

FINAL AGENDA

Wednesday, June 2

11:00 am – 6:30 pm Registration (Outside Hill Ballroom)

1:00 – 2:30 pm

Welcome and Where We are Today (Hill Ballroom)

The opening session will welcome participants and set the tone for the first HKHC annual grantee meeting with all 50 communities. National and community leaders will reflect back on the first phase of the HKHC initiative and offer lessons, challenges and insights for moving forward as advocates in health.

Sarah Strunk, Director, Healthy Kids, Healthy Communities, Chapel Hill, NC
Vanessa Farrell, Program Associate, Robert Wood Johnson Foundation, Princeton, NJ
Laura Brennan, President and CEO, Transtria LLC, St. Louis, MO
Ian Thomas, HKHC Project Director; Executive Director, PedNet Coalition, Columbia, MO
Maria Teresa Cerqueira, HKHC Project Director; Chief, Pan American Health Organization/World Health Organization, El Paso, TX

2:30 – 3:00 pm

Break

3:00 – 4:30 pm

Building the HKHC Learning Network: Launch of HKHC Affinity Groups

Help create a strong learning network by participating in one of six affinity groups designed to enable HKHC partners to connect and engage with peers from other communities. These affinity group sessions will form the basis for future HKHC learning network opportunities. Through facilitated and highly interactive sessions organized by topic, participants will share and receive promising strategies and valuable lessons learned. Subtopics of conversation will be determined by the affinity group participants. Please consider the following questions in preparation for your session to help generate meaningful conversation:

- What burning questions do you hope to have answered during the group discussion?
- What promising strategies/solutions can you offer on this topic?
- What is your partnership's biggest challenge in this area?

Space in each room is limited, so please arrive early to ensure a seat in the affinity group of your choice. Sessions will be closed once room capacity is reached.

Healthy Markets/Stores (North Ballroom)

Facilitator: Mary Balluff, Chief, Community Health and Nutrition Services, Douglas County Health Department, Omaha, NE

Partnership Diversity (South Ballroom)

Facilitator: Ruth Perot, HKHC Project Director; Executive Director/CEO, Summit Health Institute for Research and Education, Inc. (SHIRE), Washington DC



Robert Wood Johnson Foundation

Parks/Playgrounds/Open Spaces (Club Room)

Facilitator: Jaime Corliss, HKHC Project Director; Director, Shape Up Somerville, Somerville, MA

Community Gardens (Alumni Room)

Facilitator: Elizabeth Westburg, HKHC Project Coordinator; Resident Services Development Manager, King County Housing Authority, King County, WA

Complete Streets (North Parlor)

Facilitator: Michael Ball, HKHC Project Director; Director of Planning & Implementation, Buffalo Niagara Medical Campus, Inc., Buffalo, NY

Joint Use (South Parlor)

Facilitator: David Kakishiba, HKHC Project Director; Executive Director, East Bay Asian Youth Center, Oakland, CA

4:30 – 5:00 pm

Break

5:30 – 6:45 pm

Physical Activity: “Field Day” and Free Time

In an effort to model a physically active meeting – and just have fun – we offer opportunities for you to play volleyball, ultimate Frisbee and other sports at a beautiful nearby location on UNC’s campus. To participate in these organized group activities, meet the ALBD staff in the Inn’s lobby at 5:15 pm. You may also choose from two other self or group initiated options: the Downtown Chapel Hill Mural Walk and the Scavenger Hunt (information for these options is found at the registration table). Alternatively, feel free to use this time for networking or physical activity on your own. Frisbees and other sports equipment will be available for use during this time.

7:00 – 8:30 pm

Opening Reception (Old Well Room)

Relax and enjoy hors d’oeuvres and conversation in the Old Well Room. Participants will have an opportunity to connect with one another and learn more about other Robert Wood Johnson Foundation initiatives working to reverse childhood obesity.

