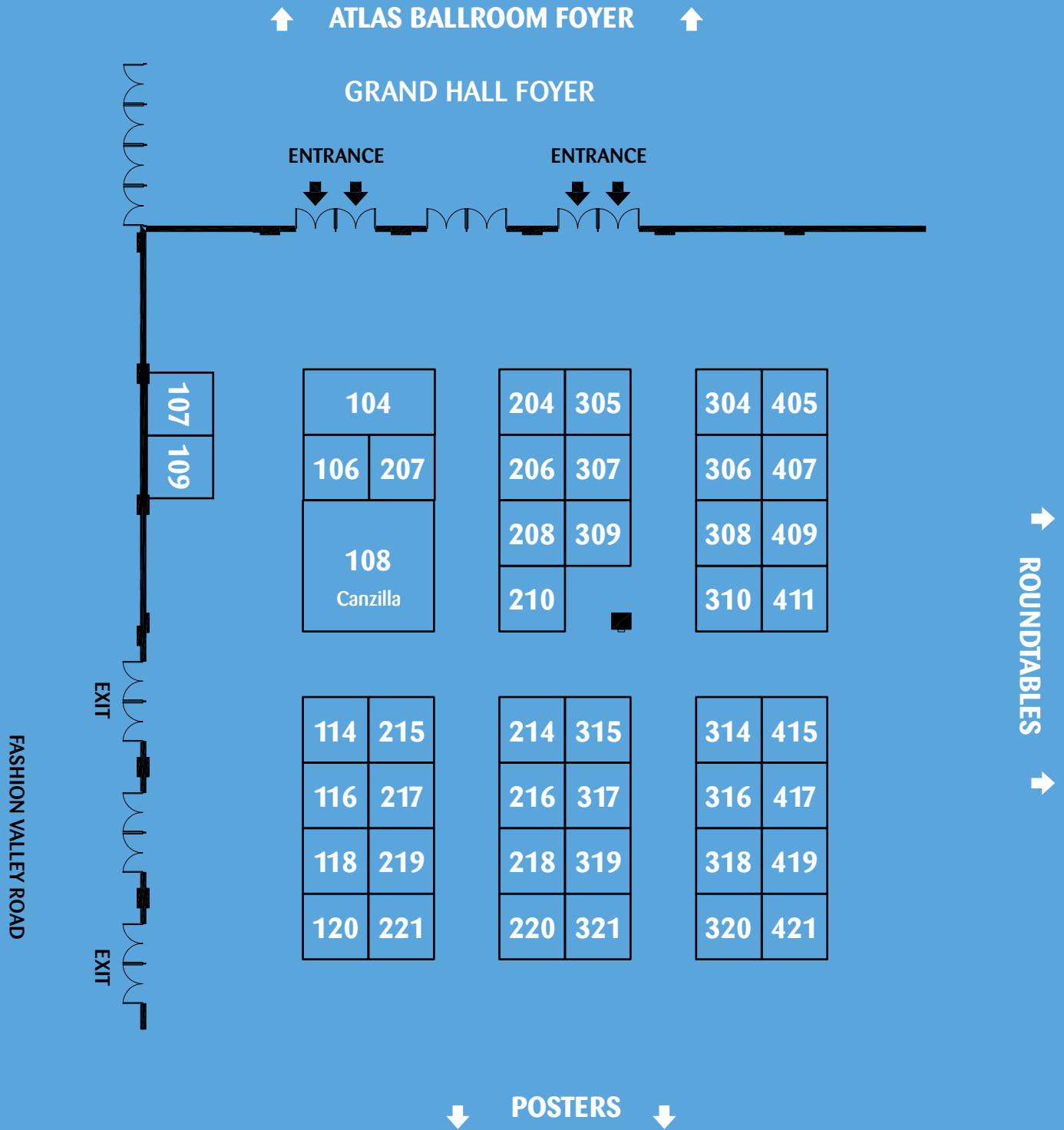
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**Exhibits &  
Roundtables**

# Exhibit Map



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# Exhibitors

## #HowDoYouFight Against Childhood Obesity – Photo and Video Booth

Hosted by the 2015 Conference Hosts  
[www.childhoodobesity2015.com](http://www.childhoodobesity2015.com)

This booth will provide conference participants a fun way to interact with fellow attendees and youth conference volunteers to showcase how we collectively fight against childhood obesity through living billboards, photos, and testimonials. Select video clips, photos and living billboards will be featured on the conference Facebook, Twitter and YouTube pages to highlight the good work happening across the nation. Come join in on the fun and have a chance to win a complimentary registration for the 2017 Childhood Obesity Conference!

Booth hashtag #HowDoYouFight, Conference hashtag: #COC15

**Booth  
#107**

## Cal Poly STRIDE

Stephanie Teaford  
Department of Kinesiology  
1 Grand Avenue  
San Luis Obispo, CA 93407  
(805) 756-2166  
[steaford@calpoly.edu](mailto:steaford@calpoly.edu)  
[stride.calpoly.edu](http://stride.calpoly.edu)

The Center For Solutions Through Research in Diet & Exercise (STRIDE) is the Cal Poly San Luis Obispo home for innovative programs, interdisciplinary research and special projects related to obesity prevention. STRIDE is exhibiting its Pink & Dude Chefs program and online training which empower adolescents to create and choose healthy foods by building a solid knowledge base in nutrition and culinary skills.

**Booth  
#314**

## California Department of Education

Jennifer Esparza  
1430 N Street, Suite 1500  
Sacramento, CA 95814  
(916) 323-6051  
[JEsparza@cde.ca.gov](mailto:JEsparza@cde.ca.gov)  
[www.cde.ca.gov](http://www.cde.ca.gov)

The California Department of Education (CDE) is committed to ensuring that every Californian has access to an education that meets world-class standards. Recognizing the strong link between academic success and student health, Superintendent Torlakson's Team California for Healthy Kids promotes healthy eating, positive physical activities, and access to safe drinking water for all students. The CDE is committed to working in partnership with local schools, communities, professional athletes, public figures, media outlets, and everyday heroes to improve student achievement through improved health.

**Booth  
#210**

## California Department of Public Health Nutrition Education and Obesity Prevention (NEOP)

John Pacheco  
1616 Capitol Avenue  
Sacramento, CA 95814  
(916) 449-5417  
[John.Pacheco@cdph.ca.gov](mailto:John.Pacheco@cdph.ca.gov)  
[www.cdph.ca.gov/programs/cpns/](http://www.cdph.ca.gov/programs/cpns/)

The California Department of Public Health's Nutrition Education and Obesity Prevention Branch works with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

**Booth  
#204**

## California Department of Public Health Maternal, Child and Adolescent Health Division

Julie Rooney  
1615 Capitol Avenue, Building 173  
Sacramento, CA 95814  
(916) 650-0375  
[julie.rooney@cdph.ca.gov](mailto:julie.rooney@cdph.ca.gov)  
[www.cdph.ca.gov/programs/mcah](http://www.cdph.ca.gov/programs/mcah)

We will feature profile sheets of all of our California Department of Public Health, Maternal, Child and Adolescent Health Division programs. These include California Home Visiting Program, Black Infant Health Program, Adolescent Family Life Program, among others. We will have brochures on the importance of folic acid and some take-away material on nutrition.

**Booth  
#208**

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## California Healthy Kids Resource Center (CHKRC)

Jacquelyn Russum  
313 West Winton Avenue  
Hayward, CA 94544  
(510) 670-4585  
[jrussum@acoe.org](mailto:jrussum@acoe.org)  
[www.californiahealthykids.org](http://www.californiahealthykids.org)

Provide free online library and resources for instruction, professional development, and guidance, and technical assistance. We have 50 free health and academic online trainings and over a 1,000 reviewed, and research-based resources we provide to California teachers, after school staff, child care providers, University instructors, and community-based educators.

**Booth  
#310**

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## California School Nutrition Association

Janine Nichols  
210 N Glenoaks Blvd., Suite C  
Burbank, CA 91502  
(818) 842-3040  
[jnichols@calsna.org](mailto:jnichols@calsna.org)  
[www.calsna.org](http://www.calsna.org)

Our mission is: Educating and empowering members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success. CSNA will be highlighting information on the school lunch program benefits and nutritional and legislative information.

**Booth  
#315**

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## CareMessage

Patricia Sanchez  
6351 Hillmont Drive  
Oakland, CA 94605  
(619) 208-1306  
[pbsanchez1@gmail.com](mailto:pbsanchez1@gmail.com)  
[caremessage.org](http://caremessage.org)

CareMessage offers healthcare organizations a powerful web platform to streamline care management and interactive mobile programs to improve health outcomes. CareMessage's platform has the capacity to send interactive disease management health text messages, medical appointment reminders, voice messaging and email. CareMessage has also created its own health text library which currently holds over 25 topics. These include childhood obesity, nutrition, goal setting and many more.

**Booth  
#405**

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## CATCH Coordinated Approach to Child Health

Kathy Chichester  
601 Flaghouse Drive  
Hasbrouck Hts, NJ 7604  
(201) 693-3882  
[kathy@catchinfo.org](mailto:kathy@catchinfo.org)  
[catchinfo.org](http://catchinfo.org)

Written into many funded public health and community grant applications, CATCH is an evidence-based program proven to prevent and reduce childhood obesity. CATCH® sustains healthy learning environments designed to promote physical activity and healthy food choices for youth Pre K-Grade 8, in school and community programs. Awarded CDC's "Systems Change Award" 2012; recognized in IOM Report for effectiveness in reducing child obesity; featured in the 2014 SNAP-Ed Obesity Prevention Toolkit.

**Booth  
#317**

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## Cedars-Sinai Medical Center

Angela Khurdajian  
8700 Beverly Blvd., Suite 2416  
Los Angeles, CA 90048  
(310) 967-4316  
[angela.khurdajian@cshs.org](mailto:angela.khurdajian@cshs.org)  
[cedars-sinai.edu](http://cedars-sinai.edu)

Cedars-Sinai Medical Center is the largest non-profit academic hospital in the western United States. It is internationally renowned for its commitment to providing excellent clinical and service quality, compassionate patient care, strong support to biomedical research and medical education. We are proud to invest in the health of our communities.

**Booth  
#219**

# Exhibitors

## Centers for Disease Control and Prevention

Allison Nihiser  
4770 Buford Hwy NE, MS F-78  
Atlanta, GA 30341  
(770) 488-6508  
[anihiser@cdc.gov](mailto:anihiser@cdc.gov)  
[www.cdc.gov](http://www.cdc.gov)

CDC's School Health Branch works with states and national organizations to 1) increase the quantity and quality of physical education and physical activity in schools; 2) promote healthy foods and beverages in schools; and 3) address the management of chronic conditions. CDC develops free, evidence-based tools and resources to support school health practitioners in creating a healthy school. To download CDC's resources, visit [www.cdc.gov/healthyyouth/npao](http://www.cdc.gov/healthyyouth/npao).

**Booth  
#309**

## Collective Impact

Abigail Stevenson  
123 Mission Street, 8th Floor  
San Francisco, CA 94104  
(415) 689-3889  
[abigail.stevenson@fsg.org](mailto:abigail.stevenson@fsg.org)  
[www.fsg.org](http://www.fsg.org)

FSG is a mission-driven consulting firm supporting leaders in creating large-scale, lasting social change. Through strategy, evaluation, and research we help many types of actors – individually and collectively – make progress against the world's toughest problems. Our teams work across all sectors by partnering with leading foundations, businesses, nonprofits, and governments in every region of the globe. We seek to reimagine social change by identifying ways to maximize the impact of existing resources, amplifying the work of others to help advance knowledge and practice, and inspiring change agents around the world to achieve greater impact.

