

Monday, November 14 - 10:15-11:30

Early Childcare I

Room: Dallas

**Kayla Anderson MPH, RD LDN, Open Hand Atlanta GA**

Creating Nutrition and Physical Activity Best Practices among Early Childcare Providers

Sharing best-practices in regards to training childcare professionals to improve nutrition and physical activity within low-income childcare centers in GA. Through Cooking Matters for Childcare Professionals, a series of participatory cooking, nutrition, and physical activity lessons empower childcare professionals to provide nutritious meals, healthy eating and physical activity habits to the children in their care. Also included in this session will be a presentation of the menu matrix created and utilized to evaluate and assess childcare menus as well as pilot program outcomes.

**Eliza Paul Master of Arts in Law and Diplomacy (MALD) Verner Center for Early Learning NC**

Rainbow In My Tummy®: Building Consensus for Food Culture Change in Early Care and Education Centers

Rainbow In My Tummy® is a comprehensive nutrition program that works with Early Care and Education Centers to not only improve the quality of food served to children in care, but to revolutionize the way we talk about, think about, and teach our children about what a healthy relationship to food is. Completely changing the food culture of a child care center is an enormous undertaking, and building consensus among teachers, staff, parents, and children is critical to its success. In this session, you'll learn some keys steps to building that consensus for change in a positive, inclusive manner.

**Kara Viggiano BS, MPH Choose to Change WV**

Choose to Change: An Early Childhood Obesity Intervention Prevention Project in West Virginia with Focus on Healthy Lifestyle Modification

Establishing healthy eating habits and physical activity is important during the preschool years for obesity prevention. The Choose to Change Project, an early childhood obesity prevention study, uses an ecological approach to explore individual, family, and environmental factors that influence weight status amongst Pre-Kindergarten (Pre-K) populations. In addition to the above factors, the project uses biometric data and program evaluations to learn if, and how, the intervention has improved participants' lifestyle habits over time. Utilizing the biometrics, surveys, and evaluations obtained during the study, will indicate the health improvements families made during each cohort.

Monday, November 14 - 10:15-11:30

Early Childcare II

Room: Galveston

**Danielle Fastring PhD Epidemiology, MPH Epidemiology and Biostatistics Emphasis University of Southern Mississippi MS**

Implementing Color Me Healthy in Jackson County Head Start Centers: Successes, Struggles, and Future Implications

Color Me Healthy (CMH) is a program for children ages 4-5 that promotes healthy eating and physical activity. We utilized a "train the trainer" model with Head Start teachers to implement CMH in 24 Jackson County Head Start classrooms across 4 sites. We utilized a quasi-experimental study design whereby pre/post-intervention data was collected on fruit and vegetable recognition and consumption, weight, height, and waist circumference. We also collected behavioral data via a parent survey that captured the child's willingness to try new fruits and vegetables, screen time, and snacking habits. A control group was used to evaluate the program's effectiveness.

**Christina Thi MPH, RD, LD Texas Department of State Health Services TX**

Statewide Assessment of Early Care Physical Activity Policies and Practices in Texas TX

The legislatively created Early Childhood Health and Nutrition Interagency Council conducted a statewide survey of physical activity policies and practices in licensed childcare facilities in 2016. The Council is comprised of Members from state agencies and stakeholders from various disciplines and is tasked with increasing physical activity, increasing fruit and vegetable consumption, and promoting breastfeeding among Texans age 0-5 years. The results of the Early Childhood Physical Activity Survey will inform the Council members and stakeholders' actions to increase physical activity in young children.

**Michelle Lombardo DC The OrganWise Guys, Inc. GA**

Results and Best Practice from a Childhood Obesity Prevention Program with Head Start Children in MS and LA

Although reports show obesity plateauing among some young children, it remains a significant health problem in the Deep South. Head Start Centers can be leaders in prevention because children spend the majority of the day there, so interventions addressing food, education, and physical activity have potential since dosage is high. In a project called Thriving Communities, Thriving Children (TC2), an intervention addressing these topics showed statistically significant improvements in health. Among 681 children, interventions significantly improved weight and waist circumference measures in one year. Continuing and expanding this model has much promise to improve obesity status of young children.

Monday, November 14 - 10:15-11:30

Food Access

Room: Travis/Bexar

**Jenny Eyer, Senior Policy Analyst, Manager, Center for Child Health, Research and Policy, Children at Risk TX**

**Kathryn Burklund BS in Community Health Education  
15+ years managing healthy projects and grants  
University of Tennessee TN**

**Marcita Galindez MPA The University of Texas MD Anderson Cancer Center TX**

Making the Case for Healthy Food Access: A Regional, State, and Local Viewpoint

BE MORE impactful using a community-wide campaign approach to accelerate PSE change within food retail.

BUILDing a Culture of Health: Implementing a Food Rx Program as Part of a New Food System

Making healthy foods choices is not always easy, but for far too many people, a choice is not even given, as the nearest nutritious foods are located in a store miles away from their home. Efforts to increase access to healthy foods through Healthy Corner Store Programs and Healthy Food Financing Initiatives are gaining momentum both locally and regionally. This session will take a deep dive into the advocacy efforts and strategies used to increase access to healthy foods for residents in our most underserved areas.