7:00 – 7:30 am

Morning Walk/Jog (Meet in Hotel Lobby)

Led by Stephanie Welch, HKHC Project Director; Director of Community Development and Planning, Knox County Health Department, Knoxville, TN, David Nelson, HKHC Project Director; Assistant Professor, Medical College of Wisconsin, Milwaukee, WI and Kerri Peterson, HKHC Project Director; Executive Director, LiveWell Omaha, Omaha, NE

Stretching/Yoga (Alumni Room)

Co-led by Marigny Bostock, HKHC Project Director; Community Health Specialist, Louisville Metro Public Health and Wellness, Louisville, KY and Tim Schwantes, Project Manager, Healthy Kids, Healthy Communities, Chapel Hill, NC

7:30 – 8:30 am

Breakfast and Registration (Outside Hill Ballroom)

No formal program is planned, so feel free to come and go as you please. Announcements for the day will be made at 8:15 am and will be posted on the bulletin board at the registration desk.

8:30 – 10:00 am

Policy and Systems Change Panel

Critical Perspectives: Making It Work and Building It to Grow and Last (Hill Ballroom)

Leaders from three HKHC Leading Sites will discuss their unique experiences in achieving policy and systems change to reverse childhood obesity in this interactive plenary session. Panelists will present from different perspectives ranging from government official to grassroots organizer, and represent a variety of contexts and strategies across healthy eating and active living. They will also illustrate other important factors such as timing, cultivating champions and additional elements that are critical to success. Panelists' brief presentations will be followed by an open question and discussion session.

Genoveva Islas-Hooker, HKHC Project Director; Regional Program Coordinator, Central California Regional Obesity Prevention Program, Central Valley, CA

David Kakishiba, HKHC Project Director; Executive Director, East Bay Asian Youth Center, Oakland, CA

Paulette Renault-Caragianes, Health Director, Somerville Health Department, Somerville, MA

Maya Rockeymoore, Director, Leadership for Healthy Communities, Washington, DC

10:00 – 10:30 am

Break

10:30 am – 12:00 pm

Concurrent Sessions 1

These learning sessions will feature experts and practitioners from the fields of healthy eating and active living, who will share information about successful initiatives to reverse childhood obesity, new resources and lessons learned that can be practically applied by community partnerships. Topics will include social and cultural environments, prioritizing and planning, youth and community engagement, sustainability and partnership, and policy and systems change.

Leaving a Legacy: Sustaining the Work Beyond Healthy Kids, Healthy Communities (South Parlor)

How will you ensure your work lasts far beyond the life of this grant? Doesn't it take more than money to leave a legacy? This interactive discussion will help attendees plan for permanent changes, long-term support and increased partner and leadership capacity to improve healthy eating and active living in your community far into the future. Three HKHC communities with varying experiences and perspectives will share their approaches, successes and vision for sustaining their work, providing useful lessons, tips and ideas with ample time for discussion.

Marigny Bostock, HKHC Project Director; Community Health Specialist, Louisville Metro Public Health and Wellness, Louisville, KY

Peggy Linton, HKHC Project Director; Community Development Director, Community Foundation of Northwest Mississippi, Hernando, MS

Kerri Peterson, HKHC Project Director; Executive Director, LiveWell Omaha, Omaha, NE

If You Build It, Will They Come? Inclusion of Social and Cultural Determinants to Support Healthy Kids and Healthy Communities (South Ballroom)

To be successful in achieving healthy eating and active living policy and environmental changes, it is critical to understand and effectively address the social and cultural contexts within communities. In this session, participants will hear from HKHC community partnerships, who will provide practical strategies, concrete action steps and valuable lessons learned from their experiences. Session participants will then be guided through a framework for embedding social and cultural determinants into their HKHC work so that healthy eating and active living are accessible and affordable. This session will be led by NAC member Milano Harden, who has built his career providing advice and strategies for philanthropies, community organizations and social enterprises.

Milano Harden, HKHC National Advisory Committee Member; Principal and President, The Genius Group, Atlanta, GA

Jenné Johns, HKHC Project Coordinator; Deputy Director for Programs, Summit Health Institute for Research and Education, Washington, DC

Mark Siemon, HKHC Project Coordinator; Fellow, University of New Mexico, College of Nursing, RWJF Doctorate in Health Policy Concentration, San Felipe Pueblo, NM

Community Engagement: To What End? (Club Room)

Community engagement can take many forms and cover a broad range of activities, including strategies for empowering the community to make decisions and to implement and manage change. Through firsthand experience of an experienced community organizer and academic research partner, explore the value of power analysis, a long time community organizing tool that charts a community's power structures and identifies places of influence and power. Participants will:

- Explore the historical and present relationship of institutions with the community
- Increase their awareness of the resultant intra-community dynamics

- Understand new ways to create leadership building and power sharing for change

Geni Eng, HKHC National Advisory Committee Member; Professor of Health Behavior and Health Education, UNC Gillings School of Global Public Health, Chapel Hill, NC

Nettie Coad, Executive Director of the Partnership Project; Resource Trainer for the People's Institute for Survival and Beyond, Greensboro, NC

Setting Priorities: Mechanics of Moving from Data to Strategies (Alumni Room)

One of the most inspiring aspects of community work is the creativity, passion and commitment residents bring to initiatives like HKHC. One of the challenges projects face is choosing the directions that will best use the time, money and energy of the community. With so many possibilities and advocates to choose from, it is essential that projects choose wisely and use methods that bring people together. Participants will hear how the Holyoke Food and Fitness Initiative, funded by the W.K. Kellogg Foundation, worked through a two-year planning process to create a community action plan. The plan is based on local data, grounded in research, supported by a range of stakeholders, focused on health equity and worked with the available budget and timeframe. In this workshop, participants will learn the details of the planning process Holyoke used; understand their structure for engaging youth, adult community members, community organizers, agency professionals and city government staff; learn about community participatory data collection methods; and participate in a mock activity to learn how Holyoke narrowed the list of 50 potential strategies to a manageable eight. This workshop is interactive, so come prepared to share your questions, comments and insights.

Jeff Harness, Director, Western Massachusetts Center for Health Communities, Holyoke, MA

Engaging Youth for Meaningful Community Change (North Parlor)

This session will help participants think more intentionally about youth engagement in their HKHC initiatives. Participants will explore roles for youth in the partnership, learn concrete methods for working with youth and focus on devising next steps.

Alissa Kronovet, California Center for Civic Participation, Sacramento, CA

Christina Cardenas, HKHC Project Coordinator; Regional Advocate Coordinator, California Center for Public Health Advocacy, Baldwin Park, CA

Jennifer Lopez, Kern County Community Lead, Central California Regional Obesity Prevention Program, Bakersfield, CA

Community Dashboard 2.0 (North Ballroom)

As a powerful planning and evaluation system, resource library and social networking site, the HKHC Community Dashboard enables users to track their initiative's progress, find and share resources and benefit from a dynamic learning community engaged in a variety of active living and healthy eating policy, environment, and systems strategies. Participants attending this demonstration and question and answer session will have the opportunity to refresh and advance their skills using the Community Dashboard, including:

- Managing their Workplans, including entering Actions
- Finding and sharing tools and resources

- Effectively communicating with their local partnership members as well as across the HKHC network, including posting and responding to questions and sharing announcements

Peter Holtgrave, HKHC Evaluation Officer; Project Director, Transtria LLC, Saint Louis, MO

Tammy Behlmann, HKHC Evaluation Officer, Transtria, LLC, Saint Louis MO

Allison Kemner, HKHC Evaluation Officer; Transtria LLC, Saint Louis, MO

12:00 – 1:00 pm

Lunch (Chancellor’s Ballroom)

1:15 – 2:45 pm

Concurrent Sessions 2

These learning sessions will feature experts and practitioners from the fields of healthy eating and active living, who will share information about successful initiatives to reverse childhood obesity, new resources and lessons learned that can be practically applied by community partnerships. Topics will include safety and violence prevention, social and cultural environments, community engagement, communication tools, and sustainability and partnership.

Practical Tools for Applying Power Dynamics to Outreach and Coalition Building (North Ballroom)

This interactive session will provide participants an opportunity to think further about the communities in which they work and the challenges they face when conducting outreach, community engagement and coalition building. Using the theoretical framework provided in “Community Engagement: To What End?”, this session will provide an overview of various outreach and engagement strategies and give participants practical tools for applying their understanding of power dynamics to outreach and coalition building. Examples of good practice will also be provided by two HKHC partnerships that have successfully addressed some of these challenges.

Makani Themba-Nixon, Executive Director, The Praxis Project, Communities Creating Healthy Environments (CCHE): Improving Access to Healthy Foods and Safe Places to Play in Communities of Color, Washington, DC

Adam Becker, Executive Director, Consortium to Lower Obesity in Chicago Children, Chicago, IL

Rosa Soto, HKHC Project Director; Regional Director, California Center for Public Health Advocacy, Baldwin Park, CA

Social Systems in Healthy Communities: The Base of the HKHC Logic Model (South Ballroom)

In this session, participants will have the opportunity to explore, discuss, and increase common understanding of social and cultural influences on efforts to create community changes to support healthy eating and active living. Based on the HKHC logic model, participants will discuss holistic approaches to systems, policy, and environmental changes built upon social determinants, and cultural and psychosocial influences. HKHC community partnership panelists will provide examples of their experiences incorporating these social and cultural influences in their assessment, planning, and intervention strategies and activities. All participants will have the opportunity to develop some shared language and common approaches for their HKHC work over the next few years and beyond.

Laura Brennan, President and CEO, Transtria LLC, St. Louis, MO

Josh Jennings, Community Outreach Coordinator, Center for Health Equity, Louisville, KY

Jennifer Lopez, Kern County Community Lead, Central California Regional Obesity Prevention Program, Bakersfield, CA

Neighborhood Safety: Linkages between Violence and Healthy Eating and Active Living (Club Room)

This interactive session will include a discussion of the linkage between violence, healthy eating, active living and childhood obesity prevention, and will provide an opportunity to share strategies and lessons learned, jointly conducted by two HKHC project directors. HKHC initiatives are focused on increasing access to healthy eating and identifying policy and systems changes necessary to promote active living, particularly in low-income communities. These efforts can be undermined when violence or the fear of violence is pervasive in a community and not addressed. Violence not only negatively impacts healthy eating and physical activity environments and behaviors, it contributes to overall health and safety inequities.

Mark Colomb, HKHC Project Director; President/CEO, My Brother's Keeper, Jackson, MS

Kate Parker, HKHC Project Director; KidsWalk Coalition, New Orleans, LA

Setting Priorities: Mechanics of Moving from Data to Strategies (repeated session) (Alumni Room)

One of the most inspiring aspects of community work is the creativity, passion and commitment residents bring to initiatives like HKHC. One of the challenges projects face is choosing the directions that will best use the time, money and energy of the community. With so many possibilities and advocates to choose from, it is essential that projects choose wisely and use methods that bring people together. Participants will hear how the Holyoke Food and Fitness Initiative, funded by the W.K. Kellogg Foundation, worked through a two-year planning process to create a community action plan. The plan is based on local data, grounded in research, supported by a range of stakeholders, focused on health equity and worked with the available budget and timeframe. In this workshop, participants will learn the details of the planning process Holyoke used; understand their structure for engaging youth, adult community members, community organizers, agency professionals and city government staff; learn about community participatory data collection methods; and participate in a mock activity to learn how Holyoke narrowed the list of 50 potential strategies to a manageable eight. This workshop is interactive, so come prepared to share your questions, comments and insights.

Jeff Harness, Director, Western Massachusetts Center for Health Communities, Holyoke, MA

Getting the Policy Changes that Matter (North Parlor)

This session will introduce and discuss the building blocks of successful policy change, including assessment of policy options leading to the adoption of a new or modified policy. Two HKHC partnerships will present their experiences of on-the-ground policy change before a moderated, open discussion allows for broader sharing of experiences and lessons learned. Special emphasis will be on effective advocacy work and "how to" advice on identifying champions and building strong relationships and campaigns to affect policy change.

Gretchen Kunkel, HKHC Project Director; President, KC Healthy Kids, Kansas City, MO

Kathy Lewis, HKHC Project Director; Director of Community Health Policy, Center for Community Health at the University of Rochester Medical Center, Rochester, NY

Policymaker Outreach 101 (South Parlor)

Is your legislator listening? In this session, Ed Walz will walk participants through best practices for reaching out to policymakers (from local elected officials to Congressional level representatives) and educating them about community issues and the community members served. This session will offer strategies for identifying key policymakers, tips to help tailor messages and best practices from organizations doing similar work.