**Booth  
#114**

## Dairy Council of California

Morgan Carey  
6167 Bristol Parkway, Suite 300  
Culver City, CA 90230  
(310) 342-6122  
[MCarey@DairyCouncilofCA.org](mailto:MCarey@DairyCouncilofCA.org)  
[www.healthyeating.org](http://www.healthyeating.org)

The Dairy Council of California is a state government entity overseen by the California Department of Food and Agriculture. We provide comprehensive nutrition education curriculums and programs that focus on balance, variety and inclusion for healthy eating utilizing the latest, proven educational methodologies. All materials are provided for free to schools and health care programs in California.

**Booth  
#218**

## First 5 California

Silvia Flores  
2389 Gateway Oaks, Suite 260  
Sacramento, CA 95833  
(916) 263-1064  
[sflores@ccfc.ca.gov](mailto:sflores@ccfc.ca.gov)  
[www.first5california.com](http://www.first5california.com)

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50-cent tax on tobacco products to fund education, health, child care and other programs for children ages 0 to 5 and their families. We are the only state affiliated Commission working to improve the quality of California's preschool programs. We fund programs that educate parents, grandparents, caregivers and teachers about the critical role they play during a child's first five years. Since our creation, we've supported millions of families with programs and services designed to help more California kids grow up healthy and ready to succeed in school — and in life. For more information, please visit [www.first5california.com/parents](http://www.first5california.com/parents).

**Booth  
#215**

## Fresno City College Cal-Pro-NET Center

Linda Shelton  
1101 E. University Avenue  
Fresno, CA 93741  
(559) 489-2237  
[linda.shelton@fresnocitycollege.edu](mailto:linda.shelton@fresnocitycollege.edu)  
[www.fresnocitycollege.edu/calpronet](http://www.fresnocitycollege.edu/calpronet)

The Fresno City College (FCC) Cal-Pro-NET Center develops, and for the past 16 years has provided specialized instructional programs for child nutrition personnel in California. Each year the FCC Cal-Pro-NET Center provides mandatory and elective training for agencies participating in the Child and Adult Care Food Program in California, both online and through regional workshops. In addition, the Center sponsors the Healthy and Active Preschoolers Web site, available to anyone who works with preschoolers.

**Booth  
#316**



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## Fuel Up to Play 60 (FUTP 60) - California Milk Advisory Board

Jennifer Giambroni  
400 Oyster Point Blvd., Suite 211  
South San Francisco, CA 94080  
(650) 871-6455  
[jgiambroni@cmab.net](mailto:jgiambroni@cmab.net)  
[www.realcaliforniamilk.com](http://www.realcaliforniamilk.com)

Fuel Up to Play 60 (FUTP 60) is the largest in-school nutrition and physical activity program providing funding to help make wellness part of the game plan in more than 73,000 schools across the country. In California, the program is supported by California dairy families, National Dairy Council, National Football League and the U.S.D.A. FUTP 60 is an excellent opportunity for nutrition leaders, teachers, students and parents to make healthy habits a decision for life.

**Booth  
#220**

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## Healthbridge Children's Hospital

Roberta Consolver  
2929 Woodland Park Drive  
Houston, TX 77082  
(713) 351-6612  
[rconsolver@nhsltd.com](mailto:rconsolver@nhsltd.com)  
[www.healthbridgehouston.com](http://www.healthbridgehouston.com)

Pediatric specialty hospital with a program designed for the pediatric obesity population as well as a program designed for the Prader Willi population. We are very successful with the implementation of nutrition guidelines and exercise regimes in this population.

**Booth  
#421**

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## Institute for Healthcare Advancement

Nick Collatos  
501 S. Idaho Street, Suite 300  
La Harbra, CA 90631  
(800) 434-4633  
[ncollatos@iha4health.org](mailto:ncollatos@iha4health.org)  
[www.iha4health.org](http://www.iha4health.org)

The Institute for Healthcare Advancement (IHA) is a not-for-profit, 501 (c) (3) public benefit charity whose mission is "empowering people to better health". To fulfill this mission, IHA publishes an easy-to-read, easy-to-use book series, teaching manuals, and produces an annual continuing education health literacy conference.

**Booth  
#407**

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## Journeyworks Publishing

Scott MacEwen  
763 Chestnut Street  
Santa Cruz, CA 95060  
(800) 775-1998  
[scott@journeyworks.com](mailto:scott@journeyworks.com)  
[www.journeyworks.com](http://www.journeyworks.com)

Journeyworks Publishing is a national publisher of nutrition and physical fitness materials designed to fight childhood obesity and to improve the health of all children. Our easy-to-read, colorful, low-cost, multi-ethnic pamphlets are used to support thousands of childhood obesity programs across the country. Our pamphlets can be personalized to include your organization's logo and contact information. To review our nutrition and physical fitness materials go to [www.journeyworks.com](http://www.journeyworks.com).

**Booth  
#321**

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## Kaplan Early Learning Company

Becky Fox  
1310 Lewisville-Clemmons Road  
Lewisville, NC 27023  
(180) 033-4201 ext. 45170  
[BFox@Kaplanco.com](mailto:BFox@Kaplanco.com)  
[www.kaplanco.com](http://www.kaplanco.com)

Kaplan Early Learning provides developmentally appropriate hands on early learning materials and environments for birth through 2nd grade. We have new products and kits that support nutrition awareness, healthy eating activities, and physical activity from birth through age five, as well as activities for families to try at home. Our ability to customize kits for specific programs needs is one of our specialties. Stop by our exhibit and see some new obesity prevention kits!

**Booth  
#304**

# Exhibitors

## Kasier Permanente

Brittany Giles  
One Kaiser Plaza, 21st Floor Bayside  
Oakland, CA 94612  
(510) 271-4685  
[brittany.n.giles@kp.org](mailto:brittany.n.giles@kp.org)  
[thrive.kaiserpermanente.org](http://thrive.kaiserpermanente.org)

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve approximately 9.6 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: [kp.org/share](http://kp.org/share).

**Booth  
#104**

## KEEN USA

Joanna Winsborough  
1301 K Street, NW Suite 600  
Washington, DC 20005  
(858) 539-3030  
[jwinsborough@keenusa.org](mailto:jwinsborough@keenusa.org)  
[www.keenusa.org](http://www.keenusa.org)

KEEN USA is a national non profit organization that provides fitness and recreational programs to youth with disabilities. The KEEN program is volunteer led and free of charge. The exhibit will have information on how the population of youth with severe and profound are often those at highest risk of childhood obesity, and need equal access to fitness programs.

**Booth  
#116**

## Lean and Green Kids

Barbara Gates  
2009 Elevada Street  
Oceanside, CA 92054  
(310) 985-9517  
[barbara@leanandgreenkids.org](mailto:barbara@leanandgreenkids.org)  
[www.leanandgreenkids.org](http://www.leanandgreenkids.org)

Lean and Green Kids (LGK) is a children's eco-health education and advocacy organization. The mission is to work with educators and policy makers to advance nutrition education and school food that emphasizes environmentally sustainable and healthful plant-based meals. LGK will promote and provide education materials and wellness policies that align with our mission.

**Booth  
#120**

## Learning ZoneXpress

Patty Muchow  
667 East Vine Street  
Owatonna, MN 55060  
(507) 455-9076  
[patty@learningzonexpress.com](mailto:patty@learningzonexpress.com)  
[www.learningzonexpress.com](http://www.learningzonexpress.com)

Learning ZoneXpress creates fresh educational resources on MyPlate, nutrition, active living, life skills and healthy behaviors. We strive to improve the health and vitality of young people by providing educators, health professionals and community leaders a wide variety of posters, DVDs, lesson plans, PPTs and games, including the LANA Program and 54321+10 Countdown to Health. Learning ZoneXpress is a USDA Nutrition Communications Network Strategic Partner.

**Booth  
#319**

## Legacy of Health

Philip Nader  
2855 Union Street  
San Diego, CA 92103  
(619) 977-3454  
[pnader@cox.net](mailto:pnader@cox.net)  
[legacyofhealth.org](http://legacyofhealth.org)

A Legacy of Health (Legado de la Salud) is based on knowledge of how to prevent an unhealthy weight by early intervention before it develops: during and between pregnancy, infancy and toddler ages. Based on evidence, we work with doctors, families and communities to promote healthy nutrition, enjoyment of activity, and child development parenting skills through utilizing accessible and enjoyable methods that are rigorously and continuously evaluated.

**Booth  
#409**

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## National Collaborative on Childhood Obesity Research

Mari Nicholson  
1825 Connecticut Avenue, NW 8th Floor, South Building  
Washington, DC 20009  
(951) 312-9917  
[mnicholson@fhi360.org](mailto:mnicholson@fhi360.org)  
[www.nccor.org](http://www.nccor.org)

The National Collaborative on Childhood Obesity Research (NCCOR) is a recognized leader: innovative, strategic, and effective. The four largest funders of childhood obesity research-CDC, NIH, RWJF, and USDA-work in tandem to manage projects and reach common goals; combine funding to make the most of resources; and share expertise to strengthen research. The NCCOR exhibit booth builds awareness of NCCOR and provides resources for the childhood obesity research field.

**Booth  
#307**

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## Nemours

Allison Gertel-Rosenberg  
1201 15th Street, NW Suite 520  
Washington, DC 20005  
(302) 298-7602  
[Agrosenb@nemours.org](mailto:Agrosenb@nemours.org)  
[www.HealthyKidsHealthyFuture.org](http://www.HealthyKidsHealthyFuture.org)

Nemours is one of the nation's largest children's health systems with clinical operations in four states as well as community-based prevention, research, education, and advocacy programs. Nationally, Nemours' goals are to promote program and strategies, shape policy and contribute knowledge that will improve child health outcomes. In Delaware, Nemours has implemented statewide multi-sector prevention initiatives, starting with a focus on childhood obesity. Nemours joins the Let's Move! Campaign and other national organizations in advancing the agenda to prevent childhood obesity. In partnership with the Let's Move! Child Care program, Nemours created and hosts a website that advocates a five-step commitment by child care providers to improve the health environment of facilities. For more information, visit [www.nemours.org](http://www.nemours.org) and [www.HealthyKidsHealthyFuture.org](http://www.HealthyKidsHealthyFuture.org).

**Booth  
#217**

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## Nutrition Policy Institute, University of California, Agriculture and Natural Resources

Craig Noble  
2115 Milvia Street, Suite 3  
Berkeley, CA 94704  
(510) 642-0265  
[craig.noble@berkeley.edu](mailto:craig.noble@berkeley.edu)  
[npi.ucanr.edu](http://npi.ucanr.edu)

The Nutrition Policy Institute brings together experts from throughout the University of California system to share, synthesize, develop and collaborate on nutrition policy research, particularly related to food insecurity, prevention of obesity and diabetes, and the promotion of physical activity and wellness.

**Booth  
#214**

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## Positive Records

Steve Longwood  
1412 Baker Avenue  
Fullerton, CA 92833  
(818) 783-6476  
[slogwood@positiverecords.com](mailto:slogwood@positiverecords.com)  
[positiverecords.com](http://positiverecords.com)

Positive Records is a social marketing/communications firm with a principal mission to increase the use of musical songs in health communications. Our company is particularly interested in developing musical programs that support nutrition education, physical activity promotion and obesity prevention campaigns. If you think music can be an innovative way to help your program or campaign, please contact us. We are very eager to collaborate!