In 2014 the University of Tennessee Extension received CDC funding to increase access to food retail and physical activity through policy, systems and environmental (PSE) change in four rural counties. A community-wide campaign, BE MORE, was created to motivate community members in making healthy choices. This campaign enhances the Extension programming and PSE changes, making the healthy choice not only the easy choice, but the desired choice. Food retail PSE change includes point-of-decision prompts, conversion to healthy check-out aisles or adding healthy displays, and providing food demonstrations. Grocers have agreed to share past sales and track future sales upon implementation.

The Harris County BUILD Partnership is an initiative of Harris County Public Health & Environmental Services, the Houston Food Bank and the University of Texas MD Anderson Cancer Center to develop a sustainable, affordable community supported local food system in a food desert that will address causes of food insecurity and poor health. The Food Prescription Program is part of the local food system and allows healthcare providers to prescribe healthy food items to an underserved population, redeemed at a local food pantry. Our program is based on an evidence-based model that has resulted in healthier communities and food systems.

Monday, November 14 - 10:15-11:30

HealthCare/HealthCare Systems I

Room: Navarro/Hidalgo/Harris

**Kathy Tucker, Director Healthworks MS**

**Lauren Morris MPH University of Arkansas, Division of Agriculture, Cooperative Extension Service AR**

**Julie Gardner M.Ed., CHES Texas A&M AgriLife TX**

FIT - Families in Transformation

Engaging unusual suspects: How the Extension System uses the Community Coalition Action Theory to make a larger community impact

Grow Into Health: A School Based Intervention for Preventing Obesity

Families in Transformation (FIT) is a collaborative effort to improve the health of at-risk youth in our community by reducing the risk of obesity and chronic disease through an intensive 8-week, family-focused intervention based on education and lifestyle changes related to physical activity and nutrition.

The University of Arkansas, Cooperative Extension Service (UACES) and its county-based staff are historically known for research-based direct education programs to address community health. Through a cooperative agreement with the Centers for Disease Control and Prevention (CDC), UACES is expanding its scope to address the obesity epidemic by combining programs with broad, community-level change through coalition-building with existing health-focused partners and new "non-traditional" partners. UACES now acts as a conduit to connect state and national resources and expertise, while building a grassroots movement to make changes to the healthy food environment and built environment across Arkansas.

Texas A&M AgriLife Extension Service has developed and implemented an eight week school based intervention to fulfill their regional project with the Medicaid 1115 Transformation Waiver program. The intervention, entitled Grow Into Health, targets 5th grade students in Central Texas schools. Grow Into Health emphasizes healthy eating and physical activity via educational and fun lessons conducted within the physical education classroom. Specific focus is on better nutrition and increased physical activity in an effort to empower students to make behavior changes which will result in improved health.

Monday, November 14 - 10:15-11:30

Healthcare Systems II

Room: Sam Houston

**Katherine Shary RD, LD Children's Healthcare of Atlanta GA**

**Deanna Hoelscher PhD, RD, LD Michael & Susan Dell Center for Healthy Living, University of Texas School of Public Health TX**

**Laciana McIntyre, Health & Wellness Co-Coordinator, Partnership for a Healthy Mississippi MS**

Community and Clinical Linkages: Aligning WIC nutrition counselors and primary care pediatricians on obesity prevention counseling strategies

Linking Primary Care with Public Health Approaches for Child Weight Management: Results from the TX CORD Project

Mississippi's Roadmap to Becoming Baby Friendly

Innovative strategies to address a population's health are required to advance obesity prevention in the southern states. Linking community and clinical partners to best address healthy behaviors is a key strategy for improved behavior change among high risk, low income families. In Georgia, training was provided to primary care pediatricians and the Women, Infants and Children's Special Supplemental Nutrition Program (WIC) on evidence based counseling and goal setting strategies. This session will highlight the importance of collaboration across sectors to enhance the patient experience and better coordinate care.

The Texas Childhood Obesity Research Demonstration (TX CORD) Project combined primary prevention (school, child-care, clinic) and secondary prevention (intensive, family-based program) approaches to child weight management in low-income, diverse families. Results indicate that intensive, secondary prevention approaches can be effective in decreasing obesity in children aged 6-12, while programs in Head Starts can be effective in decreasing obesity in younger children, aged 2-5. Outcomes were also affected by program attendance and implementation level..

Breastfeeding has many benefits for infants, mothers, families and communities. Mississippi has the third lowest breastfeeding initiation rate and the lowest breastfeeding rate at six months in the nation. In 2015, the largest private insurance company in Mississippi expanded their Maternity Care Quality Care to require all delivering hospitals across the state to gain Baby-Friendly designation in order to be considered a network provider. This discussion will explain methods that partners from across the state of Mississippi use have used over the past decade to support hospitals and communities implement best practices for quality maternity care.

Monday, November 14 - 10:15-11:30

Nutrition

Room: Liberty Hall 1

**Cati Brown-Johnson PhD Stanford CA**

**Lindsey Funk, VI Marketing and Branding, Oklahoma Tobacco Settlement Endowment Trust OK**

**Jenny Varghese Mathai, MPH, CHES, Health Education Specialist TX**

"Rethink Your Drink": An Evidence-Based Mass Media Sugar-Sweetened Beverage Reduction Campaign in Oklahoma

Evolution of Shape Your Future - Optimizing an Impactful Message Through Testing and Evaluation

An Evaluation of Healthy Dining Matters - A Community Restaurant Program in Harris County

Oklahoma has the highest rate of childhood obesity in the US, associated with consumption of sugar-sweetened beverages (SSBs). To reduce SSB consumption and combat obesity, Oklahoma's Tobacco Settlement Endowment Trust (TSET) developed and tested mass media messages for the "Rethink Your Drink" campaign, targeted at Oklahoma mothers and child caregivers. We conducted qualitative focus groups and an online survey to gather data about the acceptability, novelty, likability, strength, and potential impact on behavior of individual messages. Data suggested moving forward with a shocking "Pouring on the Pounds", and a more uplifting animated message promoting water consumption and physical activity.

This session demonstrates how simple health messaging, executed with attention-grabbing creative work, can stand out amongst other advertising and marketing to positively affect health knowledge and behaviors. This session includes multiple examples of creative elements, as well as quantitative research that demonstrates measurable progress in affecting statewide health progress.

In the United States, over half of all meals are eaten outside the home; these meals are more likely to be poor nutrition quality and higher in calories, contributing to higher counts of obesity. To help combat obesity at the environment level, the Healthy Dining Matters! Program was created. HDM is a healthy restaurant recognition program designed to motivate non-chain restaurants in low-income areas in providing a healthy environment for their customers. During this session, attendees will learn our about our evaluation plan, results from our analysis and lessons learned from our pilot year.

Monday, November 14 - 10:15-11:30

Physical Activity

Room: Liberty Hall 2

**Hannah Walters MPH Eat Smart Move More SC**

Creating community-led opportunities for safe, affordable places to be physically active

Let's Go! SC is a three-year initiative to increase options for healthy eating and active living (HEAL) in six SC communities. Community coalitions, led by part-time community coaches, identify and implement strategies in their communities and schools to improve the social and built environment to create communities where HEAL options are accessible and affordable to everyone. Communities focus on policy, systems, and environmental change strategies to ensure broad impact and sustainability. This session will explore the Let's Go! SC model of community-led change, with a specific focus on successful active living strategies that have been implemented to date.

**Kimberly S. Clay, PhD, MPH, MSW, Executive Director, Play Like A Girl!(R) TN**

Pop-Up Play Day Tour: Collective Impact to Increase Physical Activity in the South

The Pop-Up Play Day Tour is a collaborative partnership among diverse nonprofit, government, and community serving organizations across the U.S. who, collectively, share an interest in expanding the scope and impact of physical activity efforts among children across the South. Started in 2015 by Play Like a Girl and a steering committee with nonprofit and university representation, the Pop-Up Play Day Tour connects children and families to sport, physical activity and active play on the streets of their own communities using the collective impact framework to guide their efforts. In this presentation, we will discuss the year-long planning process and program implementation.

**Ellie Gladstone MPH, JD ChangeLab Solutions CA**

Innovative Approaches to Shared Use in Southern States

Many obesity prevention initiatives include shared use as a strategy to increase opportunities for physical activity. This session will highlight innovative and creative shared use approaches from communities across the Southern States. In Kentucky and Arkansas, communities have come up with inventive ways to create popular walking trails. In North Carolina, congregations are opening up their recreational facilities to their neighbors. And, in South Carolina, school districts across the state are adopting Open Use Policies. These cutting edge approaches to shared use can help expand community access to physical activity spaces in the places that need it most.

Monday, November 14 - 10:15-11:30

Schools

Room: Liberty Hall 3

**Debra Kibbe MS, Senior Research Associate Georgia Health Policy Center, Georgia State University GA**

Engaging African American Parents in School Health: Lessons Learned from a Pilot Parent Health Ambassador Training Program

Interventions to engage parents in schools, particularly in creating a healthy school environment, are very limited. The purpose of the Parent Health Ambassador Training initiative is to create a network of well-informed, engaged African American parents and to support parents in volunteering with their children's schools to support a healthy school campus including promotion of healthy eating and increasing physical activity. This session will review the process for creating and pilot testing the parent health ambassador training program. Post-training survey and focus group results will be presented.

**Andrew Springer Michael & Susan Dell Center for Healthy Living at the UTHealth School of Public Health-Austin TX**

Promoting child health in the out-of-school-time setting: Co-learning and participatory action with the Central Texas After-school Network

CTAN BOOST was a one-year initiative funded by the St David's Foundation aimed at co-learning with out-of-school-time (OST) program leaders around "boosting" the OST program setting for children's physical activity, healthy eating, and social & emotional learning. In this session, we will share highlights and lessons learned from a participatory planning process with 10 afterschool programs aimed at enhancing four key environments (policy/practice, social, information and physical) for child health promotion, guided by four overarching child health policies. This pilot initiative contributes to the broader practice base for engaging diverse OST program providers for child health promotion.

**Sonia Noriega B.S. in Kinesiology with a minor in Education Ysleta Independent School District TX**

Creating a Culture of Health in Ysleta ISD

In 2015, the Ysleta Independent School District in El Paso, TX adopted the CATCH Coordinated School Health program in 14 elementary schools to improve students' physical activity and nutrition and reduce obesity. Following a successful first year, this project is now expanding district wide to 37 elementary schools. Learn about the steps taken to build support for coordinated school health among administrators, teachers, parents, and the community, as well as best practice strategies for creating a health-promoting school environment. Lessons learned, evidence of program impact, and the district's plans for sustaining coordinated school health will also be discussed.

Monday, November 14 - 10:15-11:30

Focus on Youth

Room: Liberty Hall 4

**Tiereny Lloyd MPH Afterschool Alliance DC**

**Shannon Barrett-Williams, PhD, HealthMPowers MS**

**Gregory Johnston PhD, LPC-I Covenant BodyMind Initiative TX**

Advancing Healthy Eating and Physical Activity Policy in Out of School Time Settings

Empowering Healthy Active Schools

The Positive Side of Obesity Prevention: Applying positive youth development framework to obesity prevention.

This session will increase awareness about the importance of using the out of school time setting as a viable venue to combat childhood obesity. It will highlight the national effort, with an emphasis on southern states, to increase access to healthy foods and more time for children to participate in health promoting physical activity in out of school time programs. Lastly, it will provide practical strategies on how state and local advocates can incorporate healthy eating and physical activity standards into out of school time settings through regulatory and legislative change.

This was a one year school-based project focused on 4,000 4th grade students to increase the amount of physical activity accumulated during the school day. There were approximately 200 teachers at 39 schools involved in this project. Teachers participated in one of two professional development groups: face to face or virtual. Data were collected over a 8 month period (one full school year). Data points collected and analyzed include daily steps, MVPA in physical education, pre/post BMI, pre/post PACER scores, and pre/post physical activity and behavior knowledge. There was an overall increase of physical activity during the school day over the course of the school year.

Positive Youth Development (PYD) focuses on enhancing individual strengths and promoting positive outcomes through developing skills rather than eliminating deficits. PYD looks at youth as assets to be developed rather than problems to be solved. This whole child approach has been successfully implemented in an obesity prevention program in Texas. Building skills in a variety of areas and identifying youth as resources helps to promote resiliency and healthy decision-making. This session will overview this case study and present data from a longitudinal study illustrating the effectiveness of the program over time.

Monday, November 14 - 10:15-11:30

Worksite Wellness

Room: Liberty Hall 6

**Jennifer Wright BS, Exercise Science MPH, Health Policy & Administration SC Hospital Association SC**

**Mudita Upadhyaya DrPH, MPH University of Texas, School of Public Health, Houston, TX**

**Kelsey Keel MPH, Tulane University School of Public Health and Tropical Medicine MS Gulf Coast Youth Health Coalition MS**

A Healthier State House: SC Policy Makers Leading by Example, Making the Capital Complex a Healthier Place to Work, Play, and Govern

TMC O2 (obesity and overweight) challenge: three interventions to reduce overweight and obesity rates in Houston Texas

Let's Go! Gulf Coast: A Community Based Partnership Creating Sustainable Worksite Wellness Initiatives in South Mississippi

SCHA's Working Well has been establishing cultures of well-being in a cross-sector of worksites since 2011. Success with the Cabinet agencies and energy generated by legislative champion, Rep Neal Collins, catalyzed an opportunity to work with the SC General Assembly. Fitness focused but containing elements of nutrition and achieving a healthy weight, individual resources and organizational assistance are provided. By increasing access and opportunity, providing skill development, connecting with preventative benefits, and encouraging healthy eating and active living through motivating challenges, sustainable healthy behaviors and a culture of wellbeing at the State House are possible. Showing the positive impact PSE can have on behaviors and health status may lead to increased support of state level health policies.

Texas Medical Center Health Policy Institute has collaborated with 56 diverse work-sites to implement a three armed, evidence based wellness program to reduce obesity rates, and encourage healthy food choices among employees. The first arm of the intervention (TMC O2 Challenge) is participation in one of the two evidence-based diet program (Weight watchers and iDiet). The second intervention element is the use of a traffic light labeling system in the vending machines across the Texas Medical Center. The third intervention is the implementation of the traffic light labeling system in cafeterias. Institutions can individually chose to implement a combination of these strategies.

Let's Go! Gulf Coast is a community based intervention that uses a multi-setting approach to reach youth and families founded on the premise that if families are exposed to consistent health promotion messages across several settings, and if those settings have policies and environments that support healthy choices, they will be more likely to adopt or maintain those behaviors in their daily lives. The program operates within five sectors through implementation of the '5210 Partnership Challenge.' This session will focus on the 'Healthy Workplaces' setting and highlight the challenges of implementing a successful environmental level worksite wellness program in South Mississippi.



Monday, November 14 - 1:00 - 2:15pm

Early Childcare

Room: Sam Houston

**Jamila Taylor ,BSN, MBA, Associate Director Early Years Network, Mississippi State University Extension MS**

**Eric Moreno, Research Area Specialist senior, Institute for Health Promotion Research, UT Health Science Center at San Antonio TX**

**Jamie Jeffrey MD, FAAP KEYS 4 HealthyKids Director Charleston Area Medical Center WV**

Supporting Healthy Communities by Targeting Early Care and Education Providers

Utilizing Role Model-Based Change an an Online Network to Affect Latino Childhood Obesity Prevention Policy

KEY 2 a Healthy Start: A quality improvement initiative in early care and education to prevent childhood obesity

This session explores how technical assistants implement the NAP SACC and Color-Me-Healthy curriculum in low-income early care and education settings in Mississippi to promote healthy eating and physical activity in children. Technical assistants work directly with providers, directors, and kitchen staff to select healthy food options for children as well as activities to promote physical development of young children. Data analysis, using the Environment and Policy Assessment and Observation (EPAO) instrument, will be shared during this presentation to provide evidence that this nutrition and physical activity-based technical assistance does have a positive impact in combating childhood obesity.

Latino youth are more likely to be obese/overweight (39.1%) than non-Hispanic white children (31.8%). Salud America! (SA!) promotes the work of role models across the country (Salud Heroes) through the utilization of an online platform and through that promotion, we facilitates healthy changes in communities and in public policy. The session will discuss how SA! fuels these changes through our use of verified data, our digital and video communications packages, action campaigns and contests, and our variety of social media activities including weekly Tweekchats and SaludLive broadcasts.

This session will describe the Key 2 a Healthy Start initiative which is a quality improvement initiative in early care and education that serves as a primary obesity prevention strategy at the neurodevelopmental age when children are learning life-long habits. The initiative consists of training workshops in a peer-learning collaborative, self-assessment of nutrition and physical activity practices, policies and environments, goal setting and implementation plan and targeted technical assistance. Key topic areas include the role of child care staff in obesity prevention, nutrition standards and menu planning, incorporating gardens and garden-based learning, physical activity curriculum, healthy celebrations and parent engagement.

Monday, November 14 - 1:00 - 2:15pm

Food Access I

Room: Galveston

**Katrina Betancourt Masters in Kinesiological Science, ABD Doctorate in Health Education with an emphasis on Public Policy Arkansas Coalition for Obesity Prevention (ArCOP) and Arkansas Hunger Relief Alliance (AHRA) AR**

**Katie Chennisi MPH Harris County Public Health & Environmental Services TX**

**Mike Pomeroy Masters of Public Health Brighter Bites TX**

Double Up Food Bucks for SNAP Recipients

Targeting the Retailers: Partnership for Healthy Food Access in north Pasadena

Brighter Bites: Implementing a Food Co-op Concept in Underserved Schools

The goal of this project is to increase access to fresh fruits and vegetables among low-income Arkansans in at-risk communities by doubling the spending power of SNAP participants at participating Farmers' Market venues. The project will establish Double Up Food Bucks® programs in underserved, SNAP-eligible farmers markets. The project will work toward the unification of a statewide program expansion of SNAP-qualified markets. In the long term this will contribute to curbing obesity-associated chronic disease in Arkansas.

Strong partnerships are the key to success. Since 2014, various entities have been working together to make healthy food easier to access and identify in restaurants and corner stores in north Pasadena. Learn about the partnership between a community collaborative (Healthy Living Matters-Pasadena), our local health department (HCPHES), and a community-based organization (CAN DO Houston), and see how they are working together to support healthy changes in north Pasadena.

Food co-op models have gained popularity as a mechanism for offering affordable, quality produce. We will discuss the challenges, successes, and lessons learned from implementing Brighter Bites, a school-based program using a food co-op model combined with nutrition education to improve access to and intake of fresh fruits and vegetables among low-income children and their families. Challenges with implementing CATCH (Coordinated Approach to Child Health), recruiting volunteers, and educating parents will be described, and we will discuss our solutions for those issues.

Monday, November 14 - 1:00 - 2:15pm

Food Access II

Room: Dallas

**Anna Macnak RDN, LD, CDE San Antonio Metropolitan Health District TX**

**Bharti Shetye Medical Doctor Florida Department of Health in Pinellas FL**

**Anna Brewster, MS, The University of Texas MD Anderson Cancer Center TX**

Increasing Access to Healthful Food Choices through Collaborations with Restaurants

Weight Management Clinic: Treating Obesity in the Uninsured and Low-Income Population

Community Health Collaboration: Leveraging and Evaluating the Collective Impact Approach

In this session, participants will learn about a thriving restaurant recognition program in San Antonio that works to increase access to healthy options in the community by labeling meals that meet specific nutritional criteria. The collaborative nature of the program between invested community groups and industry partners is the recipe for success and has been replicated in other counties in Texas. Participants will take away the knowledge of what partnerships to consider when implementing a restaurant program and methods for measuring the programs impact on the community.

The session will be used to educate attendees on how the Weight Management Clinic has applied for funding to implement the Fruit and Vegetable Voucher Program (FVVP) and formed invaluable partnerships between local organizations in the community to decrease weight and improve health care indicators of obese, low-income/uninsured clients at the Florida Department of Health in Pinellas. Emphasis will be placed on the collaborative approached use to achieve success in weight loss and improved health care indicators. The collaborative approach includes clinic visits with a bariatrician and/or dietitian, support groups, cooking demonstrations and the FVVP.

The Harris County BUILD Health Partnership (BUILD Partnership) is an initiative of Harris County Public Health & Environmental Services, the Houston Food Bank, and the University of Texas MD Anderson Cancer Center to launch a local food system in north Pasadena, TX to reduce food insecurity and encourage healthy eating behaviors. The BUILD Partnership is leveraging the collective impact approach, a framework used to bring together important actors from different sectors to solve a specific social problem. Our session will not only describe how our Partnership is using collective impact but also how we are evaluating the collective impact approach.

Monday, November 14 - 1:00 - 2:15pm

Healthcare/Healthcare Systems

Room: Travis/Bexar

**Doreleena Sammons Hackett, SM, CPM, Executive Director— Directors of Health Promotion and Education (DHPE) DC**

**Ellie Gladstone MPH, JD ChangeLab Solutions CA**

**Diane Dowdy, PhD Assistant Professor, Health Promotion and Community Health Sciences Department Texas A&M School of Public Health TX**

Introduction to the Systems Change Process

Partnering with the Faith Community to Create Healthy Weight Policy Change

Reboot, Revise, Refresh: New Fittings for the Live Smart Texas Coalition

This course orients participants to the systems change process, including how a local or state coalition might influence both systems change and implementation. Through interactive exercises, lecture, and group discussion, participants become familiar with five topics: 1) defining social/health problems; 2) analysis to identify solutions; 3) advocacy to influence the systems change process; 4) implementation of an enacted policy; and 5) evaluation of systems change.

As part of a strategic planning process, we interviewed key informants from both policy-focused and health-focused faith initiatives and organizations. The purpose of these interviews was to understand how to translate the faith community's growing interest in health into Policy, Systems, and Environment in support of health eating and active living at the congregation and community levels. We also wanted to better understand how the faith community successfully creates social and policy change and identify connections between the faith community's policy priorities and obesity prevention initiatives. This session will present findings from these key informant interviews.

Much of what is accomplished in public health requires time, talent and resources, and the collective impact of multiple organizations and leaders. Reducing the burden of obesity in Texas is no exception. The complexity of the public health issue along with its vast geographic differences requires more than a "one size fits all" approach. This session describes the evolution of a decade-old, state coalition in addressing obesity prevention and control and how its new governance structure and regional membership is designed to impact obesity rates in Texas.

Monday, November 14 - 1:00 - 2:15pm

Nutrition

Room: Navarro/Hidalgo/Harris

**Ryan Eason B.S. Exercise Science HCA North Texas TX**

Kids Teaching Kids

Kids teaching kids<sup>SM</sup> engages children in better nutrition by getting them involved in the planning and preparation of healthful foods. Registered dietitians from Medical City Children's Hospital visit Texas ProStart culinary students in high schools, educating them about nutrition, reading food labels and calculating nutrition facts for recipes. The students are tasked to create, fun, kid-friendly snack recipes that incorporate fruits and vegetables and are easy for elementary school aged children to prepare themselves. During the 21-Day Challenge, elementary school aged children will create and eat a healthful snack daily, using recipes created by the culinary students. Our data shows that kids are getting in the kitchen, trying new fruits and vegetables, eating more fruits and vegetables and developing new healthful habits at snack time.

**Shreela Sharma PhD, RD, LD The University of Texas Health Science at Houston, School of Public Health TX**

A Pilot Study of a Multi-Component Community-Based Program on Fruit and Vegetable Availability and Daily Consumption, Physical Activity, and Breastfeeding Intention among Lower-Income Pregnant Women in Houston Texas

Healthy Eating Active Living (HEAL) is a multi-component, community-based, Community Health Worker -led five-week program designed to promote healthy weight gain among Medicaid-eligible pregnant women in Houston, TX. The purpose of this study is to evaluate the effectiveness of HEAL in improving participants' home nutrition environment and increasing daily fruit and vegetable (FV) consumption, time spent on physical activities (PA), knowledge, perceived benefit and intention to breastfeed, and decreased sugar-sweetened beverage (SSB) consumption.

**Gina Brandenburg, MS, CHES, Program Manager, Tanner Health System GA**

Live Healthy in Faith: Engaging African American Churches in Evidence-based Health Programs

Eliminating health disparities and reducing chronic disease among African Americans living in rural communities is a key priority of Tanner Health System's Get Healthy Live Well Faith initiative. This session will review results from organizational and individual congregational member assessments conducted with 7 African American churches in a three-county region to understand personal, organizational and community barriers to achieving good health. It will also highlight lessons from a healthy policy and planning workshop conducted with the 7 churches to support implementation of health strategies to impact physical activity, nutrition, and obesity/chronic disease-related behaviors.

