

## HEALING OUR COMMUNITY: TURNING THE TIDE OF OBESITY

OCTOBER 22, 2010 AT EMBASSY SUITES HOTEL, 333 MADONNA ROAD IN SAN LUIS OBISPO; SLO MAIN, NORTH &amp; SOUTH

## AGENDA:

**8:00 – 8:30 REGISTRATION AND LIGHT BREAKFAST****8:30 – 8:45 Opening Remarks – Penny Borenstein, MD, MPH, Health Officer, San Luis Obispo County****8:45 – 9:30 Prevention of Childhood Obesity: National Strategies and the CATCH Program***Steven H Kelder, MPH, PhD – Professor, Division of Epidemiology, University of Texas School of Public Health, Austin*

Dr. Kelder will discuss trends in childhood obesity, causes of child obesity, give a review of the prevention evidence, and will give a description of the CATCH child health program.

**9:30 – 10:15 California Campaign of Healthy Beverages: An Effective Obesity Prevention Strategy***Stefan Harvey – Assistant Director, California Center for Public Health Advocacy*

Ms. Harvey will give an overview of soda consumption in California and its contribution to the obesity epidemic, and will describe the four components of the California Beverage Campaign. She will also lead a discussion of how to pursue city and county policies in San Luis Obispo County.

**10:15 – 10:30 BREAK – Jump Rope Challenge, led by Matt Zolynsky****10:30 – 11:15 Santa Clara County – What We Accomplished***Lori Martin, M.S., R.D. – Nutrition & Wellness Manager, Santa Clara County Public Health Department*

On May 11, 2010, the Santa Clara County Board of Supervisors passed an ordinance which sets nutritional standards for restaurant food or beverages that come with toys or other incentive items. Lori Martin will discuss how this happened—the process, the challenges and the outcome.

**11:15 – noon OVERVIEW – Where was San Luis Obispo in 2007 and where are we now?**

Childhood Obesity Prevention Task Force 2007 Report &amp; Recommendations

*Joel Diringer, JD, MPH – Diringer & Associates**Janice Fong Wolf – Director of Grants & Programs, San Luis Obispo County Community Foundation***LOCAL PANEL:****1. School Wellness Program at Lillian Larsen Elementary***Laverne Buckman – San Miguel Resource Connection*

The San Miguel Resource Connection was one of the sub-grantees under The California Endowment grant. They have been working on school wellness at Lillian Larsen

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11:15 – noon

Elementary and will share highlights of their program including the Healthy Hornets, and recess before lunch.

## 2. School Wellness Program at Oceano Elementary

**Moses Murguia** – Oceano Boys and Girls Club

The Boys & Girls Club were also a sub-grantee and they will share success from working at Oceano Elementary, including their school garden, walk and bike to school days, and chili con limon powder on the salad bar.

## 3. Be a Health Hero! Preschool and K–2 Countywide Poster Campaign

**Christine Enyart-Elfers** – San Luis Obispo County Office of Education

Public Health and the County Office of Education have developed four messages that will go out to all children and parents countywide from preschool to second grade. Christine Enyart-Elfers will share the posters and discuss the project.

## 4. Jump roping, ReThink Your Drink, and more...

**Jenifer Rhynes** – YMCA

The YMCA has been involved in numerous obesity prevention projects in the past several years and Jenifer will share the successes the Y has found.

noon – 1:00

## LUNCH

### Implementation of the Affordable Care Act

**Herb Schultz** – Director of Region 9, US Department of Health & Human Services

1:00 – 1:30

## Award Presentations – Frank Mecham, Chair, San Luis Obispo County Board of Supervisors

HEAL-SLO Leadership Award

HEAL-SLO Innovation Award

HEAL-SLO Mentoring Award

1:30 – 3:00

## BREAK OUT SESSIONS

### 1. Together We Can Build a Better Food System for San Luis Obispo County

**Joseph McIntyre** – President, Ag Innovations Network

**Kim Pasciuto** – Executive Director, Central Coast Agricultural Network

This dynamic and interactive session answers the question how can we make positive change for food eaters and producers in our area. You'll get an overview of what the food system is, help us identify the key issues facing San Luis Obispo County, see case studies of what is working in other areas, and learn how collaboration by the stakeholders in the food system can lead to a better result for all.