**Booth  
#118**

# Exhibitors

## Public Health Institute

Tanya Garbolino  
1825 Bell Street, Suite 102B  
Sacramento, CA 95825  
(916) 265-4042 ext. 113  
[Tanya.Garbolino@wellness.phi.org](mailto:Tanya.Garbolino@wellness.phi.org)  
[www.phi.org](http://www.phi.org)

Public Health Institute oversees a diverse portfolio of programs that work to reduce the risk of obesity. This exhibit showcases innovative nutrition, policy and environmental change approaches that can be implemented by empowering community leaders with the skills and tools to support their healthy eating and active living goals. Resources will be available from California Project LEAN, Center for Wellness and Nutrition and Central California Regional Obesity Prevention Program.

**Booth  
#221**

## RiverMend Health

Monique Powers  
774 W. Wickenburg Way  
Wickenburg, AZ 85390  
(928) 668-1261  
[monique.powers@rosewoodranch.com](mailto:monique.powers@rosewoodranch.com)  
[www.wellspringcamps.com](http://www.wellspringcamps.com)

Wellspring Camps is the nation's leading provider of health & wellness camps for children, teens, young adults & families. Unlike fat camps, boot camps or traditional weight loss camps, Wellspring Camps' scientific approach to weight loss is giving boys and girls ages 10 to 26 the inspiration, education and tools to change their lifestyle for the better.

**Booth  
#411**

## Sandy Spin Slade, Inc.

Sandy Slade  
670 E. Parkridge Avenue, Suite 104  
Corona, CA 92879  
(951) 279-3476  
[sslade@fitivities.com](mailto:sslade@fitivities.com)

Fitivities is an award-winning game that brings families together in a fun, physically active environment. It allows all ages and levels of abilities to participate in a friendly competition where athletic or physical ability does not matter. Fitivities technique of plays allows the flexibility of 2 -24 participants, ages 6 to 60+, and includes simultaneous play. Fitivities gives you and your family the thrill of a board game with the perks of a workout.

**Booth  
#306**

## Sarah Samuels Center for Public Health Research & Evaluation

Sallie Yoshida  
1222 Preservation Park Way  
Oakland, CA 94612  
(510) 271-6799  
[sallie@samuelscenter.com](mailto:sallie@samuelscenter.com)  
[www.samuelscenter.com](http://www.samuelscenter.com)

The Sarah Samuels Center for Public Health Research & Evaluation works in collaboration with partners to identify effective strategies that promote healthy and equitable communities. Our research skills include qualitative and quantitative methodologies and we have expertise tailoring evaluation methods for diverse geographies, cultures, and languages.

**Booth  
#305**

## SPARK

Joel Eros  
438 Camino Del Rio South, Suite 110  
San Diego, CA 92108  
(619) 293-7990  
[spark@sparkpe.org](mailto:spark@sparkpe.org)  
[www.sparkpe.org](http://www.sparkpe.org)

Welcome to the world's most researched and field-tested physical education program! SPARK disseminates award-winning, evidence-based programs for Physical Education (K-12), After School, Early Childhood, and Coordinated School Health. Each SPARK program includes highly active curriculum, on-site staff development, content-matched equipment, and extensive follow-up support.

**Booth  
#106**

## SuperKids Nutrition

Melissa Halas-Liang  
375 South Grand Oaks Avenue  
Pasadena, CA 91107  
(626) 818-6299  
[Melissa@superkidsnutrition.com](mailto:Melissa@superkidsnutrition.com)  
[www.superkidsnutrition.com](http://www.superkidsnutrition.com)

The goals of the Healthy Kids Today, Prevent Cancer Tomorrow Campaign are to educate kids, parents and health educators on healthy eating and lifestyle choices that can help prevent 1 in 3 cancers! The American Institute for Cancer Research ([www.aicr.org](http://www.aicr.org)) & SuperKids Nutrition ([www.superkidsnutrition.com](http://www.superkidsnutrition.com)) are showing you how to shield your kids against cancer now – it's never too early - by utilizing our free activities, tool kits, recipes, lesson plans and more!

**Booth  
#308**

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## The California Endowment

Marion Standish  
1414 K Street, #500  
Sacramento, CA 95814  
[mstandish@calendow.org](mailto:mstandish@calendow.org)  
[www.calendow.org](http://www.calendow.org)

The California Endowment is a private, statewide health foundation which was established in 1996 to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians. Headquartered in downtown Los Angeles, The Endowment has regional offices in Sacramento, Oakland, Fresno, and San Diego, with program staff working throughout the state. The Endowment challenges the conventional wisdom that medical settings and individual choices are solely responsible for people's health. The Endowment believes that health happens in neighborhoods, schools and with prevention. For more information, visit The Endowment's homepage at [www.calendow.org](http://www.calendow.org).

**Booth  
#108**

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## The Food Friends Foundation

Martha Anderson  
1223 Lindenwood Drive  
Fort Collins, CO 80524  
(800) 474-0289  
[martha.anderson@foodfriend.org](mailto:martha.anderson@foodfriend.org)  
[www.foodfriends.org](http://www.foodfriends.org)

The Food Friends: Fun with New Foods is a successfully evaluated pre-school curriculum aimed at increasing children's willingness to try new foods in an effort to enhance dietary quality. A physical activity companion program, Food Friends: Get Movin' with Mighty Moves, was developed to enhance children's activity patterns early in life. Collectively, the programs provide fun and engaging activities for children with professional training for teachers.

**Booth  
#320**

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## UCLA Center for Health Policy Research

Porsche Johnson  
10960 Wilshire Blvd., Suite 1550  
Los Angeles, CA 90024  
(310) 794-0991  
[porschej@ucla.edu](mailto:porschej@ucla.edu)  
[www.healthpolicy.ucla.edu](http://www.healthpolicy.ucla.edu)

The UCLA Center for Health Policy Research improves the public's health through high-quality, objective, and evidence-based research and data that informs effective policymaking. We advance this mission through policy analysis, policy-relevant research, public service, community partnership, media relations, and education. Learn more: [www.healthpolicy.ucla.edu](http://www.healthpolicy.ucla.edu)

**Booth  
#318**

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## Union Institute & University

Michelle Galindo  
6701 Center Drive West, Suite 1200  
Los Angeles, CA 90045  
(619) 454-6539  
[Michelle.galindo@myunion.edu](mailto:Michelle.galindo@myunion.edu)  
[www.myunion.edu](http://www.myunion.edu)

Union Institute & University's BS program in Child and Adolescent Offers \$3,000 scholarship applied to the first 30 credits taken at an on-site location. Three on-site locations-Los Angeles, Riverside and San Diego. Our program is an accelerated track with offering new sessions every eight weeks. An AA/AS degree satisfies all the general education requirements. Onsite classes meet weekly and are taught by professionals in the child development field.

**Booth  
#415**

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## University of California Agriculture and Natural Resources

Cynthia Kintigh  
2801 2nd Street  
Davis, CA 95618  
(530) 750-1217  
[cckintigh@ucanr.edu](mailto:cckintigh@ucanr.edu)  
[ucanr.edu](http://ucanr.edu)

Look to University of California Agriculture and Natural Resources when you want results! Our peer reviewed and field-tested products are developed by nutritionists with University of California Cooperative Extension. Find out innovative educational tools for nutritionists, parents, health care professionals, and teachers (including many free, downloadable publications) in our online catalog at [anrcatalog.ucanr.edu](http://anrcatalog.ucanr.edu).

**Booth  
#216**

# Exhibitors

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## US Games

Julie Frank  
1901 Diplomat Drive  
Dallas, TX 75234  
(619) 804-4009  
[jfrank@usgames.com](mailto:jfrank@usgames.com)  
[www.USGames.com](http://www.USGames.com)

US Games has everything you need to support your Physical Education programs. We offer a great selection of P.E. equipment, friendly service, convenient ordering and fast shipping! Visit us today at [www.USGames.com](http://www.USGames.com). New this year - [www.OPENPhysEd.org](http://www.OPENPhysEd.org) (Online Physical Education Network)

**Booth  
#207**

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## Women, Infants and Children (WIC)

Delfina Shelomenseff  
3901 Lennane Drive  
Sacramento, CA 95834  
(916) 928-8541  
[delfina.shelomenseff@cdph.ca.gov](mailto:delfina.shelomenseff@cdph.ca.gov)  
[www.wicworks.ca.gov](http://www.wicworks.ca.gov)

The Women, Infants, and Children (WIC) Supplemental Nutrition Program is a federally-funded health and nutrition program for low income pregnant, breastfeeding, and postpartum women, infants, and children under age five. WIC helps families by providing nutrition education, breastfeeding support, checks for buying healthy foods from WIC-authorized vendors, and help finding healthcare and other community services. In California, 84 WIC agencies provide services locally to over 1.4 million participants each month at over 650 sites throughout the State. For more information, visit our website at [www.wicworks.ca.gov](http://www.wicworks.ca.gov).

**Booth  
#206**

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## Youthful Joy Foundation

Anjanette Hogan  
2851 West 120th Street, Suite E-161  
Hawthorne, CA 90250  
(213) 444-6946  
[dochogan@Yjf4kids.org](mailto:dochogan@Yjf4kids.org)  
[www.yjf4kids.org](http://www.yjf4kids.org)

The mission of the Youthful Joy Foundation is to provide resources in physical, mental and sexual health for overweight and obese children age 4-18 years old.

**Booth  
#417**

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## YMCA

Matt Longjohn  
101 N. Wacker Drive  
Chicago, IL 60606  
(800) 872-9622  
[HealthyLiving@ymca.net](mailto:HealthyLiving@ymca.net)  
[www.ymca.net](http://www.ymca.net)  
[www.healthyweightpartnership.org](http://www.healthyweightpartnership.org)

Learn about how the YMCA, one of the largest youth-serving organizations in the country and the leading community-based network committed to improving the nation's health, and Healthy Weight Partnership, Inc., an organization that develops and implements evidence-based weight management programs internationally, are expanding their commitment to ending childhood obesity through the MEND® program.

**Booth  
#419**

# Roundtables

## THURSDAY, JULY 2

Participant-led roundtable discussions are valuable ways to learn about other organizations' evidence-based obesity prevention efforts, participate in a mini-focus group, join others in your geographical area doing similar work to discuss and discover new opportunities, provide feedback on proposed programs, and much more.

Consider what topics might “round” out your Conference experience as you enjoy your buffet breakfast. Sessions are 30 minutes and will be conducted twice; at 8:20 and 8:55 a.m.

### 1 **Adapting a Family-Centered, Weight Management Program for Diverse Demographics**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
*Megan Lipton-Inga, Children's Hospital Los Angeles*

This roundtable will share a decade of experience in tailoring Kids N Fitness®, an evidence-based weight management program, to respond to gaps in obesity prevention and management in our diverse community through strategic community partnerships, research, and flexible program design and curriculum adaptations.

### 2 **Addressing Challenges in Program Evaluation Across Multiple Settings**

BASIC AND APPLIED RESEARCH  
*Leah Carpenter, Gretchen Swanson Center for Nutrition*

Program evaluations occur across multiple settings and can involve various partners (local, state, or national agencies). Unique and overlapping challenges will be discussed, including time constraints, data collection strategies, and other barriers to implementation, as well as solutions.

