



Monday, November 16, 2015 10:15-11:30 am

THIS IS SCHEDULE IS SUBJECT TO CHANGE

Room	Room	Room	Room	Room	Room	Room			
<b>Early Childhood</b>	<b>Food Access</b>	<b>Healthcare/Healthcare Systems</b>	<b>Nutrition</b>	<b>Physical Activity/Policy</b>	<b>Wellness Initiatives</b>	<b>Schools</b>	<b>Schools</b>	<b>Systems Change and Collaboration</b>	<b>Obesity Research and Trends</b>
<p><b>Mariah L. Cole, Attorney, Robert Wood Johnson Foundation Center for Healthy Policy at Meharry Medical College (TN)</b></p> <p><b>The Healthy Start: Youth Obesity Prevention</b></p> <p>This session will describe a pilot study conducted in 2014 at two inner-city markets in low-income food deserts in Birmingham, Alabama providing a direct healthy food incentive. Double Backs to SNAP food stamp recipients. Double Backs increased access to SNAP fresh fruits and vegetables by providing incentives to purchase fresh produce. This program addresses the core issues that create the environment for childhood obesity.</p>	<p><b>Royne Manafila, MPH, Jefferson County Department of Health's Public Health Advisory Panel</b></p> <p><b>Obesity Prevention during Well-Child Visits: An Innovative Early Prevention Pilot Program Utilizing Children's County Department of Health's Public Health Advisory Panel</b></p> <p>This session will describe a pilot study conducted in 2014 at two inner-city markets in low-income food deserts in Birmingham, Alabama providing a direct healthy food incentive. Double Backs to SNAP food stamp recipients. Double Backs increased access to SNAP fresh fruits and vegetables by providing incentives to purchase fresh produce. This program addresses the core issues that create the environment for childhood obesity.</p>	<p><b>Cheryl Williams, RD, Children's Healthcare of Atlanta (CA)</b></p> <p><b>Combating Obesity: From Service Approaches to Systems Approach</b></p> <p>A Central Goal at Safe Routes to School Implementation in Texas</p> <p>A Systems Modeling Approach to Addressing Childhood Obesity</p>	<p><b>Susan Gorder, PhD, MCHES, Director of Health Promotion and Education (NHPP) (DC)</b></p> <p><b>Combating Obesity: From Service Approaches to Systems Approach</b></p> <p>A Central Goal at Safe Routes to School Implementation in Texas</p> <p>A Systems Modeling Approach to Addressing Childhood Obesity</p>	<p><b>Heather Attaberry, MPH, Michael Susan Dell Center for Health Equity of Texas School of Public Health (TX)</b></p> <p>A diverse set of promising interventions will be required to reverse the complex epidemic of childhood obesity. This challenge to understand the effective impact of these multiple interventions on obesity prevalence over the long term. This "challenge" can be overcome by using a collaborative obesity systems model. This session will highlight how a multi-system approach to obesity prevention and control can be implemented. Participants will understand the impact of planning and implementation processes which can be translated for use by local health departments and other organizations and communities to ensure success.</p>	<p><b>Debra Kibbe, MS, Senior Research Associate, Georgia Health Institute (GA)</b></p> <p><b>Alison Nibrier, MPH, Center for Disease Control and Prevention (CDC) CA</b></p> <p>CDC School-based Surveillance of School Health and Physical Activity Policies and Practices</p> <p>The Centers for Disease Control and Prevention (CDC) monitors the status of healthy eating and physical activity policies and practices in schools through the School Health Policies and Practices Study (SHPPS) and School Health Profiles surveillance system (Profiles). In the context of CDC's School Health Guidelines to Promote Healthy Eating and Physical Activity, CDC will report national-level 2014 SHPPS data on school physical education, physical activity, nutrition services, and physical education. Additionally, CDC will report state-level 2012 Profiles data on physical activity, physical education, and nutrition practices in schools for 16 states represented at the Summit in obesity Summit.</p>	<p><b>Randy Healy, MS, Texas A&amp;M AgrLife Extension (TX)</b></p> <p>Extending Learn, Grow, Eat &amp; GO! classroom curriculum to reach limited resource adult audiences.</p> <p>Empire Texas A&amp;M AgrLife's Learn, Grow, Eat &amp; GO! (LEGO) classroom curriculum emphasizing science, math, reading, and social studies with vegetable health outcomes through vegetable tastings, recipe demonstrations, gardening activities, and family engagement materials. LEGO has demonstrated weight stability with modest (low-calorie, low-fat) food choices and vigorous daily physical activity, and increased vegetable exposure through policy systems and preference in youth audiences and has been shown to reach into the home through increases in healthy family practices, participation in physical activities as a family, and eating and trying new recipes.