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1:30 – 3:00

## 2. The Built Environment and its Role in Obesity Prevention

*Jeffery Rosenhall, MA – California Active Communities*

*James Lopes, AICP – Department of Planning & Building, County of San Luis Obispo*

Strategic (smart) growth policies aim to create compact, walkable and complete communities with lots of transportation choices besides driving. This session will focus on case studies that demonstrate how communities which utilize good principles of community design can help create health benefits, including reducing rates of obesity, increasing physical activity, and improving the environment.

## 3. Worksite Wellness: How to Make your Work Environment Healthier

*Dayna Ravalin, RD, CDE – Public Health, County of San Luis Obispo*

*Nick Duggan – Business Development Manager, American Heart Association*

*Nickole Sutter – Wellness Coordinator, City of San Luis Obispo*

*Cecilia Fontes – Benefits Coordinator, County of San Luis Obispo*

*Jessica Borja – Health & Wellness Coordinator, Lucia Mar School District*

Statistics establish that 80% of illnesses and disease in the United States are preventable. This accounts for eight of the nine leading causes of death. More and more companies are turning to worksite wellness programs to help reduce absenteeism, reduce employee turnover, improve employee productivity and morale, and reduce healthcare claims. Learn what local employers are doing, and learn about low-cost resources that you can utilize on the job.

## 4. Behavior Change: Research and Clinical Implications for Obesity Prevention

*Suzanne Phelan, PhD – Associate Professor of Kinesiology, Cal Poly*

*Robert Wolff, MSW – Clinical Social Worker, Atascadero State Hospital*

We all know what we should do—so why can't we do it? Learn about weight control strategies and what it takes to be successful at weight loss, including the phases of helping and applications for individuals, and families. The session will discuss research in the field—as well as clinical applications including cognitive-behavior strategies and the role of hope and empowerment.

3:00–3:15

**BREAK**

3:15–4:00

**WRAP UP – Convene back in Main Conference Room**

Report back from break out sessions

*Light breakfast and lunch prepared by Embassy Suites Chef Timothy Hulbert, who brings a wealth of knowledge of culinary delights from many different cultures. He promises the freshest produce from local Central Coast farmers, as well as, sustainable meats and seafood. His focus in 2010 is to provide healthy, flavorful dishes, while moving in the “green direction”.*

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## CONTINUING EDUCATION UNITS

If you are a medical professional, you may request Continuing Education Units for attending the 2010 Healthy Eating Active Living Summit.

- Provider approved by the California Board of Registered Nursing, Provider Number 0857, for 6 contact hours
- Provider approved by the California Board of Behavioral Sciences BBSE #PCE 366 for 6 continuing education credit for MFTs and/or LCSWs.
- CPEs have been requested from the Commission of Dietetic Registration, the American Dietetic Association

## CMEs FOR PHYSICIANS

This activity has been planned and implemented in accordance with the Institute for Medical Quality and the California Medical Association's CME Accreditation Standards (IMQ/CMA) through the Joint Sponsorship of CME Consultants and Sierra Vista Regional Medical Center. CME Consultants is accredited by IMQ/CMA to provide continuing medical education for physicians. CME Consultants takes responsibility for the content, quality and scientific integrity of this CME activity.

CME Consultants designates this educational activity for a maximum of 6.0 AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

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## REGISTRATION:

Please click on [this link](#) to register online.

**Space is limited; please register early!**

If you prefer, you can complete this application and **fax to: (805) 781.1235**

For more information or if you have any questions, **contact Kathleen Karle at: (805) 781-4929**

## REGISTRATION INFORMATION:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**Would you be interested in having an informational booth at the event?**

Yes  No

**If yes, please provide contact information:**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Light breakfast and lunch will be offered.**

**Would you like a vegetarian meal?**

Yes  No

**If you have special dietary needs, please let us know:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Which breakout session do you want to attend (choose 1):**

- 1. *Together We Can Build a Better Food System For San Luis Obispo County*
- 2. *The Built Environment and its Role in Obesity Prevention*
- 3. *Worksite Wellness: How to Make your Environment Healthier*
- 4. *Behavior Change: Research and Clinical Implications for Obesity Prevention*

**Medical professionals may request Continuing Education Units for attending the Healthy Eating Active Living Summit.**

**Do you need Continuing Education Units?**

Yes  No

**If yes, please provide your license number:**

RN License # \_\_\_\_\_

MFT/LCSW License # \_\_\_\_\_

RD License # \_\_\_\_\_

MD License # \_\_\_\_\_

*The Summit encourages health eating and active living. Dress comfortably and feel free to ride your bike to the event. Bike valets will be available, courtesy of the San Luis Obispo Bike Coalition.*