### 3 **Addressing Obesity and Food Insecurity in Tandem Using a Food Systems Approach**

FOOD SYSTEMS  
*Amy Yaroch, Gretchen Swanson Center for Nutrition*

Although both obesity and food insecurity are forms of malnutrition, they are typically addressed more singularly. This roundtable will address the correspondence of these conditions and strategies to tackle both, including improving overall dietary quality, as well as the overall food system.

### 4 **Addressing Unhealthy Food and Beverage Marketing to Children at a Local Level**

MARKETING TO KIDS  
*Allison Kwan, Los Angeles County Department of Public Health*

This roundtable will be a sharing and discussion of different strategies on reducing unhealthy food and beverage marketing in communities and offer resources such as best practices for community engagement, public education strategies, and policy, systems and environmental change.

### 5 **Collaborating Across Sectors: The Healthy Stores for a Healthy Community Campaign**

MARKETING TO KIDS  
*Andrea Zvonicek, California Department of Public Health - Tobacco Control Program*

The California Tobacco Control Program's “Healthy Stores for a Healthy Community” is a statewide effort to promote tobacco use prevention, good nutrition, and responsible alcohol use in the retail environment. In this roundtable, the discussion will include communication strategies and challenges to cross-program collaboration. Come share your best practices, challenges, and questions in partnering.

### 6 **Collective Impact: Improving the Health of our Nation's Children through School Meals**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
*Melisa Di Tano, United States Department of Agriculture, Food and Nutrition Service*

This roundtable will explore the impact of new standards for reimbursable meals, food sold in schools and local wellness policies. Discussions will be focused on best practices for implementing the new requirements and resources available to help schools address challenges, including the Smarter Lunchrooms movement.

### 7 **Complete Park Systems**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
*Kanat Tibet, California Center for Public Health Advocacy*

Parks can be fully funded economic engines that serve social, physical and mental health of individuals reaching across socio economic levels and cultural backgrounds. CCPHA, ChangeLab Solutions, and CPRS are spearheading a project putting together a playbook that offers the tools, resources, and sample policies for communities to develop “Complete Parks Systems.” Join this session to learn how you can leverage putting parks, recreation and community services in a central position in local government to boost economic development, maximizing the benefits of parks, serve the diverse needs of their populations and fight obesity and diabetes.

# Roundtables

- 8 Countering Citizen Coke: Passing a Sugary Drink Tax in Berkeley and California**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
*Xavier Morales, Latino Coalition for a Healthy California*  
The beverage industry enjoys a ubiquitous presence in the US and internationally. As advocates work to address preventable chronic disease and obesity, a deeper understanding of how the industry is organized will be shared and discussed during this roundtable that will enable more effective strategies to limit the consumption of their harmful products.
- 9 Creating a Culture of Wellness through Common Core: Strategies and Promising Practice**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
*Shannan Young, Dairy Council of California/Elk Grove Unified School District*  
Creating a culture of wellness in our schools is a national priority issue. Together let's explore strategies and promising practices to support nutrition education being taught in classrooms with a focus on Common Core State Standards.
- 10 Empowering Adolescents to Prevent Obesity through Culinary Skills Development**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
*Aydin Nazmi, California Polytechnic State University, STRIDE*  
This roundtable will focus on integrated nutrition education and culinary skills training programs that give young people what they want most: independence. Benefits and challenges of empowering adolescents to create and choose healthy foods using examples from current research and programs will be shared and discussed.
- 11 Engaging Preschoolers' Parents in Nutrition & Physical Activity Education**  
EARLY CHILDHOOD EDUCATION  
*Marsha Spence, The University of Tennessee*  
The focus of this roundtable will be best practices for engaging parents and caregivers of preschool-age children. Engaging parents via face-to-face meetings is rarely successful; thus, the discussion will be centered around successful strategies to work with parents to improve the home food and physical activity environment.
- 12 Engaging Rural Elementary Schools in Policy Change Related to Physical Activity**  
BASIC AND APPLIED RESEARCH  
*Donna Newton, The Health Enrichment Network*  
This roundtable will discuss issues surrounding the successful implementation of grade school physical activity policies. Discussion points will be focussed on how to make physical activity a priority with the school's principal/administration and how to keep students moving at appropriate intensities.
- 13 Equity and Active Living**  
BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION  
*Sara Zimmerman, Safe Routes to School National Partnership*  
This roundtable will delve into challenges and opportunities related to equity and active living, covering mobility and health disparities experienced by low income communities and communities of color, approaches to addressing equity issues, and challenges such as concerns about gentrification.
- 14 Feedback & Brainstorm Learnification Using HealthKit, ResearchKit, iWatch & Fitkit**  
HEALTHCARE APPROACHES TO PREVENTION  
*Bhargav Sri Prakash, FriendsLearn Inc*  
This roundtable will highlight mobile interactive technologies based on learnification for behavior design therapies using underlying health technology platforms from Apple and Google. Key discussion points will include concerns for using these new technology platforms among children and key drivers of engagement, retention, and outcomes.
- 15 Gamification to Increase Outdoor Activity**  
BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION  
*Mary Clark, Agents of Nature*  
Digital natives need media-rich environments to hold their attention. The average child spends 10 hours a day in screen time, and only 6% of children play outside on their own. This roundtable will explore how we can use digital move-to-play gaming and gaming mechanics to increase outdoor physical activity in youth.
- 16 Health and Wealth: The Impact of Cultural Perceptions on Obesity Prevention Strategies**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
*Martha Gonzalez, Health and Human Services Agency*  
Cultural perceptions of wealth impact health behaviors and are often unique to specific communities. Obesity prevention interventions need to take into account those perceptions. This roundtable will provide examples of cultural views on class and how they affect efficacy of obesity prevention strategies.



## 17 **Healthcare Approaches to Childhood Obesity Prevention in Multiple Settings**

HEALTHCARE APPROACHES TO PREVENTION

*Sujatha Ganesh, San Mateo County Women Infants, and Children Program*

This roundtable will provide participants an opportunity to brainstorm on existing approaches to childhood obesity prevention. San Mateo County will share their collaboration between county clinics, WIC and community promotoras in spreading messages about healthy eating and active living. Come learn and share what is working for you and what you would like to know more about.

## 18 **HealthLink North County: A Resource for School Health & Wellness**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Melissa Roberts, San Diego County Health and Human Services Agency*

HealthLink North County, a school health and wellness collaborative, is focused on improving health and education outcomes of students by linking 25 distinct school districts with local resources. Join us to discuss successes and challenges, who to engage, and how to sustain your own collaborative.

## 19 **Healthy Behavior Changes in Youth Advocates**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Melissa Montoya, San Diego County Health and Human Services Agency*

Youth leaders can be successful advocates in their community for healthy change, but they do not always adopt healthy behavior themselves. How can we ensure youth advocates model the healthy behaviors they promote? Come learn and share your experiences with us.

## 20 **Healthy Way to Grow: Creating Healthier Child Care Environments**

EARLY CHILDHOOD EDUCATION

*Chloe Sundberg, American Heart Association*

Healthy Way to Grow (HWTG), a technical assistance program for child care centers, provides direct support in creating and implementing a customized wellness policy. Discussions will center around barriers and facilitators for improving best practices around health in centers.

## 21 **How We Become a Collective, Dynamic Force to Reduce Sugary Drink Consumption in California**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Robin Dean, Robin Dean and Associates, Co-presenting with Shape UP San Francisco*

Soda taxes. Warnings. Education campaigns—there's no stopping CA's intrepid efforts to take on sugary drinks to fight type 2 diabetes and other chronic diseases. What's working? How can we rev it up, build critical mass, align, and move together to realize our shared vision?

## 22 **Improving the Quality of Urban Physical Education**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Allison Nihiser, Centers for Disease Control and Prevention*

Physical education (PE) may be one solution to address health disparities in the urban setting. This discussion will address strategies to overcome barriers for implementing PE programs and improve the quality of PE in urban communities. The discussion will help guide research in this area.

## 23 **Increasing Access to Physical Activity for Students through Safe Routes to Schools**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Jeannine Barbato, California Department of Public Health*

Safe Routes to School (SRTS) programs promote walking and biking to school and has been shown to increase physical activity and improve academics. This roundtable will discuss the other benefits of schools adopting a SRTS movement and the barriers to walking and biking to school for kids.

## 24 **Let's Move Cities, Towns, and Counties**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Betsy Thompson, DHHS/OASH*

Let's Move! was launched by the First Lady in 2010 and is dedicated to solving the problem of obesity within a generation. This roundtable will describe the federal effort underway and participants will share best practices and lessons learned.

## 25 **Leveraging Race to the Top**

EARLY CHILDHOOD EDUCATION

*Lonias Gilmore, Michigan Department of Community Health*

By pouring Federal dollars, strategic planning and multi-sector collaboration into early childhood development programs, can states achieve collective, rather than isolated, impact on health outcomes and academic achievement? Come join the conversation.

# Roundtables

## 26 **Marketing Healthy: Best Practices and Insights to Influence Kids and Families to Eat Healthier**

MARKETING TO KIDS

*Mindy Schleger, MindSense Consulting*

This roundtable session will cover the challenges faced in influencing kids to change their food selection and consumption behavior to make healthier choices and provide an opportunity to share what successful approaches participants have seen or experienced in different environments.

## 27 **Maternal, Child and Adolescent Health Nutrition, Physical Activity and Breastfeeding**

HEALTHCARE APPROACHES TO PREVENTION

*Suzanne Haydu, MCAH Division, California Department of Public Health*

This roundtable will discuss local successes and challenges, as well as how nutrition, physical activity and breastfeeding data and resources offered by the Maternal, Child and Adolescent Health Division can strengthen your programmatic successes.

## 28 **Motivating Child Care Providers to Participate in Healthy Initiatives**

EARLY CHILDHOOD EDUCATION

*Amy Portello-Nelson, Children's Council of San Francisco*

Join Healthy Apple Program staff to find ways to engage child care providers in nutrition and physical activity initiatives. What strategies have worked for you to recruit providers to nutrition improvement programs, and how have you gotten providers to prioritize health with other quality improvement programs?

## 29 **Pediatric Outreach Mobile Unit Program: A Mobile Clinic Initiative to Combat Obesity**

HEALTHCARE APPROACHES TO PREVENTION

*Robin Henry, Gila River Health Care*

The implementation of a Comprehensive Mobile Unit Program designed to identify obese/overweight youth at risk for DM2 (Type 2 Diabetes), provides Health care/education in the school setting on an Indian Reservation. The program is going into its 3rd year and key questions will be program strengths and weaknesses.

## 30 **Pediatric Weight Management Programs: BMI is a Bust - Reframing Our Focus**

HEALTHCARE APPROACHES TO PREVENTION

*Peggy Norman, Mary Bridge Children's Hospital*

This roundtable will discuss why there is a need to shift the focus from BMI reduction to a size acceptance approach, including communication, nutrition and activity support for the whole family. Learn about our Family Wellness Orientation format that introduces families to these new ideas.

## 31 **Promising Practice: A Scalable School-Based Health Promotion Program**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Chris Corliss, Orange County Department of Education*

Move More Eat Healthy At School is an Orange County Department of Education school-based health promotion program serving 400 classrooms with physical activity and healthy eating tools and resources. Which Classroom Fit Kit tool or resource appeals to you most and why? What might we add to the Kit? Come share your ideas with us.

