

<p>SYF RYD Launch: Rethinking a Creative Campaign Launch to Impact Behavior</p>	<p>Elyse Maxwell, MPS, Health Communication Manager, Oklahoma Tobacco Settlement Endowment Trust (OK)</p> <p>This session will dive into the details and insights of planning and executing a public relations plan to launch a new mass media campaign. The presentation will use the launch of Shape Your Future's Rethink Your Drink campaign to show how a well-organized and creative PR plan can increase ROI and campaign exposure through earned media.</p> <p><i>Objective #1 Identify tools and resources available to execute a successful earned media plan and campaign launch.</i> <i>Objective #2 Identify steps to preparing an earned media strategy.</i> <i>Objective #3 Key insights from the Shape Your Future Rethink Your Drink campaign launch.</i></p>
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<p>Starting Early: A Local Approach to Engaging the Early Childhood Education Sector</p>	<p>Katie Chennisi, MPH, Harris County Public Health (TX)</p> <p>Quality early childhood education (ECE) can help prepare young children to succeed in life. However, health is not always included in the definition of quality. To try to change that, Harris County Public Health (HCPH), through it's Healthy Living Matters collaborative, is dedicating significant time and effort into engaging the ECE sector around health, mostly as it relates to obesity prevention. Through this work HCPH hopes to affect health in the earliest stages of life and ensure that lifelong healthy habits are formed. During this session, presenter will share the plan developed for engaging ECE stakeholders and the successes had in creating partnerships.</p> <p><i>Objective #1 Review the importance of engaging ECE sector in obesity prevention</i> <i>Objective #2 List key partners to include for planning ECE strategies around health</i> <i>Objective #3 Identify at least 3 opportunities to engage ECE sector in obesity prevention</i></p>
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<p>Eat. Move. Talki., addressing health and academic disparities in early childhood education environments</p>	<p>Audrey Idaikkadar, MPH, Eat Move Talk Program Manager, Georgia Dept. of Health (GA)</p> <p>To address health and academic inequalities, Georgia Department of Public Health (DPH) has convened public and private partners to implement Eat. Move. Talki, an intervention to improve early childhood language exposure and acquisition, and access to nutritious foods and quality physical activity in early childhood education settings. This session will describe the program's methods in addressing health disparities including creating a health disparities profile, conducting community listening sessions, and creating an integrated training.</p> <p><i>Objective #1 Describe the connection between health and education disparities and the relevance in the early childhood education setting.</i> <i>Objective #2 Explain the importance of engaging a diverse set of partner organizations and community members in planning and conducting an initiative that addresses health and education disparities.</i> <i>Objective #3 Describe different methods in engaging partners and community members in an initiative that addresses health and education disparities</i></p>
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<p>Messaging That Moves: Changing the Way We Talk about Childhood Obesity Prevention</p>	<p>Carter Headrick, Voices for Healthy Kids (TX)</p> <p>Despite decades of increasing rates of overweight and obesity in youth and corresponding increase in the development of associated diseases it remains challenging to pass public policy that can change the environment to make eating healthier and being active easier. Can the words we use to describe the childhood obesity epidemic influence public response? In a country that values "pulling yourself up by your bootstraps" can we turn the dialogue from personal responsibility to the equally important American value of community, where neighbors pitch in to help and take care of one another? By investing in message research through focus groups and polling, what can we learn about what not to say, what to say, and most importantly, how to say it?</p> <p><i>Objective #1 Differentiate between a message delivered with a personal behavior frame and an environmental frame.</i> <i>Objective #2 Describe the need to move the dialogue from individual behavior change to community response.</i> <i>Objective #3 Demonstrate the ability to modify messages that use jargon and insider shorthand to include descriptive, user-friendly language.</i> <i>Objective #4 Analyze message research and apply to developing key messages.</i></p>
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<p>Voices for Healthy Kids: Creating Momentum Across the South</p>	<p>Jill Birnbaum, Voices for Healthy Kids, American Heart Association (TX)</p> <p>In late 2016, evaluators analyzed childhood obesity legislative activity in all 50 US states that occurred in parallel to the first year of Voices for Healthy Kids, a joint initiative of the American Heart Association and the Robert Wood Johnson Foundation to mobilize evidence-based legislation addressing childhood obesity. In the year before the launch of the initiative, there were 217 bills related to childhood obesity and 304 bills the year after the launch. Specifically, more bills were introduced related to nutrition of school snacks and beverages, and food access. This session will highlight the wins, progress, campaigns, and lessons learned in Southern states.</p> <p><i>Objective #1 Analyze model for successful enactment of state-level nutrition and physical activity legislation.</i> <i>Objective #2 Describe examples of successful campaign models and tactics to implement policies that affect healthy weight.</i> <i>Objective #3 Identify best practices for capacity building and collaboration among public health experts and advocates.</i></p>
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<p>Fit NOLA Live Well: Lessons Learned and Findings from an Initiative to Improve Health of all New Orleanians</p>	<p>Heather Farb, MPH, Louisiana Public Health Institute (LA)</p> <p>This session will share lessons learned and findings from Fit NOLA Live Well, a program to improve health outcomes for New Orleans adults who are diabetic, at-risk for diabetes, overweight, or obese, and who are participating in condition-specific facilitated groups. The program partners with community wellness programs hosting such groups to connect their clients with free fitness programming and farmers market prescriptions to purchase fresh fruits and vegetables. The program is a collaboration between the New Orleans Health Department, the New Orleans Recreation Development Commission and Foundation, Market Umbrella, and the Louisiana Public Health Institute.</p> <p><i>Objective #1 List the Fit NOLA Live Well program goals and outcomes</i> <i>Objective #2 Describe 2-3 findings from the Fit NOLA Live Well program</i> <i>Objective #3 Identify 1-2 lessons learned from the Fit NOLA Live Well program</i></p>
