Draft Agenda

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.

Melissa Fahrenbruch, Centers for Disease Control and Prevention (CDC)
Bridget Borgogna, Centers for Disease Control and Prevention (CDC)

11th Annual Southern Obesity Summit
October 1-3, 2017
Marriott Marquis Hotel
Atlanta, GA
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, and CDC tools and resources available (including the Community Health Media Center and the Success Stories Application). Presenters will also share guidance and lessons learned for using communication to support obesity prevention programs. 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/lessons learned during the workshop 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**

Has 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:**  
**Camille D. Miller**, 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, CDC
Leandris Liburd, 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

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
  Jessica Riccardo, Louisiana Public Health Institute
  Lexi Nolen, Episcopal Health Foundation, Working with Community Health
  Katie Eyes, Blue Cross Blue Shield North Carolina

- **HOPE Project: Texas Health Institute**
  Led by National Collaborative for Health Equity (NCHE) and Texas Health Institute (THI), working in collaboration with Virginia Commonwealth University’s Center on Society and Health (CSH), the HOPE Measures project has two primary goals: (1) reframing the health disparities conversation in the context of health equity and opportunity and, (2) developing a set of broadly accessible measures that illustrate the gaps in opportunities that shape health outcomes

- **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**
  There are increasing pressures on health care, public health, and employers to reduce healthcare costs and improve population health outcomes. This session will discuss examples in Georgia of collaborations between health systems, public health and employers to prevent and control obesity.
  Wellness programming continues to trend upward, however, focus lies on health risk appraisals and biometric screenings. Programming focuses on five dimensions of wellness, which has demonstrated improved employee health outcomes and created a culture of wellbeing at our worksite.
  Jean O’Connor, Georgia Dept of Public Health
  Venise White, Florida Dept of Health in Seminole
  Don Betts, Georgia Tech Center for Economic Development Research (CEDR)
  John Dornan, CEO Roundtable on Cancer (Invited)
• 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, 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)
                Study on zip code determines health project focused on
                reducing disparities (from Debra Kibbe)
                ED talking across levels and systems

                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. 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, 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,** CDC  
**Caitlin Merlo,** 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