## 32 **Providing Training to Promote Physical Activity in Child Care Settings**

EARLY CHILDHOOD EDUCATION

*Diane Craft, SUNY Cortland*

This roundtable will allow you to network with others responsible for helping early childhood educators/child care providers increase young children's physical activity while in child care settings. Share approaches for providing training and promoting family involvement. What are some approaches for training child care providers that you have seen or experienced?

## 33 **Reducing Plate Waste and Increasing Consumption of Healthy School Meals**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Jamie Cassutt-Sanchez, Escondido Union School District/United HealthCare*

This roundtable allows participants to explore current issues that lead to healthy foods served in schools being thrown into the trash instead of being consumed by students, and to discover different programs to combat the issue. Strategies to be discussed include time to eat, recess before lunch, food rescue programs, nutrition education, and measuring plate waste.

## 34 **Special Olympics Young Athletes: Health Promotion Activities**

EARLY CHILDHOOD EDUCATION

*Alice Lenihan, Healthy Athletes, Special Olympics, Inc.*

The Special Olympics Young Athletes Program is an innovative sports play program for children of all abilities aged 2-7 years. Health promotion activities include health and nutrition information to program providers, families and the athletes. This program is designed for the school, child care or community setting. Come learn how your community can benefit from this program.

### 35 **Strategies to Engage Early Child Care Providers in Obesity Prevention**

EARLY CHILDHOOD EDUCATION

*Carmen Byker Shanks, Montana State University*

How can digital technologies and other resources be better leveraged to engage early child care providers in obesity prevention programs and policies? Share your best practices and learn from others.

### 36 **Strategies to Increase Access to Healthy Food Retail for Underserved Residents**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Deirdre Church, The Food Trust*

This roundtable will explore current policy efforts to improve access to healthy food retail for low-income, underserved communities. Participants will discuss best practices and challenges in creating and implementing local and statewide healthy food financing initiatives.

### 37 **Strong Beginnings for Long-Term Success: Home Visiting and Obesity Prevention**

EARLY CHILDHOOD EDUCATION

*Karen Shevlin, California Department of Public Health*

Evidence-based home visiting programs train home visitors to be non-judgmental and “to meet clients where they are”. How does this strength-based approach to building robust parenting skills set the stage for developing healthy nutrition habits and changing the trajectory of the obesity crisis? Come learn and share your experiences with us.

### 38 **Systems Interventions in the Early Care and Education Setting**

EARLY CHILDHOOD EDUCATION

*Christine Twait, Providers Choice*

Come share successes and challenges on impacting the early care and education (ECE) setting through systems work by leveraging the CACFP, licensing, QRIS, professional development, parent and provider engagement, bridges to clinical practice, healthy food procurement or other innovative approaches to collaborate across systems.

### 39 **The Food Friends Program: Fun With New Foods and Get Movin’ With Mighty Moves**

EARLY CHILDHOOD EDUCATION

*Rebecca Keigan, Colorado State University*

The Food Friends is a research-based preschool program to address childhood obesity by establishing healthful eating and physical activity behaviors in young children. Fun With New Foods focuses on helping children overcome picky eating and Get Movin’ With Mighty Moves develops gross motor skills. Come learn about the program!

### 40 **Turning Grassroots Ideas into Community Engagement Programs and Campaigns**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Claudia Mata, Cedars-Sinai Medical Center*

This roundtable will discuss different strategies and tools used to engage community members to participate in a physical activity summer program, as well as lessons learned while working within different community settings. How well do you know the community you work with? How would you define successful community engagement?

### 41 **Using Systems Science in Child Obesity Research**

BASIC AND APPLIED RESEARCH

*May Wang, Fielding School of Public Health*

This roundtable will provide examples from the Early Childhood Obesity Systems Science Study (ECOSyS) study to illustrate the uses and applications of agent based modeling in chronic disease evaluation and policy research.

### 42 **Working with African American Churches to Promote Healthy Foods and Beverages**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

*Lacresia Hawkins, California Center for Public Health Advocacy*

Church is the prime venue in which to engage the African American community in policy, system and environmental changes to support access to, and consumption of, healthy beverage and foods. What are successful strategies for engaging pastors, leaders and congregants? What progress is being made?

### 43 **Youth Engagement: Successful Recruiting and Implementation Strategies**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

*Alyson Wylie, Center for Healthy Communities*

Student leaders can play a big part in creating healthier communities. This roundtable will discuss strategies to find a shared passion and create a vision for change with teachers, students, school and afterschool and connecting with other funders and champions to strengthen your reach.



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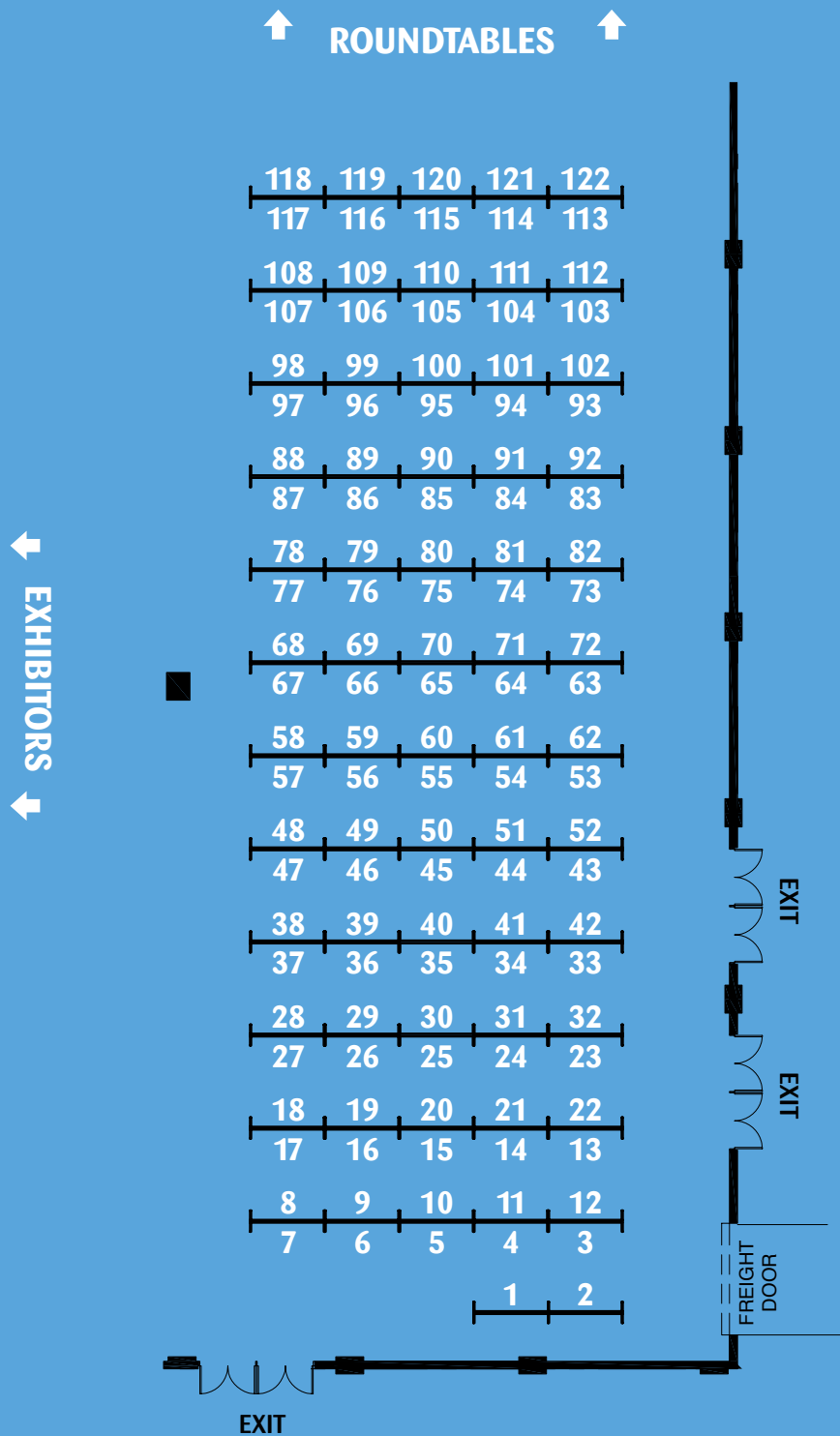
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**Gladys Glaude - 1996 Graduate**

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# Poster Presenters

- 1 2014 Parent Survey Regarding Childhood Weight: Equipping Community Partners for Success**  
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Valley Children's Healthcare  
Amber Hammons and Tim Curley, et al.  
[ahammons@mail.fresnostate.edu](mailto:ahammons@mail.fresnostate.edu)
- 2 A Multi-Strategy, School-Based Nutrition Education Intervention**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
INEP - University of Colorado Denver  
Julie Atwood and Jini Puma, et al.  
[Julie.Atwood@ucdenver.edu](mailto:Julie.Atwood@ucdenver.edu)
- 3 A Tale of Transformation: Hollywood High School's Launch to a 'Wellness Campus'**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
The Los Angeles Trust for Children's Health/ Hollywood High School, Los Angeles Unified School District  
Deborah Ebrahemi and Maryjane Puffer  
[deborah@thelatrust.org](mailto:deborah@thelatrust.org)
- 4 Activate Whittier: Community Collaboration for Creating a Healthy Community**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
LA County Department of Public Health  
Tonia Sandoval and Penny Lopez, et al.  
[tsandoval@ph.lacounty.gov](mailto:tsandoval@ph.lacounty.gov)
- 5 An Evidence-Based Program for Third Graders Using the "MY PLATE" Program**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Toledo University  
Tamara Jackson  
[tjfendi@cros.net](mailto:tjfendi@cros.net)
- 6 Association Between Sleep and Obesity Among Mexican-Origin Children**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of California, Davis  
Mayra Muñoz Gomez and Lucia Kaiser, et al.  
[mamunozgomez@ucdavis.edu](mailto:mamunozgomez@ucdavis.edu)
- 7 Barriers and Facilitators for Implementation of Early Childhood and Education Centers**  
EARLY CHILDHOOD EDUCATION  
University of Texas Health Science Center (UTHSC)  
Lani Alcazar and Mudita Upadhyaya, et al.  
[lanialcazar@gmail.com](mailto:lanialcazar@gmail.com)
- 8 BCT Habit Change Effect in Genetic Expression and Executive Functions in Obese Children**  
BASIC AND APPLIED RESEARCH  
Instituto Politécnico Nacional- México  
María Rosa López de la Rosa and Ángel Miliar García, et al.  
[rosadelarosapsic@gmail.com](mailto:rosadelarosapsic@gmail.com)
- 9 Beverage Knowledge, Attitudes, and Behaviors Among Low-Income Mothers**  
BASIC AND APPLIED RESEARCH  
California Department of Public Health  
Camille Johnson-Arthur and Carolyn D Rider, et al.  
[Camille.Johnson-Arthur@cdph.ca.gov](mailto:Camille.Johnson-Arthur@cdph.ca.gov)
- 10 Beverage Policies and Practices Among Organizations in a Multi-Sector Coalition**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Ohio State University Extension  
Carol Smathers and Jennifer Lobb  
[smathers.14@osu.edu](mailto:smathers.14@osu.edu)
- 11 Beverage Purchases During School Commute and Lunchtime Sugary Beverage Consumption**  
BASIC AND APPLIED RESEARCH  
University of North Carolina, Chapel Hill  
Anna Grummon and Anisha Patel, et al.  
[agrummon@live.unc.edu](mailto:agrummon@live.unc.edu)
- 12 Breastfeeding. It's Good for the Baby, It's Good for Employees, It's Good for Business**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
UC San Diego Center for Community Health  
Anne Kashiwa and Shana Wright Bruno, et al.  
[adkashiwa@ucsd.edu](mailto:adkashiwa@ucsd.edu)
- 13 Building a Healthy San Gabriel Valley Through Policy, Systems & Environmental Change**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Day One  
Lisa Odigie and Jazmine De La Torre  
[lisa@godayone.org](mailto:lisa@godayone.org)
- 14 Building Healthy Communities – A Statewide Partnership to Prevent Childhood Obesity**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
Blue Cross Blue Shield of Michigan  
Shannon Oleksyk  
[soleksyk@bcbsm.com](mailto:soleksyk@bcbsm.com)
- 15 Bull City Fit: Obesity Prevention Through Community-Healthcare Partnership**  
HEALTHCARE APPROACHES TO PREVENTION  
Duke Healthy Lifestyles  
Kiah Gaskin  
[kiah.gaskin@duke.edu](mailto:kiah.gaskin@duke.edu)