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<p>PUBLIC HEALTH BREASTFEEDING: EMPowering Partnerships to Care Access</p>	<p>Nikia Fuller-Sankofa, MPH, MPA, National Association to County and City Health Officials (DC)</p> <p>This session will introduce the public health breastfeeding concept and share insights of needed community-hospital partnerships, including Policy, Systems and Environmental (PSE) changes to address breastfeeding inequities and continuity of care until baby is weaned. The baby's first year includes a window of opportunity to prevent obesity, through continuous healthcare access, education and support, as mothers need ongoing breastfeeding support and guidance on solid foods introduction. This presentation will highlight grantee examples from the CDC-DNPAO and the National Association of County and City Health Officials (NACCHO) Breastfeeding Project to support EMPower (Enhancing Maternity Practices project) hospitals in underserved community in closing the care gap for pregnant and postpartum women.</p> <p><i>Objective #1 Define micro policy system and environmental (PSE) changes in the context of community-level health programs</i> <i>Objective #2 Describe 3 strategies public health professionals can use to close the continuity of care gap in underserved communities.</i> <i>Objective #3 Identify 2 approaches used by local health departments to promote sustainability of community-level implementations of breastfeeding support programs through hospital-community linkages</i></p>
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<p>Improving parent access to evidence based early child feeding recommendations</p>	<p>Wendy Palmer, MS, RD, LD, CHES, Children's Healthcare of Atlanta (GA)</p> <p>A model for integration between programmatic and marketing efforts. This session will describe an effort to influence parent feeding decisions via an integrated marketing strategy combined with programmatic efforts implemented in local pediatrician practices. While pediatricians educate and counsel on appropriate early feeding recommendations parents are frequently using digital avenues such as Facebook, Google and Mommy blogs for more immediate, and often inaccurate, information. This session will describe how a team of wellness experts collaborates with marketers to influence parents in their consumer environment.</p> <p><i>Objective #1 Describe a coordinated endeavor to build an integrated marketing and programmatic effort to positively impact early feeding practices of parents.</i> <i>Objective #2 Participants will identify methods for influencing the consumer environment with evidence based health messages to support pediatrician provided early/feeding advice.</i> <i>Objective #3 Participants will identify tools for use in the primary health-care and community setting to coordinate counseling related to healthy behaviors and obesity reduction.</i></p>
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<p>Obesity Prevention Policies in Youth Organizations: How a Pediatric Hospital Partnered with Local Organizations to Create their Wellness Blueprint</p>	<p>Monica Griffin, MS, RD, LD - Children's Healthcare of Atlanta (GA)</p> <p>Youth organizations and out-of-school time programming present an untapped opportunity for obesity prevention policies. The Strong4Life Wellness Blueprint Program connects local youth organizations with resources and one-on-one support from a registered dietitian. Together, we help organizations create a written plan and policies that promote a healthy environment. We will discuss the development of the program, resources used for implementation, and highlight success stories and lessons learned in the process. Recommendations will be made for community organizations to help them better understand how to create a wellness blueprint, how to engage local health professionals, and where to access free, online resources.</p> <p><i>Objective #1 To discuss an innovative model for implementing obesity prevention policies in community organizations.</i> <i>Objective #2 To review opportunities and strategies for implementing nutrition and physical activity best practices into afterschool programs, camps, and other youth programs.</i> <i>Objective #3 To identify resources for youth organizations and health professionals for developing and implementing obesity prevention policies.</i></p>
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<p>Statewide Training, Capacity Building and Systems Changes in Georgia WIC</p>	<p>Katherine Shary, RD, LD - Children's Healthcare of Atlanta (GA)</p> <p>A coordinated model to improve obesity related counseling and goal setting with clients. This session will discuss a coordinated model for statewide training and capacity building of WIC nutrition staff and counselors. Improving patient centered education and counseling is a critical strategy for the prevention of childhood obesity in the southern states. This model includes in-person training sessions, an obesity counseling toolkit, a champion based mentoring program and an online interactive module. Direct counseling observations by peers function as a means for clinic level skill building and counseling skill improvement.</p> <p><i>Objective #1 Describe a coordinated model for statewide collaboration between multiple agencies to impact obesity related counseling skills of WIC staff.</i> <i>Objective #2 Demonstrate a model for integration within the WIC structure for sustained mentoring and support for participant centered counseling improvements.</i> <i>Objective #3 Discuss methods for increasing WIC staff confidence and knowledge in Participant Centered Counseling and Motivational Interviewing skills</i></p>
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<p>eHealth for Self Management Behavior Change within an Accountable Care Organization</p>	<p>Priscilla Pemu, MD, MSc, Professor of Medicine, Morehouse School of Medicine (GA)</p> <p>This session will share experience with incorporating a patient-facing eHealth tool for self management within an Accountable Care Organization. We encountered technology interphase issues: data use and sharing issues in addition to organizational variations in policy and individual patient challenges associated with social determinants of health.</p> <p><i>Objective #1 How eHealth can improve self management behavior for chronic conditions like Obesity</i> <i>Objective #2 Familiarize participants with eHealth technologies for self management</i> <i>Objective #3 Delineate a model for implementing eHealth for self management behavior change within an Accountable Care Organization</i> <i>Objective #4 Share lessons learned from the implementation process"</i></p>
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<p>Implementing the Mississippi Community Health Center 65x65 Obesity Challenge</p>	<p>John Lunardini, MSED Sports Administration and Marketing (MS)</p> <p>Branding, Marketing and Building a Unified Cause to Combat Obesity</p> <p>Present how Mississippi Community Health Centers developed (and is launching Summer 2017) a cause to unite the individual FQHCs to increase brand awareness and build an evidence based obesity program. The patient will learn how Weight, BMI, Cholesterol, Glucose and Blood Pressure are all key indicators of health and how physical activity and healthy diet can improve them. Includes: Development of program, building the brand, implementing the education and awareness plan, provider involvement and pulling off the largest one-day multi-5k race in Mississippi.</p> <p><i>Objective #1 Building an obesity program from the ground up</i> <i>Objective #2 Branding of obesity program and marketing</i> <i>Objective #3 Importance of provider engagement in combating obesity</i> <i>Objective #4 Learn about the largest one-day multi-5k race and healthfair</i></p>
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Eat Smart in Parks: Helping Parks Offer More Nutritious Concessions

Cindy DeBlauw, RD, LD, University of Missouri Extension (MO)

Eat Smart in Parks (ESIP) is a statewide effort to help local park leaders and community champions find and offer healthy eating options in Missouri's state and local parks. This effort includes the development of a model Eat Smart in Parks Toolkit that guides parks in serving healthier options, training for state and local parks to assist them with using the guidelines, and how ESIP has been implemented and successes and challenges that have been faced.