</p>	<p><b>Jackie Hawkins, MS/Rural Public Health and Planning and Rural Health</b></p> <p>Creating Policy Systems and Environmental Changes in the Mississippi Delta Region: Findings from the Rural Health Council Initiative</p> <p>The Mississippi Delta Health Collaborative (MDHC) Rural Health Council (RHC) initiative works with local mayors to establish mayor health councils to improve health outcomes at the community and local level. To facilitate the promotion and implementation of policy systems and environmental change strategies, MDHC established mayor health councils through MHC. At the municipal level, MHC, with the assistance of local health departments, addresses comprehensive chronic disease prevention in cities and towns through the use of the 18-county Delta region. Many goals were charged with creating healthy environments through policy systems and preference in youth audiences and has been shown to reach into the home through increases in healthy family practices, participation in physical activities as a family, and eating and trying new recipes.</p>	<p><b>Jeff Hatina, PhD in Public Health, Texas A&amp;M School of Public Health (TX)</b></p> <p>The State of Obesity in Texas: A Systematic Review of Obesity Interventions in Texas</p> <p>This session will review peer-reviewed literature published in the last 10 years that provides results of obesity interventions implemented in Texas populations. This descriptive study will show what interventions have and have not been successful, how they were funded, what geographic location they were implemented in, and what populations participated in the intervention (adults vs. children, race/ethnicity, etc.). The result of this study will be used to inform the state of Texas for advocating for resources and support in Texas state legislatures.</p>	
<p><b>Reidie Aguilera, MS Health/Kinesiology, Salud America! (TX)</b></p> <p><b>Salud America! Growing Health Change Using the Evidence-Based Policy Contribution Spectra and On-line Networking to Promote Advocacy for Later Childhood Obesity Prevention</b></p> <p>Using Local Mayoral Champions to Revitalize Childhood Obesity Commission</p>	<p><b>Katrina Betancourt, Chair-elect ACOP (AR)</b></p> <p><b>Implementing Clinical Quality Improvement Strategies to Address Obesity as a Risk Factor for Hypertension</b></p> <p>Scale Down: South Carolina's Initial Approach to Obesity Prevention</p>	<p><b>Xavier Johnson, MPH, Mississippi Dept. of Health (MS)</b></p> <p><b>Joseph L (Leo) Pearson, MS, DrPH, South Carolina Institute of Medicine and Public Health (SC)</b></p> <p>Effects of Funding Allocation for Safe Routes to School Programs on Active Living: A Case Study of a Reported Physical Activity and Environmental Factors</p>	<p><b>Debra Kibbe, PhD, MPH, Texas A&amp;M School of Public Health (TX)</b></p> <p><b>Stanna Paulson, APR, Oklahoma Tobacco Settlement Endowment Trust (OK)</b></p> <p><b>Kathy Knight, PhD, RD, LD, University of Mississippi (MS)</b></p> <p><b>Kathy Knight, PhD, RD, LD, University of Mississippi (MS)</b></p> <p><b>John Chen, President, Oliver Foundation Teen Advisory Board (MS)</b></p> <p><b>Teresa Carothers, PhD, RD, LD, University of Mississippi School of Applied Sciences (MS)</b></p> <p><b>Loi Zhang, PhD/Director of Health and Data Research, MS State Dept of Health (MS)</b></p>	<p><b>Salud America! Growing Health Change Using the Evidence-Based Policy Contribution Spectra and On-line Networking to Promote Advocacy for Later Childhood Obesity Prevention</b></p> <p>Using Local Mayoral Champions to Revitalize Childhood Obesity Commission</p> <p>Since the beginning of ACOP's growing healthy communities and sharing initiative designed to help participating organizations improve their outcomes, it is a systematic approach to healthcare quality improvement in which organizations and providers test and measure practice innovations that address the objectives of the action plan. Through setting specific, measurable, achievable, relevant, and time-bound implementation of successful strategies. Successful clinics change from a provider-oriented system to a patient/family/community-oriented system of care utilizing a team-based approach. During this session, the presenter will discuss the importance of components of the initiative are underway and momentum is building to reduce obesity rates.