# Poster Presenters

- 16 California Conference of Local Health Department Nutritionists (CCLHDN) Peer Exchange**  
BASIC AND APPLIED RESEARCH  
California Conference of Local Health Department Nutritionists (CCLHDN)  
Laurie Somerhausen  
*Laurie.Somerhausen@yolocounty.org*
- 17 California Farmer Marketplace - Connecting Farmers and Schools**  
FOOD SYSTEMS  
California Office of Farm to Fork  
Sarah Hanson and Elysia Fong  
*sarah.hanson@cdfa.ca.gov*
- 18 California Local School Wellness Policy Collaborative: Inspiring California Schools in Implementing Strong Wellness Policies**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
Dairy Council of California  
Shannan Young and Heather Reed, et al.  
*syoung@dairycouncilofca.org*
- 19 Can Home-Based Education Fill the Gap When In-Class Education is Not an Option?**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of California Cooperative Extension, Shasta County  
Concepcion Mendoza and Chutima Ganthavorn, et al.  
*cmendoza@ucanr.edu*
- 20 Challenges and Successes of San Francisco's Soda Tax Campaign: Report from the Front**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Robin Dean and Associates  
Robin Dean and Janna Cordeiro, et al.  
*robindeanassociates@gmail.com*
- 21 Changing the Future of Childhood Obesity in Missouri**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Missouri Extension  
Donna Mehrle  
*mehrled@missouri.edu*
- 22 Characterizing the Small Food Store Environment**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
San Diego State University, College of Business Administration; IBACH, SDSU Research Foundation  
Amelie Wagner and Christina Olson, et al.  
*amelieannewagner@gmail.com*
- 23 CHILE Plus Multi-Component Nutrition and Physical Activity Program in Rural Southwest**  
EARLY CHILDHOOD EDUCATION  
University of New Mexico Prevention Research Center  
Patricia Keane  
*pkeane@salud.unm.edu*
- 24 Choosing Health: A Community Based Approach to Prevent Childhood Obesity**  
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Para Los Ninos  
Sheena Nahm and Carolina Barahona, et al.  
*snahm@paralosninos.org*
- 25 Clinical, Social and Genomic Factors That May Influence Early Onset Obesity**  
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Inova Translational Medicine Institute  
Sahel Hazrati  
*sahel.hazrati@inova.org*
- 26 Communities Preventing Childhood Obesity**  
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Kansas State University  
Paula Peters and Valentina Remig, et al.  
*ppeters@ksu.edu*
- 27 Comparing Perceived Barriers to Physical Activity in Low-income Teen Girls vs Women**  
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Rutgers University  
Het Desai and Christy Hullings, et al.  
*het@scarletmail.rutgers.edu*
- 28 CSU Chico Students Make a Difference in the Community**  
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Center for Healthy Communities, CSUC Research Foundation  
Stephanie Bianco and Aurelia Samonte, et al.  
*sbianco@csuchico.edu*
- 29 Developing an Integrated Program Design for SNAP-Ed Programming & Evaluation**  
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The University of Arizona Nutrition Network  
Laurel Jacobs and Theresa LeGros, et al.  
*jacobsl@email.arizona.edu*
- 30 Economic Impacts of the UA Coop. Extension SNAP-Ed Program: An Application of IMPLAN**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
The University of Arizona Cooperative Extension  
Laurel Jacobs and Ashley Kerna, et al.  
*jacobsl@email.arizona.edu*



**31 Developing Healthy Habits Early: Cooking with Caregivers in Underserved Areas**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Children's Hospital, Los Angeles  
Anet Piridzhanyan and Alicia Hausler, et al.  
[apiridzhanyan@chla.usc.edu](mailto:apiridzhanyan@chla.usc.edu)

**32 Drink Different: Feasible Strategies to Reduce Obesity**

BASIC AND APPLIED RESEARCH  
Milken Institute  
Sindhu Kubendran and Anusuya Chatterjee  
[skubendran@milkeninstitute.org](mailto:skubendran@milkeninstitute.org)

**33 Dyslipidemia and Pre-Diabetes in Overweight/ Obese Teens by Waist Circumference**

BASIC AND APPLIED RESEARCH  
University of New Mexico  
Alberta Kong and Elizabeth Yakes Jimenez, et al.  
[akong@salud.unm.edu](mailto:akong@salud.unm.edu)

**34 Early Childhood Environments: Mealtime Assessments in East Tennessee Childcare Centers**

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University of Tennessee  
Sara Hay and Jade Parry, et al.  
[shay3@vols.utk.edu](mailto:shay3@vols.utk.edu)

**35 Early Childhood Obesity Prevention in Multiple Spheres of the Socio-Ecological Model**

EARLY CHILDHOOD EDUCATION  
University of California Cooperative Extension - Alameda County  
Mary Blackburn and Tuline Baykal  
[mlblackburn@ucanr.edu](mailto:mlblackburn@ucanr.edu)

**36 EatFresh.org: Effective Online Tools for Obesity Prevention**

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Leah's Pantry  
Adrienne Markworth and Jessica Silldorff  
[adrienne@leahspantrysf.org](mailto:adrienne@leahspantrysf.org)

**37 Eating Well and Playing Hard in Early Childhood Education Centers**

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First 5 Napa County  
Sarah Barry  
[sarah@first5napa.org](mailto:sarah@first5napa.org)

**38 Effectiveness of BMI Parent Letters in the Choose Health LA Child Care Project**

BASIC AND APPLIED RESEARCH  
California State University Northridge  
Dena Herman and Ashley Gray, et al.  
[dena.herman@csun.edu](mailto:dena.herman@csun.edu)

**39 EmPOWERING Schools for Impact and Change**

BASIC AND APPLIED RESEARCH TRACK  
Emory University  
Patricia Cheung and Julie Gazmararian, et al.  
[pccheun@emory.edu](mailto:pccheun@emory.edu)

**40 Empowering Youth to Lead Community Nutrition and Physical Activity Efforts**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Alliance for a Healthier Generation  
Daniel Hatcher  
[daniel.hatcher@healthiergeneration.org](mailto:daniel.hatcher@healthiergeneration.org)

**41 Encouraging Elementary Students to Form Produce Consumption Fruits and Vegetables**

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**42 Evaluation of a Youth Summer Nutrition Program in Rural Kings County**

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Kings Community Action Organization  
Taylor Clanton and Cha See, et al.  
[tclanton@kcao.org](mailto:tclanton@kcao.org)

**43 Evaluation of Recruitment Strategies for Clinical Childhood Obesity Research**

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Yasha Parikh and Maryann Mason, et al.  
[parik1ys@cmich.edu](mailto:parik1ys@cmich.edu)

**44 Evaluation Tools, Methods, and Results of a Scratch Cooking Initiative in Colorado Schools**

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Gretchen Swanson Center for Nutrition  
Leah Carpenter and Dan Schober, et al.  
[lcarpenter@centerfornutrition.org](mailto:lcarpenter@centerfornutrition.org)

**45 Exploring Patterns of Accelerometry-Assessed Physical Activity in Adolescents**

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University of New Mexico  
Alberta Kong and Sarah Sanders, et al.  
[akong@salud.unm.edu](mailto:akong@salud.unm.edu)

**46 Facilitating Educator Participation in Nutrition Education: No-Prep Nutrition Education Kits**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of California Agriculture and Natural Resources  
Katherine Soule and Shannon Klisch  
[kesoule@ucanr.edu](mailto:kesoule@ucanr.edu)

**CANCELLED**

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HEALTHCARE APPROACHES TO PREVENTION  
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Cynthia Walton and Megan Anderson  
[cynthia.walton@nahealth.com](mailto:cynthia.walton@nahealth.com)
- 48 Fit Kids: A Multi-Tiered Obesity Prevention Model for Youth and Their Families**  
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Cynthia Foltz and Eric Hanson  
[cfoltz@healtheducouncil.org](mailto:cfoltz@healtheducouncil.org)
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Berkeley Healthy Child Coalition  
Sara Soka and Clancey Bateman  
[ssoka@lchc.org](mailto:ssoka@lchc.org)
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Yolo County Agriculture Department  
John Young and Kristy Levings  
[kristy.levings@yolocounty.org](mailto:kristy.levings@yolocounty.org)
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Jeff Chester and Kathryn Montgomery, et al.  
[jeff@democraticmedia.org](mailto:jeff@democraticmedia.org)
- 52 Health Promotion Program Using School Forest for Rural Elementary Students**  
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College of Nursing, Seoul National University  
Kyung-Sook Bang and Insook Lee, et al.  
[ksbang@snu.ac.kr](mailto:ksbang@snu.ac.kr)
- 53 Healthy Body + Healthy Mind**  
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University of Southern California  
Karen Park and Cary Kreutzer  
[karenlpa@chan.usc.edu](mailto:karenlpa@chan.usc.edu)
- 54 Healthy Cocina Initiative: Market Offers Oasis for Hungry Residents in Food Desert**  
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University of California San Diego  
Center for Community Health  
Ariel Hamburger and Michelle Zive, et al.  
[ahamburger@ucsd.edu](mailto:ahamburger@ucsd.edu)
- 55 Home Food Availability of Families with Preschool-Aged Children in East Tennessee**  
EARLY CHILDHOOD EDUCATION  
University of Tennessee  
Jade Parry and Sara Hay, et al.  
[jparry@vols.utk.edu](mailto:jparry@vols.utk.edu)
- 56 Identifying Food Safety Requirements of Local Intermediary Food Buyers in Northern CA**  
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Stephanie Bianco and Jake Brimlow, et al.  
[sbianco@csuchico.edu](mailto:sbianco@csuchico.edu)
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Bhargav Sri Prakash  
[bhargav@friendslearn.com](mailto:bhargav@friendslearn.com)
- 58 Impact of a Nutrition Education and Culinary Skills Program in Afterschool Settings**  
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Cal Poly State University San Luis Obispo; STRIDE  
Jessie Bierlich and Carol Nixon, et al.  
[Jbierlic@calpoly.edu](mailto:Jbierlic@calpoly.edu)
- 59 Improving Afterschool Meal Quality in California: Current Trends and Best Practices**  
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University of California, Berkeley  
School of Public Health  
Mehreen Ismail and Tracey Patterson  
[mehreen.ismail@gmail.com](mailto:mehreen.ismail@gmail.com)
- 60 Improving Community Nutrition: Market Match, CA's Healthy Food SNAP Incentive Program**  
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Ecology Center  
Carle Brinkman and Dr. Howard Greenwald  
[carle@ecologycenter.org](mailto:carle@ecologycenter.org)
- 61 Increasing Access to Healthier Beverages for Children in Rural California Counties**  
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Merced County Department of Public Health  
Stephanie Nathan and Jose Arrezola, et al.  
[SNathan@co.merced.ca.us](mailto:SNathan@co.merced.ca.us)

**62 Increasing Family Connections to Local Fruits and Vegetables**

FOOD SYSTEMS

University of California Agriculture and Natural Resources

Katherine Soule and Christine Nelson  
*kesoule@ucanr.edu*

**63 Increasing Healthy Eating Behaviors and Improving BMIs Percentiles Among Youth**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

Fresh Approach

Laura deTar and Allen Moy  
*lauradetar@freshapproach.org*

**64 Influence of Overweight and Obesity on Incidence of Hypertension in Primary Schools**

BASIC AND APPLIED RESEARCH

Epidemiology and Public Health Department, Medical University of Lodz, Poland

Gabriela Henrykowska and Andrzej Buczynski, et al.