**Will you need bike valet services?**

Yes  No

*Complimentary Regional Day Passes will be offered by SLO Transit and the Regional Transit Authority to take you to the Summit. A Day Pass can be used for transportation throughout the county.*

**Would you like a Regional Day Pass for the event?**

Yes  No

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## SPEAKER BIOS *page 1*

**BORJA, JESSICA** – Jessica Borja is the Human Resources Benefits Coordinator for Lucia Mar Unified School District. Lucia Mar is the largest school district in San Luis Obispo County and includes eleven elementary schools, three middle schools, two high schools, a continuation school and an adult education school. Jessica has been working for Lucia Mar for about two years. She loves her job and looks forward to coming to work each day, helping employees and educating them on how to live a more healthy and active life.

**DIRINGER, JOEL, JD, MPH** – Joel has worked for more than 30 years in the nonprofit, health, government and philanthropic sectors in areas including access to health coverage, farm workers and rural health, oral health, multicultural populations, breast cancer treatment, and community organizing. Joel was one of the original senior staff at The California Endowment, and he was also an attorney and health policy advocate for California Rural Legal Assistance from 1983 to 1996. Joel received a Masters in Public Health from Harvard University School of Public Health, specializing in policy and management. His law degree is from King Hall School of Law, UC Davis, where he was named Year 2000 Alumni of the Year and founded the King Hall Legal Foundation. He currently serves as the facilitator for HEAL-SLO.

**DUGGAN, NICK** – Nick is the Business Development Manager for the Central Coast Division of the American Heart Association. Nick is the local coordinator for the “Start!” workplace wellness campaign, which includes the Start! Walking Program, the Start! Fit-Friendly Companies Program, and the Start! Heart Walk. He covers both San Luis Obispo and Santa Barbara Counties, helping local workplaces to encourage employees to adopt healthier lifestyles and reduce their risk for heart disease and stroke.

**FONG WOLF, JANICE** – Janice is Director of Grants & Programs for the San Luis Obispo Community Foundation and is responsible for developing and implementing the grantmaking program. Her duties include developing strategic grantmaking initiatives, monitoring and evaluating grantees, and implementing donor-driven programming. She also works with non-profit organizations to ascertain their needs for capacity building and training. Janice joined the Foundation in April 2000 after working in the non-profit health and human services arena for twenty years. She has lived, worked and volunteered in San Luis Obispo County since 1975. Janice was a member of the 2007 Childhood Obesity Task Force, and sits on the HEAL-SLO Coordinating Committee.

**FONTES, CECILIA** – Cecilia has been the County Benefits Coordinator since 2007; she has been with San Luis Obispo County for 19 years. As the Benefits Coordinator, Cecilia administers County benefit programs for active employees and retirees. Most recently she became responsible for implementing a Wellness Program for County employees. Her biggest challenge has been keeping interest in the wellness program on a limited budget.

**HARVEY, STEFAN** – Stefan is the Assistant Director of the California Center for Public Health Advocacy (CCPHA), a nonpartisan nonprofit organization. CCPHA addresses the childhood obesity epidemic through policy reform. Stefan directs CCPHA's statewide soda campaign and works closely with CCPHA's Healthy Eating Active Communities (HEAC) project in Baldwin Park and its Campaign for California Cities. Prior to joining CCPHA in 2002, Stefan was a national WIC advocate at the Center on Budget and Policy Priorities in Washington, D.C.

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## SPEAKER BIOS *page 2*

**KELDER, STEVEN, MPH, PHD** – Steve is Professor, Division of Epidemiology, University of Texas School of Public Health, Austin Regional Campus and the Beth Toby Grossman Distinguished Professor in Spirituality and Healing. He has over 20 years' experience in design and evaluation of child and adolescent research, particularly interventions directed towards youth, schools, and parents. Recently, his emphasis is on interventions designed for promotion of physical activity and healthy eating, obesity prevention, and substance use prevention. Dr. Kelder leads CATCH (Coordinated Approach to Child Health), a research-based program that guides elementary schools, families and children in the process of being healthy, reaching over a million Texas children (<http://www.sph.uth.tmc.edu/catch/>). CATCH is a key element in an important public health effort—increasing physical activity, improving dietary intake, and ultimately preventing childhood obesity. In fall 2006, CATCH won the DHHS Secretaries Innovation in Prevention Award at the National Prevention Summit and in summer 2007, CATCH was highlighted at the UNC/CDC Public Health Grand Rounds. In spring 2010, the CATCH team was awarded the third annual Active Living Research Translating Research to Policy Award. Finally, Dr. Kelder was lead Research Fellow at CDC working to develop the School Health Index, a school self-assessment tool designed to assist schools to gauge their progress towards meeting the CDC school health guidelines.