Monday, November 14 - 1:00 - 2:15pm

Physical Activity

Room: Liberty Hall I

**Cati Brown-Johnson PhD Stanford CA**

Who is "Shape Your Future" Reaching? Evaluation of a Physical Activity Promotion Mass Media Campaign in Oklahoma

Oklahoma has the highest rate of childhood obesity in the US. To reduce SSB consumption and combat obesity, Oklahoma's Tobacco Settlement Endowment Trust (TSET) launched "Shape Your Future," a mass media campaign promoting physical activity (PA) and healthy eating messages (60 minutes PA daily; fill 1/2 of plate with fruits and vegetables). Serial cross-sectional state-based data suggest increasing message penetration. Multivariable models showed strengths in targeting women and 18-44 year olds (typically mothers of younger children), and gaps for smokers and less-educated individuals.

**Leslie Denner, VI Marketing and Branding, Oklahoma Tobacco Settlement Endowment Trust OK**

Capturing an Audience Through Event Marketing - Steps to Maximizing ROI

This session demonstrates how event marketing can be scaled to fit any demographic and budget. Shape Your Future shows steps to a successful event through activation of a campaign's core messaging and overall planning to determine a target that aligns with the brand and its objectives. Shape Your Future will provide examples of how the audience is left with practice of a healthy behavior along with takeaway materials to reinforce the awareness of the brand as well as tools to continue making the healthy choice in their daily lives.

**Kristina Giard-Bradford MAEd Tennessee Dept. of Health TN**

The Tennessee Department of Health Run Club Toolkit

The Tennessee Department of Health collaborated with over 20 partners to create a run club toolkit. The toolkit was designed for those with little to no experience with a run/walk club, and for those that may have no experience as a runner. The Tennessee Commissioner of Health, Dr. John Dreyzehner, is passionate about increasing the number of clubs for youth in the state, and we hope this toolkit can help to remove barriers to implementation. Run/walk clubs provide an opportunity for students to be physically active, to help achieve the recommended 60-minutes a day of moderate to vigorous physical activity



**Monday, November 14 - 1:00 - 2:15pm**

**Schools I**

**Room: Liberty Hall 2**

**Andi Nelson Recipe for Success Foundation TX**

**Alexis Etow, Staff Attorney, ChangeLab Solutions CA**

**Brandy Bowlen R.N. Klein ISD Epps Island Elementary TX**

Impacting Student Nutrition Education from Seed To Plate: A Recipe For Success

Shared use of school kitchens: The Promise and Challenges

School Nurses: Creating a Culture of Wellness

Recipe for Success Foundation is actively addressing and combatting the childhood obesity epidemic through hands-on learning that introduces children to their food from seed to plate. Through standards-aligned program curriculum, children participate in the entire cycle of food and gain a new appreciation for food in an engaging, fun environment! Attendees will learn about the importance and impact of weaving nutrition education into their campus culture. The presenter will share best practices, ready-to-use tools to implement, and overview the Common Core aligned Seed- to-Plate Nutrition Education Program™. How to access the VegOut! Challenge the FarmerMarKIDS curriculum will be included.

Shared use, also known as joint use, has shown promise as a way to expand and enhance community access to recreational facilities and combat childhood obesity. Shared use of school kitchens is less established, but may be an equally useful tool for providing communities, non-profits, educators and small scale businesses access to kitchen facilities. This session will discuss some of the types of shared use, their benefits and some of the challenges of implementation.

Where childhood obesity prevention is concerned, school nurses have a pivotal role in identifying students who are currently or are at risk for becoming overweight and obese. They are equipped with the knowledge and leadership abilities to determine root causes and offer support for families directly. Nursing staff in schools collect data yearly on height, weight and BMI and identify social, cultural and economic factors involved. This is the motivational story of how one nurse has directly impacted her school community in the realm of Health and Fitness.

**Monday, November 14 - 1:00 - 2:15pm**

**Schools II**

**Room: Liberty Hall 3**

**Sarah Sliwa, Phd, Centers For Disease Control and Prevention Division of Population Health, School Health Branch GA**

**Maria Eugenia Perez MEd EdD The University of Texas, Health Science Center at Houston, School of Public Health TX**

**Karen Burnell M.Ed. Texas PTA - Healthy Lifestyle Liaison TX**

Supporting physical activity and healthy eating in schools through the Whole School, Whole Community, Whole Child

Outcomes and cultural adaptations of a family-based intervention program for overweight and obese children in a predominantly low-income Mexican-American population.

PTA Healthy Lifestyles + Healthy Families = Healthy Schools

The Centers for Disease Control and Prevention (CDC) and ASCD collaborated on the release of the Whole School, Whole Community, Whole Child (WSCC) framework. This session introduces WSCC, explains how it expands on the Coordinated School Health and Whole Child models, and presents CDC resources that can advance the implementation of evidence-based strategies consistent with the framework to support school nutrition and activity environments: a toolkit to promote drinking water in schools, materials to engage parents in creating a healthy school nutrition environment, and the Comprehensive School Physical Activity Program (CSPAP) guide.