*gabriela.henrykowska@umed.lodz.pl*

**65 Innovative Strategies for Creating Smarter Lunchrooms in Montana High Schools**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

Montana State University  
Carmen Byker Shanks and Katie Bark, et al.

*carmen.byker@montana.edu*

**66 Integrated Healthy Eating Active Living Program in Pregnant Women, Mother and Babies**

HEALTHCARE APPROACHES TO PREVENTION

University of Texas, School of Public Health, Houston, Texas

Shreela Sharma and Phil Nader  
*Shreela.V.Sharma@uth.tmc.edu*

**67 Kindergarten Nutrition Education Builds a Strong Foundation in Healthy Eating**

BASIC AND APPLIED RESEARCH

Dairy Council of California

Trina Robertson and Genevieve Dunton, et al.

*trinar@dairycouncilofca.org*

**68 Knowledge is Power in the Fight Against Obesity**

BASIC AND APPLIED RESEARCH

California State University, Fresno

Amber Hammons and Bhupinder Singh, et al.

*ahammons@csufresno.edu*

**69 Leadership Focused Trainings for Volunteer-Based School Garden Teams**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)

University of Maryland Extension

Lisa Gonzalez

*lisacgo@umd.edu*

**70 Length of Stay in the United States and Weight Status of Former Refugee Children**

BASIC AND APPLIED RESEARCH

University of Rochester School of Medicine and Dentistry

Natalia Golub

*natalia\_golub@urmc.rochester.edu*

**71 Lessons Learned from the Healthy Retail Recognition Pilot**

FOOD SYSTEMS

Public Health Institute

Rosanna Oliva and Courtney Cagle, et al.

*rosanna.oliva@wellness.phi.org*

**72 Leveraging Community Partnerships for Comprehensive Nutrition Education**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY

University of California Cooperative Extension

Shelby MacNab and Andra Nicoli, et al.

*smacnab@ucanr.edu*

**73 Local Community Framework For Policy Change to Reduce Unhealthy Food Marketing**

MARKETING TO KIDS

Los Angeles County Department of Public Health

Lauren Walter and Allison Kwan, et al.  
*lwalter@ph.lacounty.gov*

**74 Missouri Eat Smart in Parks**

COMMUNITY NUTRITION AND

PHYSICAL ACTIVITY

University of Missouri Extension

Cindy DeBlauw and Amy Dunaway, et al.

*deblauwc@missouri.edu*

**75 Move-to-Play Mobile Gaming in Parks**

BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION

Agents of Nature

Mary Clark and Mark Holder, et al.

*mclark@agentsofnature.com*

**76 Moving Healthcare Providers FORWARD: Accelerating Obesity Prevention in DuPage County**

HEALTHCARE APPROACHES TO PREVENTION

DuPage County FORWARD

Ann Marchetti and Krystal

Kleinschmidt, et al.

*awmarchetti@gmail.com*

**77 Nutrition Education and Academic Performance in California Elementary Schools**

BASIC AND APPLIED RESEARCH

University of California Berkeley School of Public Health

Bryden Johnston and Lupe Segura, et al.

*bjohnston@berkeley.edu*

# Poster Presenters

- 78 Online Paraprofessional Training Helps Parents Feed Well So Children Can Eat Well**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Santa Clara County Department of Public Health  
Carol Danaher and Christina Oshinsky  
[carol.danaher@phd.sccgov.org](mailto:carol.danaher@phd.sccgov.org)
- 79 Parent Engagement: A Promising Strategy for Local School Wellness Policy Implementation**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
California Project LEAN, Public Health Institute  
Katherine Hawksworth and Jane Alvarado-Banister, et al.  
[Katherine.Hawksworth@phi.org](mailto:Katherine.Hawksworth@phi.org)
- 80 Parents and Teachers Perception of the Prevalence of Child Obesity in Lagos, Nigeria**  
BASIC AND APPLIED RESEARCH  
University of Lagos  
Adeteju Adedini and Bolajoko Aina, et al.  
[aadedini@unilag.edu.ng](mailto:aadedini@unilag.edu.ng)
- 81 Participatory Action Research to Develop Nutrition Education Videos for Early Childhood**  
EARLY CHILDHOOD EDUCATION  
Gretchen Swanson Center for Nutrition  
Daniel Schober and Ana Carolina Sella, et al.  
[DSchober@CenterForNutrition.org](mailto:DSchober@CenterForNutrition.org)
- 82 Pathways to Community Empowerment: Implementing Advocacy Curriculum and Evaluating**  
BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION  
California Center for Public Health Advocacy  
Belinda Campos and Anna Parra, et al.  
[bc@publichealthadvocacy.org](mailto:bc@publichealthadvocacy.org)
- 83 Perceived Barriers to Local Sales among Farmers in Northern California**  
BASIC AND APPLIED RESEARCH  
Center for Healthy Communities, CSU Chico  
Stephanie Bianco and Disha Shrotria, et al.  
[sbianco@csuchico.edu](mailto:sbianco@csuchico.edu)
- 84 Placer County Nutrition Education and Obesity Prevention Program: The First Years**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Health Education Council  
Mary Odufuwa and Marcella Gonsalves, et al.  
[modufuwa@healthedcouncil.org](mailto:modufuwa@healthedcouncil.org)
- 85 Plates, Policy, and Physical Activity: Creating Healthy Childcare Environments**  
EARLY CHILDHOOD EDUCATION  
University of Illinois Extension  
Deloris Walker  
[dwalke@illinois.edu](mailto:dwalke@illinois.edu)
- 86 Healthy Kids Zone: Schools at the Center of Healthy Communities**  
BUILT ENVIRONMENT, LAND USE AND TRANSPORTATION  
Community Health Councils  
Heather Davis  
[hdavis@chc-inc.org](mailto:hdavis@chc-inc.org)
- 87 Positive Deviance-Based Qualitative Study of Low-Income Mothers & Health Strategies**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Southern California  
Eleanor Tate and Ricky Bluthenthal, et al.  
[eleantort@usc.edu](mailto:eleantort@usc.edu)
- 88 Pre-Conception Intervention to Increase Awareness and Prevent Early Childhood Obesity**  
HEALTHCARE APPROACHES TO PREVENTION  
Meharry Medical College  
Michele Etling and Jan Emerson, et al.  
[metling13@email.mmc.edu](mailto:metling13@email.mmc.edu)
- 89 Prevalence of Overweight and Obesity Among School Age Children in Iraq**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Duhok-Medical Faculty  
Azad Haleem and Abbas Alrababaty  
[azad82d@gmail.com](mailto:azad82d@gmail.com)
- 90 Preventing Obesity in a Low-Income Rural Setting: A Qualitative Process Evaluation**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
Cal Poly State University San Luis Obispo; STRIDE  
Erin Morini and Jessie Bierlich, et al.  
[emorini@calpoly.edu](mailto:emorini@calpoly.edu)
- 91 Promoting Healthy Perinatal Weight within Maternal, Child & Adolescent Health Program**  
HEALTHCARE APPROACHES TO PREVENTION  
Maternal Child Adolescent Health Division, California Department of Public Health  
Suzanne Haydu and Carina Saraiva  
[Suzanne.Haydu@cdph.ca.gov](mailto:Suzanne.Haydu@cdph.ca.gov)
- 92 Promoting Nutrition and Physical Activity Among Middle School Students in Nebraska**  
BASIC AND APPLIED RESEARCH  
University of Nebraska-Lincoln  
Deepa Srivastava and Mindy Anderson-Knott, et al.  
[deepa.srivastava@huskers.unl.edu](mailto:deepa.srivastava@huskers.unl.edu)

**93 Provider Training & Coaching to Improve Nutrition & Physical Activity in Child Care**

EARLY CHILDHOOD EDUCATION  
Los Angeles County Department of Public Health  
Helen O'Connor and Janet Scully, et al.  
[hocconnor@ph.lacounty.gov](mailto:hocconnor@ph.lacounty.gov)

**94 Proviso Partners for Health: A Cohesive Community Approach to Decrease Child Obesity**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Loyola University Chicago Niehoff School of Nursing  
V. Ann Andreoni and Lena Hatchett, et al.

**95 Racial/Ethnic and Weight Status Differences in Food Preparation Among WIC Participants**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Tennessee State University  
Janice Emerson and Darnell Towns, et al.  
[jemerson@tnstate.edu](mailto:jemerson@tnstate.edu)

**96 Ready, Set, Gold! Eliminating Childhood Obesity One Push-Up at a Time!**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Ready, Set, Gold!  
Bernadine Bednarz and Aileen Vartanian  
[bbednarz@lasports.org](mailto:bbednarz@lasports.org)

**97 Reasons for Overfeeding Among Low-Income Hispanic Mothers in WIC: Preliminary Findings**

EARLY CHILDHOOD EDUCATION  
Rutgers, the State University of New Jersey  
Cheng Li and Debra Palmer, et al.  
[cl852@scarletmail.rutgers.edu](mailto:cl852@scarletmail.rutgers.edu)

**98 Rethink Your Drink: Youth Intervention Successes and a Call to Action**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
University of California, Agriculture and Natural Resources  
Carolyn D Rider and Camille Johnson-Arthur, et al.  
[carolyn.rider@berkeley.edu](mailto:carolyn.rider@berkeley.edu)

**99 School and Community Coming Together to Support Youth**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Maryland Extension-Food Supplement Nutrition Education (UME-FSNE)  
Deborah Archer  
[Email-darcher@umd.edu](mailto:Email-darcher@umd.edu)

**100 Overcoming Barriers to Health for East African Youth: A Photovoice Project**

FOOD SYSTEMS  
UC San Diego Center for Community Health  
Amina Sheik Mohamed  
[asheikmohamed@ucsd.edu](mailto:asheikmohamed@ucsd.edu)

**101 SF Healthy Apple Program Improves Child Care Center Practices and Child Weight Change**

EARLY CHILDHOOD EDUCATION  
San Francisco Department of Public Health  
Jodi Stookey and Jane Evans, et al.  
[jodi.stookey@sfdph.org](mailto:jodi.stookey@sfdph.org)

**102 Spillover Effects of SBP and NSLP on Academic Performance**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
RTI International  
Kristen Capogrossi and Wen You  
[kcapogrossi@rti.org](mailto:kcapogrossi@rti.org)