**LOPES, JAMES, AICP** – Jamie is a land use planner with the County of San Luis Obispo, in the Long Range Planning Division. Recently, he prepared award-winning “strategic growth” principles, policies and implement strategies for the County General Plan.

These policies integrate smart growth concepts (see [www.smartgrowth.org](http://www.smartgrowth.org)) with strategic planning. He is currently implementing these policies to orient new growth away from rural areas to walkable neighborhood development within communities. Jamie received Bachelor's degrees from the University of California at Santa Barbara in Economics and Sociology, and a Master's degree from Cal Poly State University at San Luis Obispo in City and Regional Planning. He is a long-time member of the American Institute of Certified Planners and the Congress of the New Urbanism.

**MARTIN, LORI, MS, RD** – Lori is the Nutrition and Wellness Manager in the Center of Chronic Disease and Injury Prevention within the Santa Clara County Public Health Department. Ms. Martin has extensive experience in developing, designing, implementing and evaluating programs as a result of her more than 20 years working in the public health field. She has worked for public health departments in both Monterey County and in more recent years with the Santa Clara County Public Health Department. She has worked across a wide variety of health promotion and chronic disease prevention programs in many settings including: clinical, schools, worksites, and in the community. Known for her dedication and commitment to creating healthier communities, Ms. Martin and her teams have implemented many innovative community prevention strategies and have created numerous partnerships that successfully advocate for organizational, system and policy level changes to promote healthy, safe, livable communities.

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## SPEAKER BIOS *page 3*

**MCINTYRE, JOSEPH, MA** – Joseph is president of Ag Innovations Network, a United States based non-governmental organization, focused on the sustainability of the food system. Ag Innovations Network convenes and facilitates multi-stakeholder efforts to improve the performance of the food system for producers, consumers, and participants in local, regional, and global food supply chains. These efforts focus both on policy changes and on direct improvements on farms, processing sites, and food outlets. Mr. McIntyre is a trusted intermediary between diverse interests in agriculture and has consulted/facilitated processes with large global entities such as Sodexo, cutting-edge companies such as Clif Bar, environmental organizations including National Resources Defense Council and Sustainable Conservation, prominent NGOs including Roots of Change and Sustainable Food Lab, government entities including California Department of Pesticide Regulation, trade associations such as California Association of County Agricultural Commissioners, and community groups such as Poder Popular. He is the leader of the Ag Futures Alliance project, a California-based effort to create county-level associations of producers and community members to preserve the long-term viability of agriculture in the State and the California Roundtable on Agriculture and the Environment, the state's most prominent effort to align the interests and needs of agricultural producers and environmental organizations around a common policy platform. Mr. McIntyre holds an M.A. in economics from the University of Rhode Island and an M.A. in psychology/organization development from Sonoma State University. Ag Innovations Network is based in Sebastopol, CA.

**PASCIUTO, KIMBERLY, JD** – A native Californian with a long family history in agriculture, Kim brings her legal training and small business expertise to the

Central Coast Agricultural Network (CCAN) where Kim serves as its Executive Director. CCAN's mission is to support sustainable local agriculture to ensure a wholesome, diverse and nourishing supply of food and other agricultural products for residents of the Central Coast. CCAN helps to develop new markets for local agriculturalists through an innovative farm and produce locator website ([centralcoastgrown.org](http://centralcoastgrown.org)) and farm to school programs. Kim serves on the California Farm to School Task Force and is a member of the Wellness Committee for the Templeton Unified School District. CCAN works to position San Luis Obispo County as an integral part of the larger Los Angeles and Bay Area regional foodsheds. Kim supports the work of the Southern California Good Food Network, creating a regional food hub system, and participates in the LA Urban Rural Round Table, which now defines San Luis Obispo as the northern hub of the food shed of greater Los Angeles.

