

Strategic Alliance 2009 Childhood Obesity Conference Participation

Preconference Sessions: Tuesday, June 9th

Second Annual California Convergence Meeting

9:00 a.m. – 5:00 p.m.

Hosted by: **Partnership for Public's Health**

The Breastfeeding Environment: Re-think, Re-frame, and REFORM!

9:00 a.m. – 12:00 p.m.

Presenters: **Sana Chehimi, Program Manager Prevention Institute**

Lori Dorfman, Director, Berkeley Media Studies Group

Patti Rundall, Policy Director, Baby Milk Action

Moderator: Sana Chehimi and **Laurie True, Executive Director, California WIC Association**

The New Nutrition for Children in Childcare

9:00 a.m. – 12:00 p.m.

Hosted by: Child Care Food Program Roundtable and **California Food Policy Advocates**

Improving Physical Activity Opportunities in Schools

10:00 a.m. – 12:00 p.m.

Hosted by: California School Boards Association and **California Project LEAN**

Opening Up Our Schools with Joint Use Agreements Practical and Legal Issues

1:00 p.m. – 4:00 p.m.

Hosted by: **Public Health Law and Policy**

Advancing Obesity Prevention Policies in California's Cities

1:00 p.m. – 4:00 p.m.

Hosted by: HEAL Cities Campaign and **California Center for Public Health Advocacy** (Charlotte Dickson)

Sessions: Wednesday, June 10th 2009

Reclaiming Streets, Open Areas and Parks for Safe Play and Physical Activity

10:30 a.m. – 12:00 p.m.

Speakers: Robert Garcia, Executive Director, The City Project, Los Angeles

Caterina Roman, Assistant Professor, Department of Criminal Justice, Temple University

Jim Sallis, Professor, Department of Psychology, San Diego State University

Moderator: **Larry Cohen, Executive Director, Prevention Institute**

Making Fresh Produce More Affordable: The Healthy Purchase Pilot and Other Promising Strategies

10:30 a.m. – 12:00 p.m.

Speakers: George Manalo-LeClair, Senior Director of Legislation, California Food Policy Advocates

Tia Anzelotti, Executive Director, San Diego Hunger Coalition

Matthew Marsom, Director, Public Health Institute

Moderator: Susan Forester, Network for a Healthy California, California Department of Public Health

Marketing to Children, Youth and Adults Through the Institutions They Trust

1:30 p.m. – 3:00 p.m.

Speakers: Victoria Berends, Marketing Director, California Project LEAN

Deborah Kaplan, Assistant Commissioner, Bureau of Maternal, Infant and Reproductive Health, New York City Department of Health and Mental Hygiene

Patti Rundall, Policy Director, Baby Milk Action

Moderator: **Laurie True, Executive Director, California WIC Association**

Policy Actions and Strategies to Reduce Junk Food Marketing

3:30 p.m. – 5:00 p.m.

Speakers: Lori Dorfman, Director, Berkeley Media Studies Group

Manel Kappagoda, Deputy Director, National Policy and Legal Analysis, Public Health Law and Policy

Leslie Mikkelsen, Managing Director, Prevention Institute

Moderator: Lisa Craypo, Senior Associate, Samuels and Associates

Interventions to Prevent Obesity through Promoting Nutrition and Physical Activity in Low-Income Childcare Centers

3:30 p.m. – 5:00 p.m.

Speakers: Diane Craft, Professor, Physical Education Department, State University of New York at Cortland

Sarah Messiah, Research Assistant Professor, Pediatrics Department, University of Miami

Moderator: Christina Cardenas, Advocate Coordinator, California Center for Public Health Advocacy

Finding the Money to Get it Done

3:30 p.m. – 5:00 p.m.

Speakers: Fred Blackwell, Executive Director, San Francisco Redevelopment Agency
Dennis Herrera, Office of City Attorney, San Francisco

Moderator: Robert Ogilvie, Program Director, Planning for Healthy Places, Public Health Law and Policy

Cultivating Public–Private Partnerships to Enhance Community Health Improvement: Perspectives from Place-based, Policy-oriented Initiatives

3:30 p.m. – 5:00 p.m.

Speakers: Rajni Banthia, Program Associate, PolicyLink

Dave Winfield, Executive Vice President/Senior Advisor, The San Diego Padres

Steven Eldred, Senior Program Officer, The California Endowment

Heng Lam Foong, South LA Healthy Eating Active Communities

Raul Morales, Owner, Mercado La Paloma Restaurant

Moderator: Neal Kohatsu, Chief, California Department of Public Health

Sessions: Thursday, June 11th 2009

Healthy Eating/Active Living Convergence Partnership: A National Funding Collaborative to Accelerate the Movement

10:30 a.m. – 12:30 p.m.

Speakers: **Judith Bell, President, Policy Link**

Linda Jo Doctor, Program Director, W. K. Kellogg Foundation

Laura Kettle-Khan, Senior Scientist, National Center for Chronic Disease Prevention & Health Promotion

Dwayne Proctor, Senior Program Officer, Robert Wood Johnson Foundation

Rosa Soto, Regional Director, California Center for Public Health Advocacy

Marion Standish, Director, Healthy Environments, The California Endowment

Julie Williamson, Program Director, Partnership for the Public's Health

Moderator: Loel Solomon, Director, Community Health Initiatives and Evaluation, Kaiser Permanente

Making Change Matter: Maximizing the Health Impact of the New WIC Foods

10:30 a.m. – 12:30 p.m.

Speakers: Michelle van Eyken, Deputy Chief, Nutrition and Local Program Services, California WIC Program

Gayle Hoxter, Branch Chief, Riverside County Department of Public Health

Shannon Whaley, Director of Research and Evaluation, Public Health Foundation

Enterprises, Women, Infants and Children Program

Mary Sammer, North County Health Services WIC

Hannah Burton-Laurison, Senior Associate, Economic Development, Planning for Healthy Places, Public Health Law and Policy

Moderator: **Laurie True, Executive Director, California WIC Association**

Improving Nutrition and Physical Activity in Childcare Settings: Promising Policy Recommendations

10:30 a.m. – 12:30 p.m.

Speakers: **Kenneth Hecht, Executive Director, California Food Policy Advocates**

Lorrene Ritchie, Director of Research, Dr. Robert C. & Veronica Atkins Center for Weight and Health, University of California, Berkeley

Shannon Whaley, Director of Research and Evaluation, Public Health Foundation

Enterprises, Women, Infants and Children Program

Emerging Policy Issues

1:45 p.m. – 3:45 p.m.

Speaker: Judith Bell, PolicyLink

Building the Movement: Leadership for Changing Food & Physical Activity Environments

1:45 p.m. – 3:45 p.m.

Speakers: The Honorable Steve Castaneda, Council Member, City of Chula Vista

Tanya Rovira-Osterwalder, HEAC Program Manager, Chula Vista Collaborative
Harold Goldstein, Executive Director, California Center for Public Health Advocacy

Jane Adams, Executive Director, California Park and Recreation Society

Daniel Zingale, Senior Vice President, The California Endowment

Moderator: **Julie Williamson, Program Director, Partnership for the Public's Health**

Changing Healthcare Environments

4:15 p.m.—5:45 p.m.

Speakers: **Rosa Soto, Regional Director, California Center for Public Health Advocacy**

Karen Peters, Executive Director, Breastfeeding Task Force of Greater Los Angeles, Lactation Consultant, Birth and Beyond Project

Jan Sanders, National Food Service Director, Kaiser Permanente

Amy Porter, Pediatrician, Baldwin Park Kaiser Permanente Medical Center

Moderator: Loel Solomon, Director, Community Health Initiatives and Evaluation, Kaiser Permanente

The Future is Now: Digital Marketing of Food and Beverages to Children and Adolescents

4:15 p.m.—5:45 p.m.

Speakers: Kathryn Montgomery, Professor, School of Communication, American University

Jason Tester, Research and Design Manager, Institute for the Future

Terrie Brennan, Senior Vice President, New Business Development and Strategy, The Nielsen Company

Moderator: **Joanne Gooley, Physical Activity Specialist, California Project LEAN**

Sustainable Community and Food Systems

4:15 p.m.—5:45 p.m.

Speakers: **Heather Wooten, Planning and Policy Associate, Public Health and Law Policy**

Branden Born, Assistant Professor, Urban Design and Planning, University of Washington

James Johnson-Piatt, Principal, Urbane Development, LLC

Moderator: Linda Jo Doctor, Program Director, W.K. Kellogg Foundation

Sessions: Friday, June 12th 2009

A Conversation on Building the Evidence: Lessons Learned from Multi-site Community-based Prevention Programs, HEAC, CCROPP and HEAL

8:30am – 10:30am

Presenters: Genoveva Islas-Hooker, Bill Beery, **Sarah Samuels**, Pat Crawford, Pamela Schwartz