Ed Walz, Spitfire Strategies, Washington, DC

2:45 – 3:00 pm

Brief Session Transition

3:00 – 4:30 pm

Concurrent Sessions 3

These learning sessions will feature experts and practitioners from the fields of healthy eating and active living, who will share information about successful initiatives to reverse childhood obesity, new resources and lessons learned that can be practically applied by community partnerships. Topics will include policy and systems change, youth engagement, evaluation, safety and violence prevention and communication tools.

Engaging Youth for Meaningful Community Change (repeated session) (North Ballroom)

This session will help participants think more intentionally about youth engagement in their HKHC initiatives. Participants will explore roles for youth in the partnership, learn concrete methods for working with youth, and focus on devising next steps.

Alissa Kronovet, California Center for Civic Participation, Sacramento, CA

Jennifer Lopez, Kern County Community Lead, Central California Regional Obesity Prevention Program, Bakersfield, CA

Jeff Harness, Director, Western Massachusetts Center for Health Communities, Holyoke, MA

Making Policy Work: Implementation and Institutionalization for Long-Term Change (South Ballroom)

This session will introduce and discuss a range of issues related to long-term policy effectiveness and systems change. Two HKHC partnerships will present diverse examples of a policy or systems change effort and the lessons they learned during implementation of the change. Each will highlight particular aspects of their approach that are transferable to other partnerships before a moderated, open discussion provides a broader sharing of experiences and lessons learned. Special focus will be on implementation and institutionalization strategies to ensure that innovative policies and systems changes achieve their intended purpose and are not undermined by poor follow through, inadequate resources or other barriers that might arise.

Christine Cherdboonmuang, HKHC Program Coordinator; Oakland Farms-to-Schools Network, Oakland, CA

Adolfo Hernandez, Director of Advocacy, Active Transportation Alliance, Chicago, IL

SafeGrowth, A Model for Replication (Club Room)

SafeGrowth is a community planning and capacity building model tailored for locally-driven public safety initiatives. HKHC partnerships struggling to address and, in some cases, integrate crime prevention into planning efforts often discover that many of these prevention strategies are fragmented and sometimes take a back seat to other neighborhood priorities. This session will offer HKHC participants a hybrid of strategies which build upon lessons learned from programs such as Crime Prevention Through Environmental Design (CPTED), SafeScape and Situational Crime Prevention. This session will also provide participants an opportunity to think through and discuss ways to more effectively partner with law enforcement, community developers and planners to purposefully integrate services and improve neighborhood safety.

Gregory Saville, Senior Partner AlterNation Consulting and Creator of SafeGrowth, Vancouver, BC

The Care and Feeding of a Successful Partnership (Alumni Room)

Community partnerships are a critical component of the HKHC initiative. Strong partnerships can contribute needed expertise, offer critical perspectives, leverage resources and strengthen the overall work. Yet many challenges exist in successfully managing multidisciplinary partners. Navigating possible pitfalls requires careful thought and planning. Join representatives from three HKHC Leading Sites who will describe their experiences managing diverse community partnerships. They will discuss their partnerships' structures and processes, challenges and successes as part of a group dialogue.

Jaime Corliss, HKHC Project Director; Director, Shape Up Somerville, Somerville, MA

Lucy Gomez-Feliciano, HKHC Project Director; Director, Logan Square Neighborhood Association, Chicago, IL

Ian Thomas, HKHC Project Director; Executive Director, PedNet Coalition, Columbia, MO

Evaluating Healthy Kids, Healthy Communities (North Parlor)

Most HKHC community partnerships know Laura Brennan as the face of the HKHC evaluation team. Participants attending this session will meet the rest of the Transtria team and learn about the participatory and cross-site evaluation processes and the role of HKHC community partnerships. This interactive session will be an opportunity for group exchange, sharing local evaluation approaches and identifying challenges.