- Objective #1 Participants will be able to use the Toolkit to replicate ESIP principles in their state*
- Objective #2 Participants will be able to identify successful marketing strategies that parks can use to promote healthy concessions*
- Objective #3 Participants will be able to list 3 challenges in implementing healthy park concession options and how to address these challenges*

Rethink Your Drink, Oklahomal: Planning, execution and results from Shape Your Future's Rethink Your Drink Campaign.

Leslie Denner, Marketing Strategist, VI Marketing and Branding, Oklahoma Tobacco Endowment Trust (OK)

Oklahoma has one of the highest childhood and adult obesity rates in the nation. Among other behavioral indicators, sugared beverages plays an integral role in the risk of becoming obese. Shockingly, the majority of Oklahomans ages 18-34 drink at least one sugary drink per day – more than any other state in the U.S. In 2015, Shape Your Future would launch a new message to its audience: Rethink Your Drink. This mass media campaign's overall message is for Oklahomans to choose water over SSB's. This session will review the planning, execution and initial findings of this campaign.

- Objective #1 Review research findings that can be applied to similar targets in other states pertaining to SSB messaging.*
- Objective #2 Review strategy and tactics used in this campaign.*
- Objective #3 Identify components of Oklahoma's Rethink Your Drink campaign that may be scaled to fit other programs.*

Evidence-based Healthy Equity Programming in Mississippi to Reduce Obesity Rates with Children ages 2-10

Michelle Lombardo, DC, Mississippi food Network/The Organ-Wise Guys (GA)

This session discusses a new project commencing this school year (2017-18) in three areas in Mississippi – Jackson, Biloxi and Sunflower County. Led by the Mississippi Food Network, this project will educate children and families on the importance of healthy eating, using a set of evidence-based tools. These tools, which have been used previously in MS to reduce obesity, have been updated to address two new outcomes – healthy equity and literacy. Specifically, this presentation will discuss the updates that have been made to address these new outcomes, including a focus on an at-home intervention with children in the early childhood setting.

- Objective #1 Identify community engagement strategies that effectively solicit community feedback and buy in for healthy retail interventions.*
- Objective #2 Describe cost-effective strategies that support small retailers in increasing healthy foods, particularly fruits and vegetables.*
- Objective #3 Assess if a social marketing campaign combined with healthy retail strategies influences shopping behaviors*

Harnessing Community Leadership to Improve Health

Carmen Llanes Pulido, Executive Director of Go Austin/Vamos Austin (GAVA) (TX)

The Go! Austin!/Vamos! Austin (GAVA) Initiative leverages coalition-driven, multi-sector interventions to improve the health of community members. GAVA supports resident and school teams to improve physical activity and healthy nutrition, while the evaluation team provides both an evidence base for teams as well as evaluation and dissemination of best practices. Ms. Llanes Pulido will share GAVA's successes and lessons learned from this ecological approach to obesity prevention. This is an opportunity to learn about one of the most successful place-based initiatives in the south, innovating to change the landscape of health in Austin, Texas.

- Objective #1 Gain an understanding of the importance of community leadership in health promotion efforts*
- Objective #2 Identify strategies for improving health in other communities*
- Objective #3 Understand the mechanisms and leadership that have enabled and supported GAVA*
- Objective #4 Discuss lessons learned from GAVA's novel approach to sustainability*

Lessons Learned from the Delivery of a Physical Activity program for Breast Cancer Survivors

Lizette Rangel MPH, University of Texas MD Anderson Cancer Center (TX)

The session topic will focus on lessons learned on the delivery of a physical activity program for sedentary breast cancer survivors. Active Living After Breast Cancer (ALABC) is a 12-session program for sedentary breast cancer survivors aimed at increasing lifestyle physical activity by incorporating behavioral skill training, guided survivorship discussion, and short bouts moderate intensity physical activity into daily life. During the session, we will discuss challenges and solutions in recruitment, retention, and implementation of the program. We will also provide disparities that we found among our minority participants that could have affected the completion of the program. Finally, we will discuss future directions in the improvement physical activity programs for cancer survivors.

- Objective #1 Explain the importance of physical activity for cancer survivors*
- Objective #2 Discuss lessons learned in recruitment, retention, and implementation of a physical activity program for cancer survivors*
- Objective #3 Identify disparities in the delivery of physical activity program for cancer survivors*
- Objective #4 List strategies to improve the delivery of a physical activity program for cancer survivors.*

Pin This. Adding Pinterest to Your Social Strategy.

Rachel Merritt, Social Media Director, VI Marketing and Branding, Oklahoma Tobacco Settlement Endowment Trust (OK)

SYF utilizes a variety of social platforms, but with 45% of women online using Pinterest, it is an important tool for SYF to reach its target audience of Oklahoma women, ages 18 – 49. The strategy for Pinterest converges with Paid Search and Search Engine Optimization (SEO) efforts. Pinterest can provide stand-alone results for any initiative, but added value is available to brands that are able to integrate efforts ensuring keywords align across digital tactics.

- Objective #1 Identify Pinterest as an impactful social tool for programs.*
- Objective #2 Identify steps to preparing a Pinterest strategy.*
- Objective #3 Implementing best practices for Pinterest strategy.*
- Objective #4 Identify tools to measure success of utilizing Pinterest.*

<p>Utilizing A Mini-Grant Program to Impact Physical Activity and Nutrition Behaviors...</p>	<p>Debra Kibbe, MS, Georgia Health Policy Center (GA)</p> <p>The Georgia Shape School Physical Activity and Nutrition Grant Program provides mini-grants to public schools to implement physical activity and nutrition programs and achieve policy, system, and environmental (PSE) changes. Since 2012, six rounds of funding has provided 133 grants to 115 public schools totaling \$572,000. Grantees receive training and technical and partnership development assistance. A process evaluation was conducted to assess themes in program and PSE changes as well as barriers and facilitators to achieving grant deliverables. During this session, participants will learn about the evidence-informed technical assistance framework utilized and identify barriers and facilitators experienced by grantee schools.</p> <p><i>Objective #1 Explain an evidence-informed technical assistance framework to assist schools in achieving sustainable nutrition and physical activity programs and policy, system, and environmental changes.</i></p> <p><i>Objective #2 Examine barriers and facilitators schools experience when implementing nutrition and physical activity programs and policy, system, and environmental changes.</i></p> <p><i>Objective #3 Identify ways in which the Georgia Shape mini-grant program could be utilized or replicated in schools across the southern region.</i></p>
<p>Advocating for School Health Policy Change: Development and Implementation of a Parent Ambassador Training Program</p>	<p>Cami Hawkins, CEO, Marathon Kids (TX)</p> <p>This session will: Explain the science behind the evidence-based Marathon Kids program and how it is benchmarked against the Institute of Medicine's recommended 60 minutes of MVPA/day. Show examples of how Marathon Kids is impacting entire communities through district-wide implementation at the elementary school level. Show how Marathon Kids fosters long-term healthy behavior adoption.</p> <p><i>Objective #1 Knowledge of MVPA (Moderate-to-vigorous-physical-activity)</i></p> <p><i>Objective #2 Benefits of Running/Jogging/Walking</i></p> <p><i>Objective #3 How Marathon Kids fosters long-term healthy behavior adoption</i></p>
<p>WV Fed Up - A Social Marketing Campaign to Increase Healthful Eating Among Adolescents</p>	<p>Laura Dice, Coordinator, KEYS 4 HealthyKids, BS, MPH student at The George Washington University Milken Institute of Public Health (WV)</p> <p>WV Fed Up is a social marketing campaign in WV using the 2014 film, Fed Up, as a catalyst to create healthier school environments. Health teachers from middle and high schools use the Fed Up film and curriculum to teach educated consumerism. The film focuses on the amount of sugar in the American diet and how it affects us metabolically. It also elucidates how our environment affects food and drink choice. Students from 10 schools received technical assistance to improve their school's food environment. These students facilitated 22 policy and environmental changes during the first year of project.</p> <p><i>Objective #1 Attendees will learn about successful anti-tobacco social marketing campaigns and how to apply these lessons to engage adolescents in healthy food movement.</i></p> <p><i>Objective #2 Attendees will learn how to engage student leaders in creating healthy food environments in schools.</i></p> <p><i>Objective #3 Attendees will learn the qualities of a healthy food environment.</i></p> <p><i>Objective #4 Attendees will learn about the types of pre and post assessment that can be used in evaluating a healthy school environment.</i></p>

<p>Lessons Learned from a statewide collaborative initiative to increase physical activity in middle school students</p>	<p>Sequoya Howard, BS Health Sciences, HealthMPowers (GA)</p> <p>Utilizing CDC's Comprehensive School Physical Activity (PA) Program model, Georgia's Departments of Public Health, Education and partners achieved a statewide initiative training approximately 730 elementary schools with the skills and resources to provide additional PA throughout the school day. The success of this initiative led to a subsequent pilot in middle school and out-of-school time settings to understand adaptations to increase PA in various environments. In this session, participants will gain insight to lessons learned from a high-level collaborative amongst state and outside entities, and the resources, strategies and data necessary to replicate similar results with like populations and environments.</p> <p><i>Objective #1 Participants will be able to describe the essential collaboration amongst state and partnering entities to impact an entire state's physical activity opportunities in youth.</i></p> <p><i>Objective #2 Participants will be able to understand the vital initiative components in order to produce a similar physical activity initiative with like populations and environments.</i></p> <p><i>Objective #3 Participants will be able to analyze their current barriers and facilitators in reproducing a similar physical activity program in their setting</i></p>
<p>Be More, Haywood! Creating a Healthier School Environment in a Rural Community</p>	<p>Tennille Short, Extension Educator, University of Tennessee (TN)</p> <p>Students in a rural school system with high rates of obesity and poverty are becoming engaged in healthier living by participating in initiatives taking place under the "Be More, Haywood" umbrella. Nutritious habits like eating more vegetables and drinking more water are becoming the "norm", as the school environments are evolving and the students are being exposed to new opportunities and governed by new policies that promote better health. Partnerships between Extension, Coordinated School Health, the local Health Department, and the school system make it all possible. Small changes add up to big wins for this Tennessee school system.</p> <p><i>Objective #1 Gain insight into the partnerships needed and the planning process for implementing age-appropriate school gardens</i></p> <p><i>Objective #2 Find ways to use emerging trends to increase the health of the school environment</i></p> <p><i>Objective #3 Identify small policy changes within schools that can lead to increased student physical activity"</i></p>
<p>Statewide collaboration and implementation of Smarter Lunchrooms Movement</p>	<p>Ashley Bennett, MA, RDN, LD, Children's Healthcare of Atlanta-Strong4Life (GA)</p> <p>The Strong4Life School Nutrition program aims to increase consumption of healthier foods in schools by equipping school nutrition with targeted skills and an innovative toolkit. Combining evidence-based best practices and nudge solutions from Cornell Center for Behavioral Economics in Child Nutrition Programs Smarter Lunchrooms Movement and basic marketing principles, we will discuss how Children's is working to create an environment that nudges kids to make positive choices regarding the foods they eat. We will cover program development and implementation of training and resources as well as the importance of partnering with key stakeholders to reach schools across Georgia.</p> <p><i>Objective #1 To describe a low, to no cost program with resources and incentives to impact the school environment</i></p> <p><i>Objective #2 To discuss facilitators and barriers to program development and implementation that influences student choice in the cafeteria by applying principles of the Smarter Lunchrooms Movement</i></p> <p><i>Objective #3 To identify key stakeholders for collaboration to gain support at the state, district and individual school levels</i></p>

<p>A culture of wellness: Building a comprehensive employee wellness program in a hospital setting.</p>	<p>Lauren Lorenzo, MS, RD, LD, Children's Healthcare of Atlanta (GA)</p> <p>Worksite wellness programs are a recommended strategy to improve the health and weight status of adults. While many companies have begun offering such programs, engagement in these programs remains low, and few programs have tracked employee engagement in programs over time. This session will highlight lessons learned in the development and implementation of a comprehensive worksite wellness program at a children's hospital that contains easy to implement and scalable components. In a hospital setting, engaging staff in programs presents unique challenges such as non-conventional work schedules and time restraints. We will discuss strategies we have used to address such barriers.</p> <p><i>Objective #1 Describe the components of a comprehensive worksite wellness program at a non-profit children's hospital</i> <i>Objective #2 Discuss innovative uses of technology used to facilitate the implementation of the program</i> <i>Objective #3 Identify low cost/ low resource policies and interventions that can be implemented</i> <i>Objective #4 Discuss comprehensive tracking of participation and participant feedback"</i></p>
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<p>A Healthier State House: SC Policy Makers Leading by Example, Making the Capital Complex a Healthier Place</p>	<p>Jennifer Wright, BS, Exercise Science, MPH, Health Policy & Administration (SC)</p> <p>SCHA's Working Well has been establishing cultures of wellbeing 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 positioning them to lead by example. 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.</p> <p><i>Objective #1 Understanding of how and why engaging policy makers as key stakeholders is significant</i> <i>Objective #2 How to combine place based and people based strategies so a culture of wellbeing translates into improved health behaviors and health status.</i> <i>Objective #3 Identifying and engaging collaborative partners for low cost implementation.</i> <i>Objective #4 How to scale place-based PSE strategies</i></p>
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<p>Findings from an environmental audit tool evaluating the capacity of African American churches to host healthy programming.</p>	<p>Alba C. Calzada, Behavioral Science Research Manager, Dept. of Health Disparities Research, The University of Texas MD Anderson Cancer Center (TX)</p> <p>Obesity is an epidemic among African Americans (AA) and AA churches serving as worksites may be ideal settings for delivering health promotion services to its employees and members. A worksite wellness tool was adapted to assess churches' physical, information, and neighborhood environment and to evaluate their capacity for health programming. Houston area AA churches are homes to thousands of church members and environmental modifications could have a significant impact on health promotion behaviors related to obesity. The information provided in this session from faith-based environmental audits can be utilized for cross-collaborations with church leaders, community organizations and stakeholders.</p> <p><i>Objective #1 How to assess churches' physical, informative and neighborhood environment to evaluate their capacity to host healthy programming</i> <i>Objective #2 To learn about available resources at the churches and how they may be utilized for health promotion opportunities</i> <i>Objective #3 To identify opportunities to connect churches with stakeholders/community partners for health promotion activities</i></p>
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<p>Healthy Vending Machines - How to Make Them More Accessible</p>	<p>Kyle Wilson, Oliver Foundation Teen Advisory Board (TX)</p> <p>Too many children in America are obese or overweight creating unhealthy living and eating habits that will pass down from generation to generation. Almost 1.5 million vending machines are in schools across the United States and most still carry unhealthy items like candy and cookies. However, the amount of healthy food being placed in vending machines is on an upward trend. The biggest problem with vending machines is the cost of these healthier items. Companies make the healthier items more expensive and can often cause people to instead go with the cheaper junk food option in a vending machine. My talk will discuss ways to solve this problem so healthier snacks can be more accessible to underprivileged areas.</p> <p><i>Objective #1 Understand unhealthy vending impact on obesity</i> <i>Objective #2 Understand Vending accessibility to youth</i> <i>Objective #3 Learn Healthy and Unhealthy vending choices and costs</i> <i>Objective #4 Learn ideas healthy vending and how change policy</i></p>
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<p>Winning the Battle against Sugar Addiction</p>	<p>Devanshi Udeshi, Oliver Foundation Teen Advisory Board (TX)</p> <p>In this session, I plan to talk about my personal journey in realizing that I was addicted to sugar, how it affected my life, and the steps I took to change my lifestyle. In addition, I will discuss ways that everyone can use to limit their sugar intake, and the role of the processed food industry on the amount of sugar the average person eats. Finally, I will discuss ways to spread awareness of the over-consumption of sugar and its effects on obesity.</p> <p><i>Objective #1 An inspiring personal story about overcoming sugar addiction</i> <i>Objective #2 Strategies on how to overcome sugar and food addiction</i> <i>Objective #3 Ways to spread awareness on the over-consumption of sugar</i> <i>Objective #4 Understanding the link between sugar and obesity</i></p>
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<p>Inspiring Healthy Communities – Empowering Youth as Leaders</p>	<p>Metria Muryan, The Public Health Institute, Center for Wellness and Nutrition (CA)</p> <p>The Public Health Institute (PHI) Center for Wellness and Nutrition (CWN) supports the implementation of Youth-led Participatory Action Research (YPAR) projects with low-resource youth in diverse communities across California. The goal is for young people to assess the health aptitude of their community, research root-causes and ultimately advocate for policy and environmental changes that support healthy lifestyles. Through the experiential learning process of the YPAR framework, youth researchers are not only exposed to the disparities of obesity and other chronic diseases, but they are empowered by the role their voice in bringing positive change to these underserved communities.</p> <p><i>Objective #1 Understand how the Youth-led Participatory Action Research (YPAR) framework can be used as a strategy to advance community change efforts toward obesity prevention</i> <i>Objective #2 Recognize how youth and adult partnerships can effectively impact healthy changes in underserved communities.</i> <i>Objective #3 Identify resources and examples of how to support youth engagement efforts within a variety of settings.</i> <i>Objective #4 Engage with experiential learning youth activities.</i></p>