</p>	<p><b>Debra Kibbe, PhD, MPH, Texas A&amp;M School of Public Health (TX)</b></p> <p><b>Stanna Paulson, APR, Oklahoma Tobacco Settlement Endowment Trust (OK)</b></p> <p><b>Kathy Knight, PhD, RD, LD, University of Mississippi (MS)</b></p> <p><b>John Chen, President, Oliver Foundation Teen Advisory Board (MS)</b></p> <p><b>Teresa Carothers, PhD, RD, LD, University of Mississippi School of Applied Sciences (MS)</b></p> <p><b>Loi Zhang, PhD/Director of Health and Data Research, MS State Dept of Health (MS)</b></p>	<p><b>Salud America! The Robert Wood Johnson Foundation Research Network to Prevent Obesity Among Latinos</b></p> <p>Children's empowerment Latino communities to create sustainable health promoting environments through policy and systems-level change. Change can occur at many different levels, but engaging people to take action can be challenging. This presentation will show the how the use of evidence-based policy contribution spectra on-line campaigns, and peer role modeling serve as an effective means for communicating, educating and empowering individuals to participate in policy change at a grassroots level.</p>	<p><b>Salud America! The Robert Wood Johnson Foundation Research Network to Prevent Obesity Among Latinos</b></p> <p>Children's empowerment Latino communities to create sustainable health promoting environments through policy and systems-level change. Change can occur at many different levels, but engaging people to take action can be challenging. 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<p><b>Heidi Keenan, Masters Counseling/ Virginia Early Childhood Foundation (VA)</b></p> <p><b>Getting Children to Kindergarten at a Healthy Weight: Improving Eating and Activity Routines in Child Care Programs</b></p>	<p><b>Tracie Wicks, MPH, Mississippi Dept. of Health (MS)</b></p> <p><b>Study of the Relationship between Primary Care Providers with Obesity Prevalence Rate in Mississippi</b></p> <p>Obesity is a major public health concern in the United States. Since 1980, the prevalence of adult obesity has nearly tripled from 13% to 36%. For the last decade, Mississippi has had the highest obesity rates in the nation. Although various approaches have been adopted to combat this epidemic, efforts that have only been successful in the upward trend of obesity prevalence. To reduce population obesity, alternative approaches need to be examined. One such possibility may be to increase the number of primary care providers (PCPs) to monitor and prevent obesity. However, past research on the relationship between primary care workforce and obesity prevalence is limited. The purpose of this study is to identify the outcome of this relationship.</p>	<p><b>Donna Nichols, MEd, Michael and Susan Dell Center for Health Equity of Texas School of Public Health (TX)</b></p> <p>How do we communicate the impact of Obesity Prevention Policy? Don Your Own Health: Wellness</p> <p>Don Your Own Health Louisiana (DYOH) is comprehensive health program designed to empower Louisianians to become active participants in their own health and health care through healthy eating, physical activity, as well as an overall healthy lifestyle. This program has been separated into three-month challenges such as weight loss and steps (physical activity). Each participant will be asked to form teams and begin achieving weight loss from a healthy perspective that is well as an accumulated activity in the form of a series of tasks ranging from light exercise (e.g. gardening and walking) to heavy exercise such as running.</p>	<p><b>Donna Nichols, MEd, Michael and Susan Dell Center for Health Equity of Texas School of Public Health (TX)</b></p> <p>How do we communicate the impact of Obesity Prevention Policy? Don Your Own Health: Wellness</p> <p>Don Your Own Health Louisiana (DYOH) is comprehensive health program designed to empower Louisianians to become active participants in their own health and health care through healthy eating, physical activity, as well as an overall healthy lifestyle. This program has been separated into three-month challenges such as weight loss and steps (physical activity). Each participant will be asked to form teams and begin achieving weight loss from a healthy perspective that is well as an accumulated activity in the form of a series of tasks ranging from light exercise (e.g. gardening and walking) to heavy exercise such as running.