Tammy Behlmann, Laura Brennan, Julie Claus, Peter Holtgrave, Courtney Jones and Allison Kemner, HKHC Evaluation Team; Transtria LLC, Saint Louis, MO

Cheryl Carnoske, HKHC Evaluation Officer; Washington University, Saint Louis, MO

Telling Your Story (South Parlor)

Everyone has a story to tell, but many organizations often do not realize how to best capture this uniquely powerful communications tool to help advance their causes, especially along cross-cultural lines. Dennis Poplin will lead this session aimed at helping participants craft and deliver high impact stories that can be

delivered to media, funders, activists, legislators and other key audiences. He will also offer tips for creating a storytelling culture within your own organization.
Dennis Poplin, Spitfire Strategies, Washington, DC

4:30 – 5:00 pm

Break

5:00 – 6:30 pm

Physical Activity: Zumba and Free Time

Zumba – a Latin influenced dance that makes exercise fun – is an active and healthy way to get moving after a day of learning sessions. This aerobic music and dance activity will be led by an experienced local Zumba instructor. Please sign up in advance at the registration desk and meet in the Chancellor’s Ballroom at 5:00 pm. You may also choose from two other self or group initiated options: the Downtown Chapel Hill Mural Walk and the Scavenger Hunt (information for these options is found at the registration table). Alternatively, feel free to use this time for networking or physical activity on your own.

7:00 – 9:00 pm

Dinner and Fun (Front Porch)

Enjoy a relaxed dinner atmosphere on the front porch of the Carolina Inn (weather permitting). Participants will have an opportunity to give “shout outs” acknowledging people, addressing what they have learned and describing what they are excited about moving forward. The evening will continue with many options for fun, physical activity and connecting with one another.

Friday, June 4

7:00 – 7:30 am

Morning Walk/Jog (Meet in Hotel Lobby)

Led by Stephanie Welch, HKHC Project Director; Director of Community Development and Planning, Knox County Health Department, Knoxville, TN, David Nelson, HKHC Project Director; Assistant Professor, Medical College of Wisconsin, Milwaukee, WI and Luis Castellanos, HKHC Project Coordinator; Medical Epidemiologist, Pan American Health Organization/World Health Organization, El Paso, TX

Stretching/Yoga (Alumni Room)

Co-led by Jennifer Wieczorek, HKHC Project Director; Denver Public Health, Denver, CO and Mark Dessauer, Communications Director, Healthy Kids, Healthy Communities, Chapel Hill, NC

7:30 – 9:00 am

Breakfast and Networking (Outside Hill Ballroom)

Use this time to continue affinity group conversations or reinforce networks with HKHC colleagues. No formal program is planned, so feel free to come and go as you please. Announcements for the day will be made at 8:15 am and will be posted on the bulletin board at the registration desk.

9:00 am – 12:00 pm

National Advisory Committee Meeting (by invitation) (Club Room)

National Advisory Committee members will convene for an opportunity to reflect upon the first two years of HKHC; clarify opportunities for involvement going forward; and dialogue with some of the HKHC Leading Sites regarding challenges, accomplishments and key lessons learned during their first 18 months of funding.

9:00 am – 3:00 pm

Lunch provided for participants

Strategic Communications Training (Hill Ballroom)

Note: Attendance is required by two members from each of the 41 HKHC Round 2 sites. Due to previous participation in this training, Leading Sites are not required to attend.

This workshop is intended to promote strategies for sharing information from this meeting with your partners and will provide an overview of communication resources available to you through the Robert Wood Johnson Foundation. The Spitfire Strategies team will also discuss the longer term vision for communications training throughout the grant period.

Over the course of the session, Dennis Poplin will also train attendees on the Smart Chart – a strategic communications planning tool that offers a practical approach to developing communications programs by prioritizing choices that must be made to put a successful plan in place. Requiring you to lead with strategy rather than tactics, the Smart Chart ensures that strategy drives communications. Coaches will be on site to help you work through your Smart Chart. Each partnership will leave having a tailored Smart Chart – ready to use – specific to their community.

Mark Dessauer, Communications Director, Healthy Kids, Healthy Communities, Chapel Hill, NC

Spitfire Strategies Team, Washington, DC

3:00 pm

Adjourn