**103 St. Jude Medical Center Healthy Communities Initiative**

COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
St. Jude Medical Center  
Tracy Bryars and Michele Mouttapa  
[tracy.bryars@stjoe.org](mailto:tracy.bryars@stjoe.org)

**104 Teens as Teachers in the Garden: Effects on Youth Vegetable Intake and Preference**

BASIC AND APPLIED RESEARCH  
University of California Cooperative Extension San Mateo & San Francisco Counties  
Virginia Bolshakova and John Gieng  
[vbolshakova@ucanr.edu](mailto:vbolshakova@ucanr.edu)

**105 The Collective Impact of California's Approach to Smarter Lunchrooms**

MARKETING TO KIDS  
UC CalFresh Nutrition Education Program  
Michele Byrnes and Shannan Young, et al.  
[mnbyrnes@ucdavis.edu](mailto:mnbyrnes@ucdavis.edu)

**106 The Effect of Desired PACER Goal on Physical Activity and Nutrition in Adolescents**

SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
West Virginia University  
Kibum Cho  
[kcho@mix.wvu.edu](mailto:kcho@mix.wvu.edu)

**107 The Goryeb Kid-FIT Program: Body Composition Changes in Treatment Seeking Children**

BASIC AND APPLIED RESEARCH  
The Goryeb Children's Hospital, Atlantic Health System  
David Scott and Jessica Costello, et al.  
[david.scott@atlanitchealth.org](mailto:david.scott@atlanitchealth.org)

# Poster Presenters

- 108** **The Long Term Impact of an Obesity Prevention Program with Preschool Children**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Miami School of Medicine  
Ruby Natale and Sarah Messiah, et al.  
[rnatale@med.miami.edu](mailto:rnatale@med.miami.edu)
- 109** **The News About Berkeley's Soda Tax: An Analysis of Recent News Coverage**  
MARKETING TO KIDS  
Berkeley Media Studies Group  
Pamela Mejia and Laura Nixon, et al.  
[mejia@bmsg.org](mailto:mejia@bmsg.org)
- 110** **The PHIT Project: Pilot Study of a Multi-Systemic Obesity Intervention**  
EARLY CHILDHOOD EDUCATION  
University of Nebraska-Lincoln  
Brandy Clarke and Susan Sheridan, et al.  
[bclarke2@unl.edu](mailto:bclarke2@unl.edu)
- 111** **The Relationship Between PACER and 5-2-1-0 Guidelines in Adolescents**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
West Virginia University  
Kibum Cho  
[kcho@mix.wvu.edu](mailto:kcho@mix.wvu.edu)
- 112** **The Shaping Healthy Choices Program Aims to Prevent Childhood Obesity**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
University of California, Davis  
Rachel Scherr and Jessica Linnell, et al.  
[rescherr@ucdavis.edu](mailto:rescherr@ucdavis.edu)
- 113** **Tools For Teen Moms: An Intervention to Reduce Infant Obesity**  
HEALTHCARE APPROACHES TO PREVENTION  
Michigan State University  
Mildred Horodynski and Kami Silk, et al.  
[millie@msu.edu](mailto:millie@msu.edu)
- 114** **Training Primary Care Providers in the Use of Motivational Interviewing for Youth Behavior**  
BASIC AND APPLIED RESEARCH  
University of New Mexico  
Monique Vallabhan and Alberta Kong, et al.  
[mvallabhan@salud.unm.edu](mailto:mvallabhan@salud.unm.edu)
- 115** **Translational Health in Nutrition and Kinesiology (THINK) Junior Edition**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
University of Tennessee/University of Miami  
Chantis Mantilla and Laura Quirola, et al.  
[cmantill@uthsc.edu](mailto:cmantill@uthsc.edu)
- 116** **Unhealthy Storefront Advertising in Low-SES Neighborhoods: HSHC Survey Findings**  
MARKETING TO KIDS  
California Tobacco Control Program, California Department of Public Health  
Elizabeth Andersen-Rodgers and Xueying Zhang, et al.  
[elizabeth.andersen-rodgers@cdph.ca.gov](mailto:elizabeth.andersen-rodgers@cdph.ca.gov)
- 117** **Unique Community Partnerships in Childhood Obesity Prevention and Treatment**  
COMMUNITY NUTRITION AND PHYSICAL ACTIVITY  
Florida Hospital For Children  
Angela Fals and Patricia Robinson, et al.  
[angela.fals.MD@flhosp.org](mailto:angela.fals.MD@flhosp.org)
- 118** **Veggie Variety and Montana Moves: Translating Nutrition and Physical Standards to Early Child Care Providers**  
EARLY CHILDHOOD EDUCATION  
Montana State University  
Carmen Byker Shanks and Mandi Zanto, et al.  
[carmen.byker@montana.edu](mailto:carmen.byker@montana.edu)
- 119** **We Can! Mesa County- A Sustainable Community Program for Overweight/ Obese Children**  
HEALTHCARE APPROACHES TO PREVENTION  
Western Colorado Pediatric Assoc.  
Barbara Zind and Cassana Littler  
[bzind@pcpgj.com](mailto:bzind@pcpgj.com)
- 120** **Weight of the (Real) World: Obese Teens and their Caregivers Discuss Non-Adherence**  
HEALTHCARE APPROACHES TO PREVENTION  
Creighton University  
LaShaune Johnson and Kiran Choudhry, et al.  
[LP.Johnson@creighton.edu](mailto:LP.Johnson@creighton.edu)
- 121** **Which School Breakfast Policies Keep Students Well Nourished and Ready to Learn?**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
Nutrition Policy Institute  
Nila Rosen and Tia Shimada, et al.  
[nrosenCWH@gmail.com](mailto:nrosenCWH@gmail.com)
- 122** **Youth Access to School Salad Bars in the United States - 2011 to 2014**  
SCHOOL AND EXPANDED LEARNING (AFTER SCHOOL AND SUMMER)  
Centers for Disease Control and Prevention, Epidemic Intelligence Service  
Brenna VanFrank and Stephen Onufrak, et al.  
[ydj5@cdc.gov](mailto:ydj5@cdc.gov)
- 123** **Youth Building Roots Photovoice Project: Youth Perspective on Where Food Comes From**  
FOOD SYSTEMS  
Baylor College of Medicine  
Samantha Davis and Rickie Brawer, et al.  
[Davis.Samantha4@gmail.com](mailto:Davis.Samantha4@gmail.com)



# NOTES



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## MINI-PLenary EVALUATION

Submit evaluation card to your room monitor at the end of each session.



### SESSION ATTENDED (Check one.)

- MP1.1     MP1.2     MP1.3  
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Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide comments on back.

## WORKSHOP EVALUATION

Submit evaluation card to your room monitor at the end of each session.



### SESSION ATTENDED (Check one.)

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 1.4     1.5     1.6  
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	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## MINI-PLenary EVALUATION

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### SESSION ATTENDED (Check one.)

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	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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## WORKSHOP EVALUATION

Submit evaluation card to your room monitor at the end of each session.



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 2.4     2.5     2.6  
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	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## MINI-PLenary EVALUATION

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 MP3.4

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	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## WORKSHOP EVALUATION

Submit evaluation card to your room monitor at the end of each session.



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Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## SESSION EVALUATION

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**SESSION ATTENDED**  
 (Please list session and time attended.)

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Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## WORKSHOP EVALUATION

Submit evaluation card to your room monitor at the end of each session.



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Please rate the following:

	Poor	Fair	Average	Good	Excellent
Quality of Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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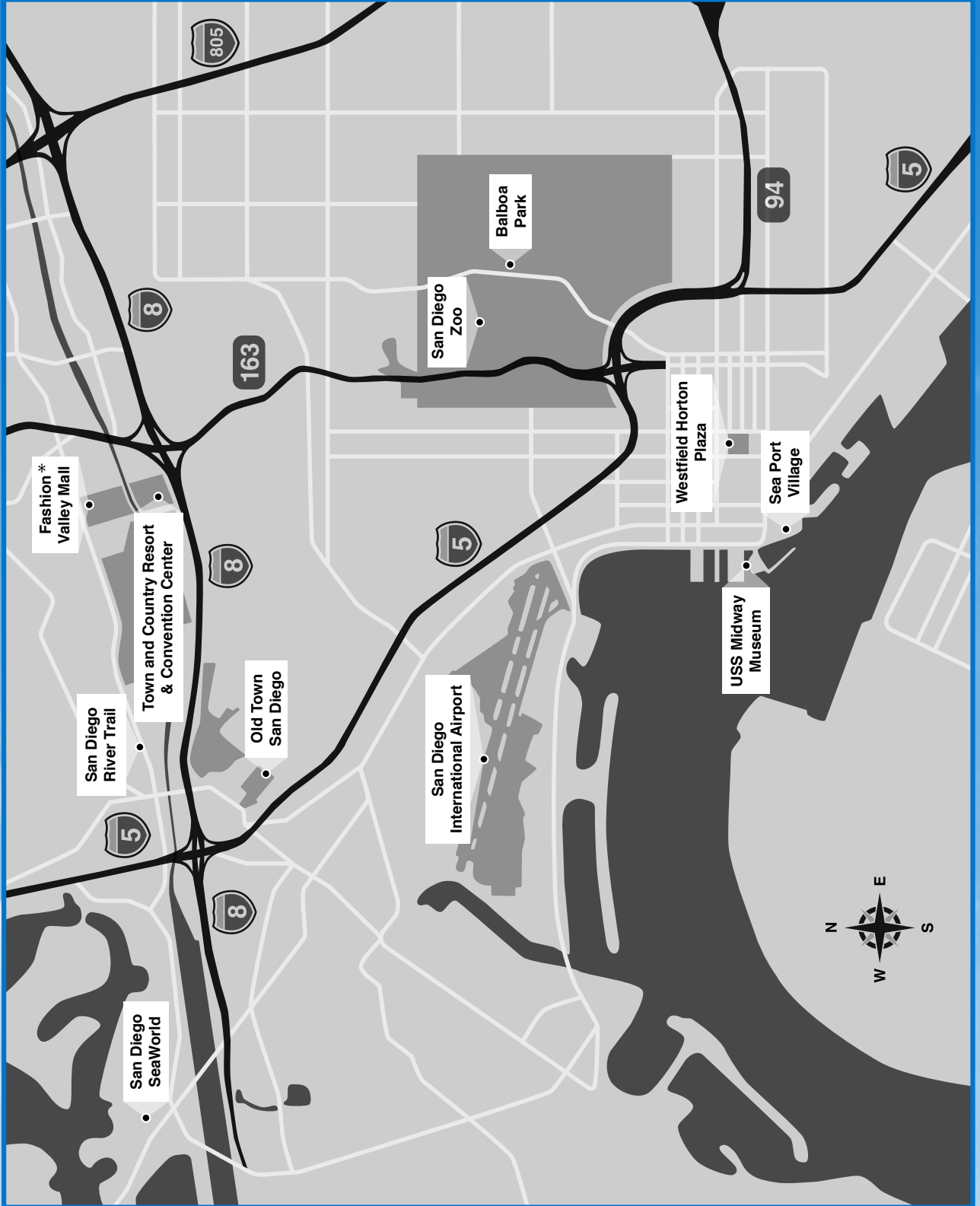
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# Area Map



\* For local restaurant options, please visit the conference registration desk.

# Town and Country Resort & Convention Center

SAN DIEGO RIVER TRAIL

↑  
To Fashion Valley Mall

