11th Annual Southern Obesity Summit
October 1-3, 2017
Marriott Marquis Hotel
Atlanta, GA

This year’s Southern Obesity Summit will be packed with information, opportunities to network and engage with other states as well explore policies, programs and strategies that have worked to improve health and decrease obesity levels across the south.

This year we will be looking at all sessions through the lens of “Health Equity” and giving you insights into data sources and how to effectively use them as well as interactive sessions on developing partnerships and working with a variety of partners.

SUNDAY OCTOBER 1, 2017

12:00pm-6:00pm  Registration/Information Desk

1:00pm-3:30pm  Pre-Summit Workshops (Additional fee)
These workshops are designed to take a more in-depth look at specific topics.

1) Expanding the Approach: Using CDC School Health Tools and Resources in Your Professional Development Obesity Prevention Efforts

This session will provide an overview of CDC’s School Health tools and resources, including professional development resources and e-learning series that are available to schools and districts to strengthen school health policies, programs, curricula and Professional Development (PD). Individuals will be able to apply the knowledge and evaluation findings from this presentation to incorporate and enhance their PD events. Participants will create an action plan using their choice of CDC tools or resources. Interactive activities will be included via mobile phones or laptops to navigate the CDC school health website where the resources can be found.

Christopher J. Kissler, MPH, Centers for Disease Control and Prevention (CDC)
Bridget Borgogna MEd, Centers for Disease Control and Prevention (CDC)

2) Effective Communication Strategies (and Tools) to Support Your Obesity Prevention Program

Communication is an important element of effective public health program implementation. This pre-summit workshop will introduce participants to the importance of communication, how to use communication to support obesity prevention programs, lessons learned, and CDC tools and resources available (including the Community Health Media Center and the Success Stories Application). Individual/small group exercises will focus on identifying audiences and objectives, drafting success stories, and using paid media (advertising). Participants are encouraged to share their experiences and to bring a laptop or tablet.

Suzi Gates, MPH, CDC/NCCDPHP/DNPAO/OPPC; Atlanta, Georgia
Jana Scoville, MBA, Banyan Communications, Inc.; Atlanta, Georgia
Chris Thomas, MS, MCHES, CDC/NCCDPHP/DNPAO/OPPC; Atlanta, Georgia
3) **Health Care Laws and Their Impact on Specific Populations**

Have all of the different health care reform bills and repeal and replace discussions related to the Affordable Care Act left you confused? If so, this session is for you. As health care reform is currently being debated at the national level, the Georgia Health Policy Center has undertaken a comprehensive review to understand and translate health reform proposals for local, state, and national organizations. A multidisciplinary team with expertise in health policy, health care administration, economics, insurance, finance, employee benefits, risk management, long-term care, public health, and law have, in real time, been tracking and analyzing the various health reform proposals being introduced at the federal level.

*Carla Willis, PhD, Associate Project Director, Medicaid Policy and Business Team, Georgia Health Policy Center*

*Bill Rencher, JD, MPH, Research Associate II, Georgia Health Policy Center*

*Melissa Haberlen, JD, MPH, Senior Research Associate, Georgia Health Policy Center*

3:00pm-4:00pm  **Exhibit Hall Open: Meet the Exhibitors!**

4:00pm-4:15pm  **Welcome:**

*Texas Health Institute & Georgia Dignitary (TBA)*

4:15pm-6:30pm  **Town Hall Meeting: Waiting for Health Equity**

*Dr. David Satcher, MD, PhD, Sixteenth Surgeon General of the United States*

**A Dialog About Health Equity**

Panel: *Marilyn Metzler, Centers for Disease Control and Prevention (CDC)*

*Leandris Liburd, Centers for Disease Control and Prevention (CDC)*

*Additional Panelists TBD*

6:30pm-7:30pm  **Reception with Sponsors and Exhibitors**

**MONDAY OCTOBER 2, 2017**

6:00am-7:00am  **Morning Wake Up Activity!**

*Courtesy of Georgia Host Committee*

7:00am-5:30pm  **Registration/Information Desk**

7:00am-8:00am  **Breakfast and Networking with Exhibitors**

8:00am–8:30am  **Welcome**

*Chris Parker, Georgia Health Policy Center*

*Ruth Petersen, MD, MPH, Centers for Disease Control and Prevention*

8:30am-9:45am  **Opening Plenary: Using Data to Tell the Story**

*Mary Bennett, County Health Rankings and Roadmaps*

*Jamie Kleinsorge, Community Commons*

*Dr. Jim Holt, 500 Cities (Invited)*
9:45am-9:55am Pillar Overview
Michelle Smith, Southern Obesity Summit

9:55am-10:05am Transition to Breakout Sessions/AM Refreshment Break with Exhibitors

10:05am–11:35am Breakout Sessions (See Separate listing for details)
- Early Child Care
- Food Access
- Nutrition
- Healthcare/Health Care Systems I
- Healthcare/Health Care systems II
- Physical Activity
- Schools I
- Schools II
- Worksite Wellness
- Youth Engagement

11:35am-12:45pm Networking Lunch and Special Lunch Sessions
- The State of Obesity, Better Policies for a Healthier America
  State of Obesity is the 14th annual report produced by TFAH and the Robert Wood Johnson Foundation, with support by a grant from RWJF. The report includes annual rates and rankings of adult obesity and obesity rate trends by ethnicity, region, age, gender, education and income.
  Richard Hamburg – Trust for America’s Health

- Fostering Community-Centered Health: The South Advances the Nation’s Approach to Healthy Eating and Active living
  Larry Cohen, Prevention Institute, Facilitator  
  Melody Robinson, Louisiana Public Health Institute  
  Lexi Nolen, Episcopal Health Foundation  
  Katie Eyes, Blue Cross Blue Shield North Carolina

Advancing Health Equity in Obesity Prevention: Exploring the Application of Health Opportunity and Equity (HOPE) Measures
Equal opportunity is a core American value, but opportunities to attain a high standard of health and wellness often differ by place, race, ethnicity, and socioeconomic status. The Health Opportunity and Equity Measures initiative (HOPE), supported by the Robert Wood Johnson Foundation, aims to (1) reframe the national conversation on health equity using an “opportunity” lens, and (2) develop a broad set of social, economic, and environmental measures to track and compare progress toward maximizing health opportunity for all populations. This session will explore ways in which the HOPE measures can support public health practitioners and policymakers monitor and address racial, ethnic, and socioeconomic inequities in the broader contextual factors that influence obesity prevention.
Anna Stelter, LMSW, MPH, Texas Health Institute
• **OBESITY AND THE CONTINUUM OF CARE—Solutions for US Employers**
  
  Over half of the non-elderly population in the United States receives their health insurance through their employer according to a 2015 study presented by Kaiser Family Foundation. As one of the largest providers of health insurance and health services, UnitedHealth Group is constantly looking at epidemics in our country to help both its members remain healthy as well as be good stewards of the employers’ finances. UHG/Optum will work to identify 3 areas (virtual weight loss, bariatric surgery, care management model) within the organization that are focusing on the epidemic of obesity in dynamic ways. In this proposed panel discussion we will look at case studies, clinical background, and specific products shaping the landscape of obesity and obesity-related disease prevention.

  *Charles Carlini, MD, Medical Director, Bariatric Resource Services*
  *Charlotte Smith, VP Business Development, Real Appeal*
  *Client, TBD*
  *Sallie Stearns, Moderator, Client Executive, Optum*

• **Best Practices and Opportunities for Collaboration in Worksite Wellness: Going Beyond Typical Approaches**

  A Panel of professionals will share their perspectives on Worksite Wellness. Dr. Jean O’Connor will explore increasing pressures on health care, public health, and employers efforts to reduce healthcare costs and improve population health outcomes. More than 40 percent of the population in Georgia receives its healthcare coverage through an employer-sponsored health plan. This session will discuss examples in Georgia of collaborations between health systems, public health and employers to prevent and control obesity. And, identify levers for developing additional collaborations and achieving success, such as community health needs assessments, worksite health programs, coalitions, and quality improvement projects.

  Venise White will explore Wellness trends upward movement with focus on health risk appraisals and biometric screenings. Their initiative to better the wellbeing of staff and improve the quality of their work experience goes beyond typical approaches. Feedback from executive/managerial level assessments, such as the CDC Worksite Health Scorecard and employee-based surveys administered by the Wellness Committee, provide direction to establish organizational structure to address gaps in health needs and develop wellness activities of interest.

  *Jean O’Connor, Georgia Dept of Public Health*
  *Venise White, Florida Dept of Health in Seminole County*
  *Don Betts, Georgia Tech Center for Economic Development Research (CEDR)*

• **The Impact of Out of School Time Initiatives on Obesity Prevention**

  With schools under increasing pressure to fit more into their tightly scheduled day, integrating nutrition education and physical activity (PA) opportunities can be a challenge. However, this is not the case for the Out of School Time (OST) setting, which offers a prime opportunity to engage students in health-supporting activities. This session will discuss ways to maximize the positive health impact of OST with specific strategies geared towards this setting.

  *Sarah Sliwa, Centers for Disease Control and Prevention (CDC)*
  *Lee Ann Else, HealthMPowers Inc*
Lindsey Jorstad, Gwinnett Co. Parks and Recreation
Danielle Morris, Boys & Girls Clubs of America

12:45pm-1:00pm Transition to breakout sessions

1:00pm-2:30pm **Breakout Sessions** *(See Separate listing for details)*
- Early Child Care
- Food Access I
- Food Access II
- Nutrition
- Healthcare
- Physical Activity
- Schools I
- Schools II
- Worksite Wellness
- Community Engagement

2:30pm-2:45pm Transition to Pillar Workgroups/PM Refreshment Break with Exhibitors

2:45pm-4:05pm **Pillar Workgroups**
1) Early Child Care
2) Food Access
3) Nutrition
4) Healthcare
5) Physical Activity
6) Schools
7) Worksite Wellness

4:05pm-4:15pm Transition to State Team Meetings

4:15pm-5:30pm **State Team Meetings**

5:45pm-9:00pm Georgia offsite event: “A Walk Along the Beltline”

**TUESDAY, OCTOBER 3, 2017**

6:30am-7:30am **Morning Wake Up Activity!**
*Courtesy of Georgia Host Committee*

7:30am-8:30am **Breakfast with Exhibitors**

8:30am-9:00am **Welcome**
2018 SOS Announcement
Door Prizes
9:00am-9:45am  **ARCHI project (Atlanta Regional Collaborative Health Improvement Project)**

*Health is a central component of and baseline condition for:*
- Education
- Job Access/Workforce Development
- Economic Development

And conversely, 70% of an individual’s health and health improvement are determined not inside the four walls of a healthcare institution but by their ability to live an active life with access to good nutrition in a quality community. Put simply, “place matters”. The ARCHI project is an interdisciplinary, coalition working to improve the region’s health through a collaborative approach to community health assessments and improvement strategies.

**Build Healthy Places Network – Defining Health Equity**

Federal Reserve working with communities
ReFresh Project – New Orleans, Villages at East Lake, Atlanta and/or
Texas Gulf Coast project

9:45am-9:55am  **Transition to Special Sessions**

9:55am-10:55am  **Special Sessions**

- **Equity**
  **Food Insecurity and Homelessness Inequities in UnCommon Environments**

  *Empty Plates, Full Load: Food Insecurity and Homelessness at a Historically Black University.* The problem of food insecurity and homelessness is becoming more common among college students in the US population as a whole

  **Danielle Hairston-Green** Prairie View A&M University Cooperative Extension Program

- **Accessibility**

  Accessibility is a concept that most communities think they understand until they experience the built environment from a special needs point of view. They will likely discover challenges greater than they imagined due to a misunderstanding of ADA requirement, differed maintenance, or “that’s how things always were – why change now” mentality. As an Urban Planner, Dave often conducts walk audits with municipal leaders to point out possible changes to remove barriers and improve a community’s downtown infrastructure.