**PHELAN, SUZANNE, PHD** – Suzanne is an Associate Professor of Kinesiology at California Polytechnic State University. She earned her Master's degree and Ph.D. in Clinical and Health Psychology (2001) from Hahnemann University in Philadelphia. She completed her internship and postdoctoral fellowship in Behavioral Medicine at Brown University and continues to hold an Adjunct Assistant Professor position there. Dr. Phelan's principal research is on the treatment of obesity by interventions that have included behavior modification and medications. She is Co-Investigator of the National Weight Control Registry, which is an ongoing longitudinal study evaluating over 6,000 successful weight losers. Dr. Phelan is also conducting studies looking at the prevention of pregnancy-associated weight gain and obesity. She has several publications and numerous professional presentations in the area of obesity.

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## SPEAKER BIOS *page 4*

**RAVALIN, DAYNA, RD, CDE, CLE** – Dayna is a registered dietitian and certified diabetes educator specializing in maternal, child and teen nutrition and weight management issues. She also coordinates worksite wellness for the WIC Program employees in the Public Health Department. She has over 24 years experience working in the San Luis Obispo County Public Health Department. Currently, her primary focus is pediatric overweight prevention.

**ROSENHALL, JEFFERY, MA** – Jeffery is the Active Communities Specialist within the California Active Communities unit, a joint physical activity program of the California Department of Public Health and the University of California San Francisco. Mr. Rosenhall coordinates several statewide projects including the Healthy Transportation Network (HTN), Local Public Health and the Built Environment Network (LPHBE), Walkable Communities Workshops (WCW), and the State Health Impact Assessment Workgroup. Jeffery currently served as Vice Chair of the Sacramento City/County Bicycle Advisory Committee, currently sits on Caltrans' California Bicycle Advisory Committee, and is a founding member of the Sacramento Bicycle Kitchen. Mr. Rosenhall completed a Certificate in Land Use and Environmental Planning from UC Davis Extension in 2008 and became a League of American Bicyclist's certified instructor in 2009. Jeffery is an everyday bike commuter and cycling enthusiast who has just begun sharing this passion with his 2 year old son, Isaiah.

**SCHULTZ, HERB K., MA** – Herb is Director of Region 9 of the United States Department of Health and Human Services (HHS). In this role, he works with state, local and tribal partners to address the needs of communities and individuals served through HHS programs. He was previously serving as Senior Advisor to Governor Arnold Schwarzenegger and Director of the California Recovery Task Force. In this role, he was responsible for the oversight and implementation of the American Recovery and

Reinvestment Act of 2009. As Senior Advisor to the Governor from 2008–2010, he represented the Governor on major domestic policy issues, which included serving as a principal advisor on health care reform. Previously, he served as the Senior Health Policy Advisor to the Governor during California's 2006–2008 state debate on comprehensive health care reform. From 2005–2006, he served as Vice President of Government Programs for McKesson Health Solutions, where he oversaw the company's disease management and nurse advice programs for Medicaid and Medicare beneficiaries. Mr. Schultz received his BA in Political Science and International Studies from The American University in Washington, DC and has a Masters Degree in Public Policy from Georgetown University, also in Washington, DC.

**SUTTER, NICKOLE, BS** – Nickole graduated from California Polytechnic State University in June 2008 with a BS in Kinesiology. Her focus in school was clinical exercise science, taking a wide range of classes from exercise physiology to health education. While Nickole was finishing her degree she did an internship with the City of San Luis Obispo and after receiving her degree she became the Wellness Coordinator for City employees. She has experience with nutrition counseling, personal training and goal setting. Nickole has also coached competitive gymnastics for ten years and has a true passion for instilling a healthy lifestyle in people starting at a young age.

**WOLFF, ROBERT J., MSW** – Rob is a practicing clinical social worker at Atascadero State Hospital who has worked extensively with individuals with severe and persistent mental illness and related fields since 1989. His practice background is in health, mental health awareness, recovery programs, bereavement work, residential and community settings. He has worked in the area of cognitive-behavioral and constructivist treatment, is a frequent presenter, and is known for his integration of Buddhist principals in clinical social work practice.

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## EVENT SPONSORS

The 2010 Healthy Eating Active Living Summit, *Healing our Community: Turning the Tide of Obesity*, is brought to you free of charge thanks to the generosity of our sponsoring organizations:

