



Sunday, November 13, 2016

12:00pm– 6:00pm

Registration

Lamar Foyer

Pre-Summit Workshops *(Additional fee)*

1:00pm – 3:30pm

I. Texas A&M AgriLife Extension: Learn, Grow, Eat & GO! (LGEG)

Liberty Hall Salon 4

- **Judith L. Warren, PhD**, Professor and Special Initiatives Coordinator, Texas A&M AgriLife Extension Service at Texas A&M University System
- **Alice Kirk, MPH**, Extension Health Specialist II, Texas A&M AgriLife Extension Service at Texas A&M University System
- **Michael Lopez**, Extension Health Specialist, Texas A&M AgriLife Extension Service at Texas A&M University System

Learn how to support school-community engagement through gardening, nutrition and physical activities that improve child and family health and student classroom participation through coordination with SHACs. This training will cultivate awareness of how school gardens can be used as a tool to educate children and families on the importance of healthy eating and active lifestyles.

II. Effective Use of Social Media for Advocacy

Galveston

- **Steven Kelder, PhD MPH**, Michael & Susan Dell Center for Healthy Living at the UT School of Public Health, Austin
- **Brooks Ballard**, Senior Communications Specialist, Michael & Susan Dell Center for Healthy Living at the UT School of Public Health, Austin

Dr. Kelder and Mr. Ballard will discuss the latest scientific literature surrounding the use of social media for health advocacy, specifically with regards to issues related to obesity-prevention. This portion of the workshop will include a review of relevant case-studies and outline best practices for organizations and individuals working to effect healthy change.

- **Eric Moreno**, Content Curator, Salud! America, The Institute for Health Promotion Research at The University of Texas Health Science Center, San Antonio

This workshop will demonstrate the role of institutional social media communication efforts, especially those through popular applications like Twitter. In the session, we will detail the practical issues with developing and maintaining and online social network as well as methods used to engage them. Participants will learn how to set up and maintain social media accounts as well as engage their audiences through interactive initiatives such as live broadcasts and "Tweetchats." We will also engage in a live Tweetchat during the session to demonstrate its reach and scope.

III. School Wellness Policies-Best Practices and Tools

Dallas

- **Jill Camber-Davidson, RD/RDN, CD**, Program Manager, Action for Healthy Kids
- **Sarah Sliwa, PhD**, Physical Activity, Nutrition and Obesity Prevention Fellow, Centers For Disease Control and Prevention, Division of Population Health, School Health Branch

Action for Healthy Kids and CDC are teaming up to share tools, resources and the latest FINAL rule requirements updates for school wellness policies. Wellness Policy Action for Healthy Kids (AFHK) and Centers for Disease Control (CDC), School Health Branch are teaming up to share tools, resources and the latest requirements for school wellness policies.

3:00pm - 4:00pm

Exhibit Hall Open: Meet the Exhibitors!

Lamar/Lamar Foyer

4:00pm - 4:15pm

Welcome!

Grand Ballroom A/B

- **Camille D. Miller, MSSW**, President & CEO, Texas Health Institute
- **Deanna Hoelscher, PhD, RD,LD, CNS**, Director, Michael & Susan Dell Center for Healthy Living

4:15pm - 6:00pm

Town Hall Meeting Panel

Grand Ballroom A/B

State Health Leadership from across the South will share their insights and experiences with obesity prevention efforts over the past 10 years.

- **David Lakey, MD, Moderator**, Chief Medical Officer, Associate Vice Chancellor for Population Health, The University of Texas System
- **John Hellerstedt, MD**, Commissioner, Texas Department of State Health Services
- **Melissa Martin, RD**, Director of Louisiana Department of Health's Bureau of Chronic Disease Prevention and Health Promotion
- **Emily Anne Vall, PhD**, Georgia Shape Project Manager, Georgia Department of Public Health
- **Jen Wright, MPH**, Working Well Program Director, South Carolina Hospital Association
- **Namvar Zohoori, MD, MPH, PhD**, Deputy Chief Science Officer, Arkansas Department. of Health