Obesity in South Texas is prevalent among youth, driving up long term health expenditures from chronic disease. UTHHealth has implemented an evidenced-based program called MEND to provide intensive education and a variety of supports for youth aged 6 – 13 and their families. MEND (Mind, Exercise, Nutrition, Do it!) is a multi-national evidence based family-based intervention program for children aged 6-13 years who are above a healthy weight. The intervention program is being implemented in the Rio Grande Valley, which has a primarily Mexican-American population and some of the highest rates of obesity and poverty in the nation. We will provide a description of the MEND program, report on the outcomes, the cultural adaptations and lessons learned from implementing MEND in the Rio Grande Valley.

Is your PTA healthy? Learn more about the role of the Texas PTA Healthy Lifestyles Chair and how they can play an integral part in school's wellness efforts and policy revision. Texas PTA engages and empowers families to advocate for students and legislative reform. Discover all the ways National and Texas PTA are promoting healthy lifestyles and supporting the whole child.

**Monday, November 14 - 1:00 - 2:15pm**

**Successful State Level Initiatives**

**Room: Liberty Hall 4**

**Emily O'Sullivan MS, CHES South Carolina Hospital Association SC**

**Steve Amos Professional with over 30 years experience in education, health, technology, US and international marketing and advertising. HealthCode TX**

**Andrea Ridgway, MS, RD, LD, CDE Arkansas Dept. of Health AR**

Still Working Well after 5 Years: How an evidence-based, scalable strategy is spreading healthy eating and active, tobacco free worksite cultures across sectors and states.

Empowering healthy communities: employees, families, students and extended community

Healthy Active Arkansas: A 10 Year Plan to Improve the Health of Arkansans

Working Well is a statewide worksite wellbeing initiative focusing on implementing cultures that support employees reaching their optimal health. Key elements including leadership engagement, assessment, implementation assistance, and evaluation which offer customizable, scalable solutions to fit employer needs across sectors and states. What began in, setting them up to lead by example and serve as a catalyst for other businesses now expands to diverse business sectors, including the Governor's cabinet agencies, and most recently to a SC State House Initiative activating legislators, lobbyists, and staff. A comprehensive approach to tobacco-free people and places, delicious and affordable healthy food, and physical activity opportunities during the workday create a framework for sustainable impact that can be replicated.

The Million Mile Month (MMM) is a free non-profit program, involving organizations and individuals in more active, healthier life-styles to help address the obesity epidemic. Participants in all 50 states and 36 countries, achieved 1.6 million miles of activity during April 2016; MMM is the global employee wellness program for several organizations and a fun "Superintendent Challenge" among school districts. Learn a practical, easy to administer program for your organization and community to engage individuals, families and students in their health; through a fun, collective community wide goal of achieving a million miles of physical activity.

Arkansas Gov. Asa Hutchinson launched this statewide framework in October 2015 to improve the health of all Arkansans. The plan, titled Healthy Active Arkansas, contains nine focus areas all tied to improving the health of Arkansans through healthy food choices and increased access to physical activity. The presentation will briefly discuss the nine focus areas and strategies for each. This plan promotes both state and local change and has buy-in across sectors and from multiple organizations. The plan contains recommendations not just for health, but for businesses, governments, civic organizations and individuals. The plan challenges all of Arkansas to work together.

**Monday, November 14 - 1:00 - 2:15pm**

**Youth Initiatives**

**Room: Liberty Hall 6**

**Kyle Wilson Treasurer, Oliver Teen Advisory Board Oliver Foundation TX**

**Raj Solanki Social Media Coordinator, Oliver Teen Advisory Board Oliver Foundation TX**

**Amy DeLisio MPH, RD Public Health Institute Center for Wellness and Nutrition CA**

Vending Machines – America's BIG problem: A look into how the healthy vending trend can lead to decreased obesity rates and better health

Fitness for Fun!

Maximizing Partnerships to Support Youth

Over 30 percent of America's youth are overweight dramatically increasing their chances of developing serious health issues like diabetes, heart disease, stroke and even cancer as adults. Approximately 1.5 million Vending machines are located in schools across the nation making poor food choices easy. This session will bring a greater awareness on how changing vending machines selections can help fight obesity and discuss strategies used by successful institutions.

This will be a persuasive presentation encouraging people be physically active each day. The presentation will include ways to have fun while working out and easy ways to become physically fit. The presentation will also include delicious healthy meals that can be made on a daily basis.

The Public Health Institute (PHI) Center for Wellness and Nutrition (CWN) and the University of California CalFresh Nutrition Education Program (UC CalFresh) are implementing a Youth Engagement Pilot Project in six diverse counties in California. The goal of the project is to broaden positive youth development impacts and principles that create leadership opportunities and result in low income youth as decision makers in healthy changes. Specific focus areas include intentional linkages with 4-H programming, Smarter Lunchrooms Movement, physical activity integration, community and school gardens and other policy, systems and environmental changes that are identified through Youth-led Participatory Action Research projects.