</p>	<p><b>Andra Odum, MPA, Louisiana Dept of Health and Hospitals/ Bureau of Maternal Health Access and Promotions (LA)</b></p> <p><b>Amaro Garza, MEd, Los Fresnos ISD (TX)</b></p> <p><b>Bradley Few, Teen Advisory Board, Oliver Foundation (TX)</b></p> <p><b>Kate Bachman, Director FITWOT (TX)</b></p> <p><b>Rebecca Kolbe, PhD, Professor, University of Southern Mississippi (MS)</b></p>	<p><b>Andra Odum, MPA, Louisiana Dept of Health and Hospitals/ Bureau of Maternal Health Access and Promotions (LA)</b></p> <p><b>Amaro Garza, MEd, Los Fresnos ISD (TX)</b></p> <p><b>Bradley Few, Teen Advisory Board, Oliver Foundation (TX)</b></p> <p><b>Kate Bachman, Director FITWOT (TX)</b></p> <p><b>Rebecca Kolbe, PhD, Professor, University of Southern Mississippi (MS)</b></p>	<p><b>Andra Odum, MPA, Louisiana Dept of Health and Hospitals/ Bureau of Maternal Health Access and Promotions (LA)</b></p> <p><b>Amaro Garza, MEd, Los Fresnos ISD (TX)</b></p> <p><b>Bradley Few, Teen Advisory Board, Oliver Foundation (TX)</b></p> <p><b>Kate Bachman, Director FITWOT (TX)</b></p> <p><b>Rebecca Kolbe, PhD, Professor, University of Southern Mississippi (MS)</b></p>	<p><b>Andra Odum, MPA, Louisiana Dept of Health and Hospitals/ Bureau of Maternal Health Access and Promotions (LA)</b></p> <p><b>Amaro Garza, MEd, Los Fresnos ISD (TX)</b></p> <p><b>Bradley Few, Teen Advisory Board, Oliver Foundation (TX)</b></p> <p><b>Kate Bachman, Director FITWOT (TX)</b></p> <p><b>Rebecca Kolbe, PhD, Professor, University of Southern Mississippi (MS)</b></p>	<p><b>Andra Odum, MPA, Louisiana Dept of Health and Hospitals/ Bureau of Maternal Health Access and Promotions (LA)</b></p> <p><b>Amaro Garza, MEd, Los Fresnos ISD (TX)</b></p> <p><b>Bradley Few, Teen Advisory Board, Oliver Foundation (TX)</b></p> <p><b>Kate Bachman, Director FITWOT (TX)</b></p> <p><b>Rebecca Kolbe, PhD, Professor, University of Southern Mississippi (MS)</b></p>	



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Monday, November 16, 2015 1:00-2:15 pm

Room	Room	Room	Room	Room	Room	Room	Room	Room	Room
Early Childhood	Food Access	Healthcare/Healthcare Services	Nutrition	Physical Activity	Schools/Physical Activity	Schools/Physical Activity	Worksite Wellness	Creating Effective Health Messaging	Policy
Jolie Parker, PhD, Early Childhood Special Education (MS)	Kenneth Brooks, Mayor, Hissa Mississippi (MS)	Tamela Walls, MS, Mississippi Dept of Health (MS)	Ashya Howard, LMSW, PhD, Mississippi Economic Policy Center (MS)	Alice Kirk, MPH, Texas A&M AgrLife Extension (TX)	Donna Newton, MS, The Health Enrichment Network (LA)	Rachel Campos, MPH, Georgia Health Policy Center (GA)	Any Delaino, MPH, RD, Public Health Institute (CA)	Veronica Washington, MPH, Le Bonheur Children's Hospital (TN)	Don Barlow, Harvard Food Law and Policy Clinic (MA)
An Integrative Health Science Curriculum for Early Childhood Classrooms.	Lack of Healthy Food Access in Rural Communities. The fiscal and physical impact of a grocery store closure in a small town.	Cardiovascular disease risk reduction in the Mississippi Delta Region: Findings from the Clinical Community Health Worker Initiative	A School-Based Strategy to Improve Food Access in High-Poverty Communities: Mississippi's Implementation of the Community Eligibility Provision	Working on Wellness: A collaborative, community-based model for addressing the need of places to be physically active	Igniting policy change surrounding physical activity in rural schools through the cooperation of Classroom Action Research Data	The Path from Program to Policy: Physical Activity and Nutrition Change	Tailoring a Worksite Wellness Program for Agriculture Workers	Using Simple Messaging to Connect to Daily Behaviors: Strategies for a Successful & Sustainable Media Campaign	Advocating the Local Procurement Policies to Support Health and the Local Economy
The Warramco Healthy curriculum designed to assist young children in developing healthy food and activity habits. The curriculum uses three characters that teach children to Be Smart, Be Active, and Be a Leader. The best characters are engaging and fun and will encourage children to make healthy decisions about nutrition and physical activity. The curriculum engages young children in creative play activities allowing them to explore, express themselves, and think critically. The children will learn about the problems and learn long-term health habits that may reduce obesity and chronic illness and promote better health as they grow and develop.	A small town in rural, low-income, rural grocery stores and pharmacy-related services. Mayor Brooks will discuss the impact on the physical health of the community and the fiscal impact on the tax base, jobs, and overall economy. This session will "place a face" on the lack of access to healthy food choices in a small community from municipal leader's perspective. The face of a food desert crisis after nearly 70 years of service to residents in rural Delta region. The grocery store, one of several anchors within the community, along with pharmacy, faith-based services, businesses and health facility which is key to residents of the community's viability. The loss of one or more of these elements, places of access, quiet support from social and economic distress.	