Monday, November 14, 2016

6:00am – 7:00am	Run (or walk) with the General on Monday Morning! Join Three-star Lieutenant General Steven A. Hummer , U.S. Marine Corps (Retired) and the Mission Readiness team at 0600 hours on Monday to start your day with a healthy 2 mile run to the beautiful Galleria Water Wall. <i>Not a runner? We will also be happy to have walkers!</i>	Lobby
7:00am – 5:30pm	Registration / Information Desk	Lamar Foyer
7:00am – 8:00am	Breakfast, Networking, Visit Exhibitors <i>Meet, greet and connect — Join your state team, find others who are working on the same strategies!</i>	Lamar/Lamar Foyer
8:00am – 8:30am	Welcome! <ul style="list-style-type: none"> • Camille D. Miller, MSSW, President & CEO, Texas Health Institute • Umair A. Shah, MD, MPH, Executive Director, Harris County Public Health 	Grand Ballroom A/B
8:30am – 9:45am	Opening Plenary Session: The Importance of Physical Activity <ul style="list-style-type: none"> • Harold W. (Bill) Kohl, III, Ph.D. Moderator, Professor of Epidemiology and Kinesiology, University of Texas Health Science Center – Houston, Michael and Susan Dell Center for Healthy Living • Kenneth Cooper, MD, Founder and Chairman, The Cooper Institute • Dr. Jayne Greenberg District Director of Physical Education and Health Literacy for Miami-Dade County Public Schools • Lieutenant General Steven A. Hummer, U.S. Marine Corps (Retired), Mission Readiness 	Grand Ballroom A/B
9:45am – 9:55am	Pillar Overview <ul style="list-style-type: none"> • Michelle Smith, Director, Southern Obesity Summit 	Grand Ballroom A/B
9:55am – 10:05am	Stretch Activity Led by CATCH	Grand Ballroom A/B
10:05am – 10:15am	Transition to Breakouts Sessions/AM Break with Exhibitors	Lamar/Lamar Foyer
10:15am – 11:30am	Breakout Session I (See separate listing for details): Early Childcare IDallas Early Childcare II.....Galveston Food Access.....Travis/Bexar Healthcare/Healthcare Systems I.....Navarro/Hidalgo/Harris Healthcare/Healthcare Systems II.....Sam Houston Nutrition.....Liberty Hall 1 Physical Activity.....Liberty Hall 2 Schools.....Liberty Hall 3 Focus on Youth.....Liberty Hall 4 Worksite Wellness.....Liberty Hall 6	
11:30am – 12:45pm	Networking Lunch <i>Find others from your state or your favorite strategy or, join one of our Special Sessions!</i> Pick up lunch in Exhibit Hall, Lamar/Lamar Foyer	

I. Farm to School

Travis/Bexar

- **Margaret Lopez, MS, RD, SNS**, Consultant

Learn how through the power of partnerships and collaboration Dallas ISD's Farm to School program is growing from the cafeteria to the classroom to throughout the community. Starting, as a cafeteria-based Harvest of the Month program in the 2013-2014 school year, Dallas ISD's Farm to school initiative has now grown to include a school garden to cafeteria program, farmer to classroom connections, parent engagement and increasing availability of fresh produce in food desert areas.

- **Myllinda Zapata**, Community Action, Inc.

During this session participants will learn about a project called Hays County Crops of Kids. The project originally began in 2012 with the Agency receiving a grant from the Texas Department of Agriculture's Farm to Childcare Initiative. The presenters will share successes and challenges their program faced when implementing a farm to childcare project emphasizing the benefits that can be obtained when running a farm to childcare initiative. four areas will be discussed on how a farm to childcare initiative can benefit an agency/community: Improving menus, enhancing environments and enhancing nutrition education provided.

II. Making Cent\$ Of Health Care Costs

Navarro/Hidalgo/Harris

- **Jack Towsley**, Divisional Sr. Vice President of Health Care Delivery, Blue Cross Blue Shield of Texas

From hospital charges to pharmaceutical costs, a whirlwind of issues are driving the employer's bottom line. Come learn the truth behind health care costs and how obesity is helping drive America's premium dollars.

III. Mobilizing a Community for Action--What's Working and Keys to Success

Sam Houston

- **Mary Bennett, MFA**, County health Rankings and Roadmaps
- **George Roberts, MHA, FACHE**, Northwest Texas Public Health District

Southern communities are challenged with a number of health conditions stemming from an epidemic of obesity in the region. County Health Rankings & Roadmaps help communities 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. In this session, participants will gain both a National perspective as well as learn how Tyler, TX successfully mobilized for action to address the epidemic of obesity. Fit City Tyler demonstrates the power of developing a Community wide Coalition to shine a light on the issue, the damage caused, and the power of the collective effort to address the problem.

IV. Using Policy Approaches to Get Kids Moving More Throughout the Day

Galveston

- **Allyson Frazier**, Campaign Research and Development Manager, Voices for Healthy Kids

This presentation provides an overview of Voices for Healthy Kids policy and advocacy efforts across the country to help kids increase physical activity, emphasizing physical education in schools as a cornerstone of comprehensive physical activity before, during, and after the school day. We will also highlight resources and tools and effective messages for advocates. Additionally, we will provide an overview of other physical activity policy efforts including Safe Routes to School and shared use policies, as well as efforts to ensure that physical activity standards in afterschool and early childcare are achieved.

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V. Trust for America's Health – The 2016 Report, The State of Obesity Dallas Richard Hamburg

The numbers are in. Find out what the trends are in obesity numbers and how our Southern states fared over the past year from the State of Obesity 2016 report.

12:45 pm – 1:00pm	Transition to Breakout Sessions	
1:00pm – 2:15pm	Breakout Session II: Early Childcare.....Sam Houston Food Access I.....Galveston Food Access II.....Dallas Healthcare/Healthcare Systems.....Travis/Bexar Nutrition.....Navarro/Hidalgo/Harris Physical Activity.....Liberty Hall 1 Schools I.....Liberty Hall 2 Schools II.....Liberty Hall 3 Successful State Level Initiatives.....Liberty Hall 4 Youth Initiatives.....Liberty Hall 6	
2:15pm – 2:30pm	Transition to Pillar Workgroups/PM Break with Exhibitors	Lamar/Lamar Foyer
2:30pm – 4:15pm	Pillar Workgroups Early Childcare.....Travis/Bexar Food Access.....Navarro/Hidalgo/Harris Healthcare/Healthcare Systems.....Sam Houston Nutrition.....Dallas Physical Activity.....Liberty Hall 3 Schools.....Galveston Worksite Wellness.....Liberty Hall 4	
4:15pm – 5:30pm	STATE TEAM MEETINGS <i>Meet others from your state and strategize!</i> <i>Or, join another state and learn what they are planning!</i> <ul style="list-style-type: none">• Alabama, New Mexico.....Travis/Bexar• Arkansas, Florida.....Navarro/Hidalgo/Harris• Georgia.....Sam Houston• Kentucky, Louisiana.....Galveston• Mississippi.....Dallas• Missouri.....Liberty Hall 1• Oklahoma.....Liberty Hall 2• North Carolina, South Carolina.....Liberty Hall 3• Tennessee.....Liberty Hall 4• Texas.....Grand Ballroom A/B• Virginia, West Virginia.....Liberty Hall 5• National.....Liberty Hall 6	
5:30pm – 6:30pm	Reception with Exhibitors and Sponsors Breakout Posters	Lamar/Lamar Foyer Grand Ballroom C

Tuesday, November 15, 2016

6:30am – 7:30am	BOUNCE Fitness Class with DEFINE BODY & MIND STUDIO	Liberty Hall Foyer
7:30am – 8:30am	Breakfast with Exhibitors	Lamar/Lamar Foyer
8:30am – 9:00 am	Welcome, Door Prize, 2017 SOS Announcement	Grand Ballroom A/B
9:15am – 10:30am	Special Sessions:	

I. Working Toward Better Health: Best Practices on Employee Wellness

Dallas

- **Robert Morrow, MD**, Blue Cross and Blue Shield of Texas

Every workplace is unique -- from its employees to its locations. Each employer needs solutions that resonate with its workforce and inspires individuals to make smart decisions for their health. Attend this dynamic breakout session to hear some best practices in employer wellness plans.

II. Say THIS, not THAT – How to Effectively Communicate About Complex Public Solutions Connected to Healthy Childhood Weight

Galveston

- **Allyson Frazier**, Campaign Research & Development Manager, Voices for Healthy Kids

How the public thinks about, talks about, and acts upon many complex issues like improving the quantity and quality of physical education in schools. Using the right messages provides the opportunity to build momentum and support for chronic disease prevention campaigns across the country. Voices for Healthy Kids, a joint initiative of the Robert Wood Johnson Foundation and American Heart Association, conducted extensive qualitative and quantitative public opinion research at the local, state, and national level across a broad range of policy areas such as healthy food access, junk food marketing and physical education in schools. Insights were gained from public school officials, community leaders, parents, and voters on several public policy approaches, and how to best message to gain support. Research findings have been used to develop a suite of tools for strategic advocacy use in the field with plans for future evaluation which will be highlighted and shared.