  **Dave Roberts, ASLA, Crafton Tull**

- **Early Child Care**

  **An Equitable Future for All Children: Beginning in Early Childcare Setting**

  Advocating for policy change to address obesity and promoting physical activity best practices in child care programs

  Learn local, state and regional strategies to promote best practice in early care and education programs. Also hear about state policy campaigns advocating for evidence based recommendations on physical activity, screen time and nutrition standards.

  **Allison Nihiser, Centers for Disease Control and Prevention (CDC)**

  **Naomi Amaha, American Heart Association Southwest Affiliate**
• Food Access
Increasing Equity in Healthy Food Access
Through Doubling SNAP Benefits at Farmers Markets South Carolina has eliminated barriers that prevent low-income, working-class families from purchasing fresh fruits and vegetables at farmers markets. These nutrition incentive programs can be funded by a latitude of sources, including public, private, government and community organizations.
Kelsey Allen, East Smart Move More South Carolina

• Nutrition Policy – Eat REAL™
The goal of REAL Certified is to affect change in the food and foodservice industries by providing market-based incentives to increase the profitability of more healthful and sustainable food and beverage. Modeled after the LEED Green Building Certification, REAL Certified utilizes a flexible, point-based system that is implemented with the assistance of independent, third party registered dietitians (RDs). And similar to LEED, the REAL mark is quickly emerging as the beacon for consumers seeking healthful and sustainable food.
Nikkole Turner, Eat REAL

• Healthcare
Utilizing Principles of Health Systems Transformation for Obesity Management and Prevention
Our health care system is undergoing major change by shifting towards value-based care and focusing on cost and quality. Improved patient outcomes, experience, population health, and reduced cost of care for individuals with obesity and other chronic conditions will not be achieved through only the use of clinical interventions.
Shana Scott, Georgia Dept. of Health
Starla Harison Blanks, Morehouse School of Medicine

• Physical Activity
Physical Activity = Crime Prevention, Mental Health AND Physical Health Benefits
Many agencies and communities face issues related to crime. Crime Prevention through Environmental Design (CPTED) has been found as a best practice approach to fight crime and promote business in neighborhoods, schools and parks. It can also help create safer places for physical activity. Physical activity plays a vital role in obesity reduction and has well-documented mental health benefits. So join this session to find out how physical activity is more than just getting moving!
Michael Lopez, Texas A&M AgriLife Extension Service
Julie Frank, Safe Routes to School National Partnership
Deborah Bujnowski, Harris County Public Health

• Schools
BMIs, Policies and Practices for Effective School Wellness
What components are essential to school wellness programs? How do we effectively measure them?
Sarah Sliwa, Centers for Disease Control and Prevention (CDC)
Caitlin Merlo, Centers for Disease Control and Prevention (CDC)
TBD Community Guide, Centers for Disease Control and Prevention (CDC)
10:55am-11:15am  Transition to General Session/Sit down lunch

11:15am--12:30pm  Public Private Partnerships – Making it All Work - Together

**The Practical Playbook**

*The Practical Playbook is a free, web-based tool designed to facilitate public health and primary care integration through a wide variety of resources for primary care providers and public health officials.*

By building on local successes, sharing lessons learned, and offering concrete guidelines for executing a public health project, the Practical Playbook initiative is working to advance public health and primary care integration throughout the United States. The Practical Playbook follows in the footsteps of many studies showing that public health and primary care integration can better manage chronic illness, increase quality of care, and keep health care costs in check.

**The Build Health Challenge**

*Health equity is achieved when immutable characteristics such as race, gender, sexual identity, and more are not correlated to higher rates of adverse health outcomes; i.e. that historically marginalized groups are no longer bearing a disproportionate burden of disease. One of the goals of the BUILD Health Challenge is to promote health equity by creating the conditions to allow people to meet their optimal level of health.*

Seven implementation awardees received $250,000 over two years to strengthen existing partnerships, accelerate more advanced health data and analytics initiatives, and expand their impact. Eleven planning awardees received $75,000 to kick-start still-nascent projects addressing specific health challenges with a committed group of community partners.

**Don Bradley, MD, MHS-CL** holds a position as an Associate Consulting Professor in the Department of Community and Family Medicine at Duke, and serves as Director for **Brian Castrucci, de Beaumont Foundation**