The 18-county Mississippi Delta, a predominantly rural, disadvantaged region, has some of the highest cardiovascular disease (CVD) related health rates in the state and nation. The Mississippi State Department of Health implemented the Clinical Community Health Worker Initiative (CCHWI) in the Delta region. Through ABCS (adult therapy, blood pressure control, diabetes, and smoking cessation) of heart disease and stroke prevention, light clinics referred conducted by nurses to primary care and address common barriers for the rural and school districts. Full implementation of CCHWI provides an opportunity to support strategies to reduce obesity in Mississippi's high-poverty communities.	The Community Eligibility Provision revolutionizes the process of enrolling children in the free school meal program and increasing access to nutritious meals. With 52% of Mississippi eligible schools not enrolled in the program, many students are missing out on increased access to healthy nutrition. This session will discuss an effective and well-rounded approach to promote healthy behaviors and barriers of intervention strategies that can create an enhanced and promote access to safe places for physical activity.	This presentation will describe the strategies and models used in engaging "Working on Wellness" (NOW) project in Hidalgo County. The county has achieved an increase in income and undernourished food insecurity. The "Wellness model" begins with students at the ground level for environmental change to promote healthy behaviors and barriers of intervention strategies that can create an enhanced and promote access to safe places for physical activity.	The growing Up by Together program and model used in engaging "Working on Wellness" (NOW) project in Hidalgo County. The county has achieved an increase in income and undernourished food insecurity. The "Wellness model" begins with students at the ground level for environmental change to promote healthy behaviors and barriers of intervention strategies that can create an enhanced and promote access to safe places for physical activity.	Schools are health resource limited. When funding is received for physical activity and nutrition efforts, school wellness councils then review its programs that examine the conceptual framework of policy, systems, and environmental (PSE) approaches and choose those approaches with a practical, applied context of schools. "Path from Program to Policy" will be facilitated to guide participants from intervention to physical and nutritional activity. The focus will be on the process of changing the school setting. Attendees will also have the opportunity to share and learn about their own experiences with PSE change in the school setting.	Schools are health resource limited. When funding is received for physical activity and nutrition efforts, school wellness councils then review its programs that examine the conceptual framework of policy, systems, and environmental (PSE) approaches and choose those approaches with a practical, applied context of schools. "Path from Program to Policy" will be facilitated to guide participants from intervention to physical and nutritional activity. The focus will be on the process of changing the school setting. Attendees will also have the opportunity to share and learn about their own experiences with PSE change in the school setting.	West TN Delta Initiative's strategies used to develop an obesity prevention media campaign in rural communities using health promotion messaging designed to reach children, adults, and families where they live, study, work, and play. The session will include an overview of the Initiative's "B-5-2-1-0 Every Day" media campaign. It will emphasize the importance of developing positive messaging to communicate with the desired audience as to connect to their goals, values, and behaviors and actively engage these groups in making behavior changes to prevent obesity. Additionally, it will address the importance of building partnerships and program activities to support your message.	West TN Delta Initiative's strategies used to develop an obesity prevention media campaign in rural communities using health promotion messaging designed to reach children, adults, and families where they live, study, work, and play. The session will include an overview of the Initiative's "B-5-2-1-0 Every Day" media campaign. It will emphasize the importance of developing positive messaging to communicate with the desired audience as to connect to their goals, values, and behaviors and actively engage these groups in making behavior changes to prevent obesity. Additionally, it will address the importance of building partnerships and program activities to support your message.