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<p>Reducing Breastfeeding inequities to reduce obesity rates</p>	<p>Harumi Reis-Reilly, MS, CNS, Ches, IBCLC, National Association of County and City Health Officials (VA)</p> <p>A growing body of evidence suggests that breastfeeding play a role in programming noncommunicable disease risk later in life including childhood obesity prevention. The success of breastfeeding is directly tied to a skilled, accessible lactation support provider, but access to such providers is inconsistent and unreliable, especially for those in underserved communities. This session will highlight the main lessons learned of the largest national implementation of 72 local breastfeeding programs that addressed barriers to access skilled lactation support to shrink the health equity gaps and reduce inequities in breastfeeding and obesity disparity rates.</p> <p><i>Objective #1 List at least two complications of obesity likely preventable by breastfeeding</i> <i>Objective #2 Discuss structural barriers that compromise minority and low-income women's capacity to breastfeed at optimal levels</i> <i>Objective #3 Name two strategies employed by community-level agencies to tackle structural barriers and address breastfeeding health inequities.</i></p>
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<p>Empowering Child Care Professionals to Implement Obesity Prevention Practices</p>	<p>Jill Cox, MS, RD, Penn State Better Kid Care (PA)</p> <p>Penn State Better Kid Care provides online, On Demand professional development opportunities for early care and education professionals translating science into practical action steps to improve practice in obesity prevention strategies in the early care and education setting. This session will share relevant resources that will enable ECE professionals to develop action plan strategies to implement healthy practices related to nutrition and physical activity, including ways to overcome barriers for both family and center-based providers.</p> <p><i>Objective #1 Identify the role of quality online professional development in supporting early care and education professionals in evidence-informed obesity prevention practices.</i> <i>Objective #2 Determine ways to incorporate online training resources for ECE professionals to improve the quality of care related to obesity prevention.</i> <i>Objective #3 Examine ways to overcome barriers to best practice implementation related to physical activity and healthy nutrition practices in ECE settings.</i> <i>Objective #4 Describe the utilization of online professional development for ECE providers in obesity prevention practices in southern states.</i></p>
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<p>Active Play! Strategies for Promoting Physical Activity in Early Childhood Settings</p>	<p>Diane Craft, PhD in adapted PE, SUNY Cortland (NY)</p> <p>This session will highlight strategies for promoting early childhood physical activity. Hear ways Southern states can promote physical activity through collaboration across state-level agencies and organizations. Also hear curricular recommendations and practical, engaging strategies ECE technical assistance providers can use in helping teachers/providers meet the physical activity needs of young children. Learn ways to overcome barriers to providers leading physical activities with the children in their care. View examples of fun, inclusive, developmentally appropriate physical activities that use only inexpensive equipment, work in small spaces, and accommodate children of varying ages and abilities.</p> <p><i>Objective #1 To identify commonly perceived barriers to child care providers leading young children in physical activities and strategies for overcoming these barriers.</i> <i>Objective #2 To describe other states' approaches for promoting children's physical activity in child care settings.</i> <i>Objective #3 To describe at least one strategy for state-level collaboration to promote physical activity among young children in care.</i> <i>Objective #4 To identify at least one action item that can be undertaken by a Southern state to further promote physical activity among young children in care.</i></p>
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<p>Food Retailers: Nudging Their Way into Health Leadership Roles</p>	<p>Bonnie Hinds, State Specialist, Health & Housing, MS Education, University of Tennessee Extension (TN)</p> <p>While many people can modify their diets to eat more healthfully and avert obesity or other chronic conditions, those in rural areas often lack convenient access to fresh, nutritious ingredients. The rural poor, in particular, are unduly hampered by lack of time, child care, and transportation to invest significant time in seeking out and preparing healthier meals. Working with local grocers to increase access to—and knowledge of—healthier choices is one of the key factors in reducing obesity in rural communities. UT Extension's BE MORE campaign has helped rural food retailers appreciate their role as community health leaders.</p> <p><i>Objective #1 Reinforce the role PSE change in the retail food environment.</i> <i>Objective #2 Understand the function and cite examples of consumer "nudging."</i> <i>Objective #3 Increase perceptions of food retailers as community health leaders.</i></p>
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<p>Strategies to Improve Access and Education Resources to Increase Healthy Lifestyle Change in Underserved Communities.</p>	<p>Deanna Melton-Riddle, DHA, CMA-AAMA, RPT-AMT, CDPLC, MSA, BA, DMR Consulting (IL)</p> <p>The primary focus of this project is to identify ways to create better partnerships to connect communities to needed resources.</p> <p><i>Objective #1 To identify continued existing barriers to healthy lifestyle change.</i> <i>Objective #2 To formulate key community advocacy partnerships</i> <i>Objective #3 Make better connections to needed resources.</i></p>
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<p>Fun Bites: bringing healthier options to concession stands and snack bars</p>	<p>Megan Carmichael, Florida Dept. of Health in Pasco County (FL)</p> <p>The Fun Bites Initiative was developed to provide healthier options at concession stands, snack bars, vending machines, and/or events. The goal is to make the healthy choice the easy choice by increasing healthy and affordable foods & beverages in public places. Fun Bites are snacks that are lower in calories, fat, sugar, and salt and tend to be nutrient rich snacks containing one or more of the following: calcium, protein, fiber, vitamins.</p> <p><i>Objective #1 Participants will learn how to build a partnership with the correct people when trying to implement a program like Fun Bites</i> <i>Objective #2 Participants will learn how to use the 4 P's of marketing</i> <i>Objective #3 Participants will hear success stories on policy development of the Fun Bites initiative</i> <i>Objective #4 Participants will learn about the Smart Snacks in School Guidelines and how to implement an initiative like Fun Bites in their community</i></p>
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A pilot study utilizing African American churches as an effective food co-op to provide consistent access to fresh fruits and vegetables in food deserts.