III. Collective Action Approaches to Improve Community Health

Sam Houston

- **Baker Harrell, PhD**, CEO, IT'S TIME TEXAS
- **Belinda Reininger, DrPH**, Professor of Health Promotion and Behavioral Science, University of Texas Health Science Center at Houston

Drs. Reininger and Harrell will share information about how Brownsville, Texas' Community Advisory Board and IT'S TIME TEXAS are using collective action approaches to improve health in the Rio Grande Valley and in communities across Texas. The presenters will also cover the literature and theories underpinning these approaches and will provide key recommendations and resources that attendees can use to inform their work and begin activating in their communities.

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IV. Taking out Sugar: A Key Obesity Prevention Strategy

Austin

- **James Krieger, MD, MPH**, Healthy Food America

Compelling evidence shows that reversing the obesity epidemic will require a reduction in consumption of added sugar, especially of sugar-sweetened beverages (SSBs). Southerners consume more soda and other SSBs than elsewhere. Communities in the South and across the nation are developing strategies to reduce sugar consumption. This session will explore the most promising ones, including warning labels and taxes on SSBs; limits on sugary products in health care, child care, and government settings and in restaurants; marketing and retailing reforms; and communication campaigns. We will highlight best practices and impacts.

V. Partnering for Better Health

Travis/Bexar

- **Denise M. Clemente**, Sr. Network Development, United Healthcare Community Plan of Texas
- **Eleanor Heidkamp-Young**, Product Development, United Healthcare Community Plan of Texas
- **Jennifer Moore**, PhD, RN, Executive Director, Institute for Medicaid Innovation

Due to the increasing number of public health challenges facing states and counties, states are beginning leverage managed care organizations to create linkages between providers, community based organizations and individuals. These linkages help states drive better health outcomes for their Medicaid populations. Join us to learn about new innovations addressing obesity prevention and treatment. We will share examples of initiatives focused on engaging youth, pilots targeting healthy food access for adults and a tool kit designed to encourage continued innovation within Medicaid programs.

10:45am - 11:00am

Stretch Activity Led by Sportime featuring SPARK

Grand Ballroom A/B

11:00am - 12:30pm

Effective Partnerships Between Funders and Grantees and Emerging Funder Approaches to Supporting Obesity Prevention in the South

Grand Ballroom A/B

Overview of Policies & Initiatives that National Funders are Supporting and Evolving Approaches to Supporting this Obesity Prevention Work with Grantees

- **Laura Kettel-Khan, PhD, Moderator**, Senior Scientist and Advisor, Obesity Prevention and Control Branch, Division of Nutrition, Physical Activity & Obesity, Centers for Disease Control and Prevention
- **Elizabeth Love**, Senior Program Officer, Houston Endowment
- **Lisa Medellin**, Senior Program Officer, Healthcare Georgia Foundation
- **Catherine Oliveros**, Director, Community Affairs, Blue Cross and Blue Shield of Texas

12:30pm - 12:45pm

Grab and Go Lunch

Grand Ballroom AB Foyer

Tuesday, November 15, 2016

12:45pm - 3:00pm **Post Summit Workshops** (*Additional fee*)

I. Big "P" and Little "p" Policy Session **Dallas**

- **Camille D. Miller, MSSW**, President & CEO, Texas Health Institute

This interactive session will explore the many little "p" policy opportunities available to all of us in our day to day activities. A framework will be provided for rethinking and developing "take home and implement" methods to have an impact on obesity.

II. Building Food Systems Partnerships to Enhance Healthy Food Access Work **Galveston**

- **Amy DeLisio, MPH, RD**, Deputy Director, Public Health Institute Center for Wellness and Nutrition

In this workshop we will share tools, resources and identify important partnerships that will help you plan effective food system interventions. This training will prepare you to make connections with retailers by learning the art of behavioral economics, marketing, and merchandising strategies, and the best mediums for conveying information.