Michael Lopez, MPH, Texas A&M AgrLife Extension (TX)	Tiffany Crank, MPH, Gestat Co. Dept of Health and Human Services (NY)	Ericksa Burroughs-Girard, MA in Applied Anthropology MPH in Health Promotion, County Health Rankings & Roadmaps (PA)	Rachel England, Coordinator, Senior Public Nutrition Educator, Recipe for Success (TX)	Melissa Bognowski, MPH, Partnership for a Healthy Community (NY)	Beth Richards, Development/Marketing Director, SETA (TX)	Henry Ralston, Hippo School District (AR)	Leslie Demmer, Marketing Coordinator, VI Marketing and Branding (NY)	Andresse Mundorf, MPH, Prevention Research Center at Tulane University (LA)	
Making Healthy the Easy Choice: Training in Keeping Children Active Outdoors in Early Childhood Settings.	Bringing SNAP/EBT Access into Local Farmers Markets	Roadmaps to Health Coaching: A Strategy to Build a Culture of Health in Every County	Nutrition Education: It's a Recipe for Success!	Don't Have a Ball: Providing Program-Driven Physical Activity to Elementary-Aged Students	From the Ground Up: Promoting Physical Activity in Schools	Community School Gardens	A Healthier State: Engaging state employees in a statewide employee wellness effort	Changing Health Behaviors Through Social Media Engagement	Engaging with grassroots and agencies through priority setting
This session will describe the process of using SNAP/EBT benefits accepted at local farmers markets. This is a discussion about the importance of this particular economic class being able to afford and access fresh fruits and vegetables, the stimulus to the local economy and related to keeping federal food dollars in the state and the benefit to local farmers of the opportunity to increase personal revenue by accepting money from SNAP/EBT users. This session will also educate members on the ability to formulate ideas to bring back to their respective location.	This session will describe the process of using SNAP/EBT benefits accepted at local farmers markets. This is a discussion about the importance of this particular economic class being able to afford and access fresh fruits and vegetables, the stimulus to the local economy and related to keeping federal food dollars in the state and the benefit to local farmers of the opportunity to increase personal revenue by accepting money from SNAP/EBT users. This session will also educate members on the ability to formulate ideas to bring back to their respective location.	County Health Rankings & Roadmaps health community leaders to bring people together to look at the many factors that influence health, select strategies that work, and make changes that will have a lasting impact. Roadmaps to Health coaching provides local leaders with direct training and community coaches to strengthen their capacity to advance efforts to build a Culture of Health in their county. This session will discuss the process of the Roadmaps to Health coaching and how to initiate a request for coaching.	Recipe for Success Foundation is actively addressing and combating the childhood obesity epidemic. hands-on learning that introduces children to food from and to plants. Through academic-aligned nutrition education and food preparation and its school-based fitness program, RHAF demonstrates the role of play as a natural way for children to be physically active, and creates elementary-aged students on the importance of healthy behaviors. The main objective of the program has been to provide a playground built for each child to learn, which promotes play and exercise in their own environment, increases their interest for social interaction, and overall improved health and wellness through increased daily physical activity.	We know active kids do better but how do we get them active and prevent need all the resources available to them program together on one day program that - that's Let's Move Active Schools. Parents will discuss successful ways they have engaged walking and other physical activity into the busy school environment in order to enhance the well-being of children, their families and teachers and administrators. This session draws together top experts from the Let's Move Active Schools program and Five Year Part 2 share ideas and find that everyone working and even provide resources to find ways for schools in a healthy, sustainable way.	Our focus will be on the process of engaging agencies in the initiative by creating and adapting employee wellness efforts and then implementing policies and systems that create an environment that supports individual and physical activity opportunities during the workday. We will review how similar efforts could be extended to other states to address poor employee health.	This session will examine how Working Well - a statewide wellness initiative for the health has become an actively used tool in the overall marketing mix and integrated marketing strategy. Assessing and managing the Governor's Office. The focus will be on the process of consistent social media engagement. NY has successfully developed strategies to manage daily brand messaging, utilized real-time marketing campaigns, created an environment that supports individual and physical activity opportunities during the workday. We will review how similar efforts could be extended to other states to address poor employee health.	Shape Your Future (SYF) operates through multiple communication channels including social media. Facebook, Twitter and Instagram accounts for the brand has become an actively used tool in the overall marketing mix and integrated marketing strategy. Assessing and managing the Governor's Office. The focus will be on the process of consistent social media engagement. NY has successfully developed strategies to manage daily brand messaging, utilized real-time marketing campaigns, created an environment that supports individual and physical activity opportunities during the workday. We will review how similar efforts could be extended to other states to address poor employee health.	Understanding the priorities of healthy living is key to building long-term success. Practices such as poor community infrastructure and lack of resources can be barriers to healthy diets and physical activity. Collaborating with those familiar with the community can be essential to accomplishing organizational missions related to obesity. The community assessment tool at Tulane University has been used to assess and address the needs of the community. This session will discuss how to use this tool to understand the priorities of healthy living and how to build long-term success. Practices such as poor community infrastructure and lack of resources can be barriers to healthy diets and physical activity. Collaborating with those familiar with the community can be essential to accomplishing organizational missions related to obesity. The community assessment tool at Tulane University has been used to assess and address the needs of the community. This session will discuss how to use this tool to understand the priorities of healthy living and how to build long-term success.	