Alba C. Calzada, Behavioral Science Research Manager, Dept. of Health Disparities Research, The University of Texas MD Anderson Cancer Center (TX)

Food deserts, or areas lacking healthy food options, are prevalent in African American neighborhoods. African American churches are promising venues for delivering healthy food options in these communities. This pilot study, conducted in southwest Houston, explored the feasibility of utilizing African American churches to provide consistent access to fresh fruits and vegetables in low-income,

Objective #1 Demonstrate how to leverage the resources of a church with deep ties to the community, to conduct a community-based pilot study.

Objective #2 Discuss how churches may be a more effective medium to reach populations that are often unreachable by other interventions.

Objective #3 Discuss the issue of food waste in the context of the growing phenomenon of food deserts.

Are you Hungry for Healthy? A Healthy Retail Initiative in South West Atlanta, GA

Tammy Reasoner, MPA, Open Hand Atlanta (GA)

Obesity remains one of the largest public health threats in Georgia. To address this challenge, Open Hand Atlanta launched a consumer-facing marketing initiative to influence the purchase of healthy foods designed to appeal to children and caregivers. The intervention combines social marketing strategies and direct nutrition education to encourage the purchase and consumption of produce among SNAP recipients. Program components include: product promotion and placement grocery store tours food demonstrations. The campaign uses collaborative multi-level interventions to shape consumers' consumer purchases to prevent diet-related disease via workplace training for staff and developing healthy behaviors for shoppers.

Objective #1 Present initial findings to highlight social marketing as a promising tool to improve campaigns and promote healthy eating

Objective #2 Discuss the need for collaborative partnerships that engage both the private and public sectors to address complex public health problems

Objective #3 Identify replicable strategies and best practices for multi-level healthy retail interventions

Assessing WVUES Family Nutrition Program Employees Perceptions of Federal Aid Recipients as a Primary Target Audience

Gina Taylor, MA, Teaching, Educational leadership and Administration, West Virginia University Extension Services (WV)

The WVU Extension Service Family Nutrition Program (FNP) is comprised of numerous nutrition and physical activity programs designed to help limited-resource families and youth improve their health. This project sought to determine what factors lead to the positive or negative perceptions of clients who receive federal assistance. This interactive session will share the online survey and telephone interview results, conclusions and methods for utilizing this information to guide staff development and outcomes.

Objective #1 Increase understanding of purpose, methodology and potential impact of research initiative

Objective #2 Increase knowledge of how perceptions of federal aid recipients can affect obesity prevention programming

Objective #3 Shared assessment tools including online survey and interview questions

Understanding the historical context of issues related to healthy communities and schools

Jennifer White, Voices for Healthy Kids (TX)

As we support policy and systems change work around the country we have recognized that although many understand the current health disparities that exist, not enough truly understood the historical context that has left some communities far behind others in terms of health outcomes. Working with The Praxis Project, Voices for Healthy Kids developed tools to help educate campaigns on the historical context of active places, healthy schools, access to healthy foods as well as early child care. Furthermore, we introduced tools to go beyond knowledge building, allowing campaigns to translate that knowledge into better understanding their own communities and the historical nature to the current health equity challenges they face.

Objective #1 Define the role that historical and structural racism has on communities of color today.

Objective #2 Identify how current policy and system change initiatives need to consider and plan with this historical context in mind.

Objective #3 Demonstrate how local campaigns and programs can investigate the historical context and relevance in their own communities.

The Effect of the HealthyKids Program on Childhood Obesity and Long-term BMI Maintenance

Jamie Jeffrey, MD, FAAP, HealthyKids Wellness & Weight Management Program, CAMC Weight Loss Center (WV)

Obesity poses a significant public health threat to the pediatric population. Research shows that youth with an obese BMI in a structured, multi-disciplinary weight loss program, such as the HealthyKids Wellness & Weight Management Program (HealthyKids), gain the tools for healthy weight loss. HealthyKids is an 8-week family-based program with individual and group nutrition sessions from a pediatrician, dietitian and group exercise lead by an exercise physiologist. This session will review the structure of the HealthyKids program and results of recent research evaluating the short and long term BMI results and predictive lifestyle behaviors.

Objective #1 Define severe obesity and its health impact in the pediatric population

Objective #2 Describe components of a successful Stage 3/4 obesity treatment programsuch as HealthyKids

Objective #3 Interpret short-term and long-term BMI z-score changes in treatment cohort

Objective #4 Identify potential clinical and/or community partners in your community to partner to form Stage 3 treatment program

Georgia's Fruit and Vegetable Prescription (FVRx) Program

Kayla Anderson, MPH, RDN, LD, CDE, Open Hand Atlanta (GA)

The FVRx program is an innovative solution to preventing and treating chronic diet-related disease. FVRx promotes affordable access to fruits and vegetables and healthy eating in underserved communities through partnerships with healthcare providers, community organizations and local food producers. FVRx is a proven evidence-based model of preventative health care with a demonstrated impact, resulting in healthier communities, food systems and local economies.