Debra Bell, Harvard Law School and Mississippi State University (MS)	Donna Meyer, PhD, Mercy Investment Services (TX)	Shelby Pelt, DNP, APIN, FNP-BC, CDE, CPE, Delta State University and Health Rankings & Roadmaps (MS)	Young Sany, BA, Mississippi Farm to School Network (MS)	Holly Corbett, MS, Georgia Dept. of Public Health (GA)	Tom Reed, CEO and Founder, HOP Sports (NY)	Rebecca Turner, MS, RD, CSSD, LD, Southeast United Dairy Industry Association (SD/IA)	Danielle Harrison Green, MA, Community Psychology and social Change PhD Candidate, Prairie Public University (TX)	Greta Anglin, Group Account Director, VI Marketing and Branding (NY)	Helen Donahue, MPH, MSW, National Farm to School Network, DC
Healthy Right from the Start: Policy Strategies to Increase Breastfeeding Rates in the South	Shareholder Advocacy: Using Investments to Fight Obesity and Chronic Diseases	Integrating Concepts Behind the Healthy Lifestyle Center into Primary Care Practice	Innovative programs utilizing Farm to School as part of the solution to obesity epidemic	Exploring physical activity strategies through Georgia's Power Up 30 program in rural, urban, and suburban settings	Coordinated School Health in Action: Working Locally and Connecting Globally	Breakfast: Smart Start to Fuel Treatment	CARE Every Step Matters: The impact of wearable technology on chronic disease management	Shaping Healthy Lifestyle Changes: Small Steps, Big Steps	Farm to School: Advancing Public Health at the Intersection of Policy and Programs
This session will describe the work that sessions in the South and nationwide are doing to fight obesity. This session will survey corporate strategies and innovations that have been successful in increasing breastfeeding and discuss how these lessons can be applied on an individual, local, and state basis as the energy rises in individuals and organizations can do to promote and support breastfeeding in their area.	When the Healthy Lifestyle Center opened in August 2014, the primary focus was on food, nutrition, and physical activity. This session will discuss innovative approaches to address the childhood obesity epidemic in Mississippi, and how to gain and accept control over their own health, current status, and future. It is widely by a widely varied group of educational settings, and physical activity opportunities and the results are improved attitudes, increased motivation and self-efficacy leading to positive health outcomes. A simple concept, but one that is modeled in primary care settings, supports the childhood obesity epidemic through innovative Farm to School solutions.	Georgia State is the Governor's statewide, multi-agency initiative bringing together governmental, philanthropic, academic, and business leaders to combat childhood obesity. Shape's Power Up 30 (P30) program encourages every elementary school in Georgia to integrate 30 minutes of daily physical activity (PA) into the school day. P30 provides no-cost resources to schools who attend a free, one-day training session. P30 provides no-cost resources to schools who attend a free, one-day training session. P30 provides no-cost resources to schools who attend a free, one-day training session.	Our focus will be on the process of engaging agencies in the initiative by creating and adapting employee wellness efforts and then implementing policies and systems that create an environment that supports individual and physical activity opportunities during the workday. We will review how similar efforts could be extended to other states to address poor employee health.	2015 is certainly the year of wearable technology. This form of technology is having an impact on the health of individuals and industries including the education industry. This session will discuss how wearable technology can track your health and fitness, and how it can be used to track your health and fitness. This session will discuss how wearable technology can track your health and fitness, and how it can be used to track your health and fitness.	This form to school session will discuss both policy and programmatic approaches to advance public health. Research indicates that school-based programs, school gardens, and other strategies can be effective in increasing consumption of fruits and vegetables and overall health outcomes and overall health outcomes and overall health outcomes.				