Objective #1 Identify methods to increase access and consumption of local produce

Objective #2 Analyze and report initial findings from health outcome tracking tool

Objective #3 Discuss community health initiatives that link healthcare systems with community partners in order to meet nutrition needs and improve health outcomes

A Community Driven Healthy Retail Initiative and Social Marketing Campaign in Georgia

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

HealthMPowers and the PHI collaborated to implement a community initiative to increase access to and consumption of healthy foods at local retailers and establish an engaging social marketing campaign to influence behavior changes among residents. Three pilot site counties were selected for the initiative based on readiness, partnerships, obesity prevention infrastructure and community involvement in high poverty areas. Formative research was conducted including focus groups, interviews, environmental scans, and shopper intercept surveys. Based on formative research, a social marketing campaign was implemented including point of sales marketing materials and cues to easily identify healthier foods and beverages at participating retailers.

- Objective #1 Participants will learn about evidence-based obesity-prevention programming that has taken place in the state of MS for the past 17 years.*
- Objective #2 Participants will be able to evaluate a program that effectively targets obesity prevention in children ages 2-10.*
- Objective #3 Participants will be able to design a program that uses health equity as an outcome measurement.*
- Objective #4 Participants will be able to design a program that uses literacy rates as an outcome measurement.*

Creating Salud Report Cards to Impact Health Outcomes at a County Level

Eric Moreno, MA, Salud America! (TX)

Salud America! is an online network of over 96,000 parents, educators, and researchers, that advocate for policies to prevent Latino childhood obesity. Salud Report Cards are a web-based tool developed by Salud America! in response to a growing demand for tools that highlight the greatest environmental barriers to a healthy weight. In this session, we will teach participants how to create an interactive report designed to be shared by communities leaders with their network. Data from national surveys along with mapping tools, policy solutions, research, and stories will empower advocates with information to accelerate healthy changes in their community.

- Objective #1 Discuss the impact of developing county-based, share-able health assessments and how the relevant data sets were selected to best develop an overall picture of health for a community.*
- Objective #2 Learn the importance of gathering tailored, localized data and why they are necessary to communicate community needs.*
- Objective #3 Identify ways to best utilize/share this information with community leaders, policy makers, and stakeholders to best affect change at a significant level.*

Addressing Our #1 Source of Sugar in Diets: Improving Health Equity Through Sugary Drink Taxes

Christopher Roller, Senior Director of Advocacy and Grants Management, American Heart Association (TX)

We'll highlight two exciting and contentious local policy campaigns to increase taxes on sugary drinks at the city level, in Boulder, CO and Santa Fe, NM. Both garnered national attention and required innovative approaches. We'll focus on the development and implementation of a campaign plan/strategy, coordination with national and local partners, the development and distribution of key messages and collateral materials, community engagement and efforts to get out the vote.

- Objective #1 Will learn about the development and implementation of strategic plans for successful sugary drink tax campaigns*
- Objective #2 Will learn about how sugary drink taxes can positively impact the health equity and outcomes of their community*
- Objective #3 Will take away resources on specific aspects of successful campaigns, such as message development and distribution, engagement of stakeholders, development of strong coalitions and tactics for getting out the vote*

Changing Policies and Environments: Promising Practices from a Georgia Community-Based Childhood Obesity Program

Lisa Medellin, MSW, Healthcare Georgia Foundation (GA)

Preventing and reducing childhood obesity at the population level requires comprehensive, community-based strategies that focus on changing local policies and the built environment. Healthcare Georgia Foundation recently concluded a three year Childhood Obesity Prevention Initiative. Based on lessons learned from the initiative, this session will describe four coalition's strategies for engaging communities to champion policy, systems and built environment changes to increase options for physical activity.

- Objective #1 Participants will learn about four different coalitions' approaches to implementing policy, systems and environmental strategies.*
- Objective #2 Participants will learn about evaluation tools/strategies for policy, systems, and environment interventions.*
- Objective #3 How to improve a community coalition's capacity to identify and champion passage of local policies.*
- Objective #4 Lessons learned from implementing environmental and policy change interventions.*

Assessing community readiness for childhood obesity prevention: A case study in Georgia

Erica Sheldon, MPH, Georgia State University School of Public Health (GA)

In 2012, community readiness assessments were conducted in 15 counties across Georgia that were actively working on childhood obesity prevention. Four counties went on to receive three years of funding from the Healthcare Georgia Foundation to implement childhood obesity prevention initiatives focused on policy, systems, and environmental change approaches. In 2017, a follow-up assessment was conducted in the four counties to examine changes in readiness and capacity. The Community Readiness Model (CRM) was used to assess, score, and categorize readiness in each county.

- Objective #1 Describe the concept of community readiness*
- Objective #2 Demonstrate the process for conducting a community readiness assessment*
- Objective #3 Discuss the implications of the CRM for designing tailored community interventions*

Go Outside and Play!: How A Motivational Campaign Can Help Increase Physical Activity in Rural Communities

Kathryn Burkliund, BS community Health, University of Tennessee Extension (TN)

To determine outlets for physical activity in counties participating in a CDC grant to promote PSE improvements, University of Tennessee Extension underwent asset mapping. The information revealed was both chagrining and encouraging, in that adequate numbers of free recreational opportunities existed. The challenge, locations were underused. The BE MORE motivational campaign was designed to encourage use and motivate the community, through signage and promotion, to be more physically active within these spaces. Embracement of the campaign sparked the spread to unconventional locations. To date, the campaign has increased use through new walking programs, fitness challenges, and other group exercise activities.

- Objective #1 Process for building partnerships to begin changing the climate in rural settings around physical activity*
- Objective #2 Experience of PSE efforts within parks*
- Objective #3 Examples of community-wide campaign materials for places to be physically active*

The CATCH Promise: Advancing Equity in Youth Obesity Prevention

Duncan VanDusen, MPH, CATCH Global Foundation (TX)

The CATCH Promise, an initiative of the CATCH Global Foundation, aims to eliminate cost and accessibility barriers for underserved school districts wanting to implement coordinated school health to increase physical activity and healthy eating and prevent obesity among their students. Since 2015, the Foundation, in partnership with community funders, has provided CATCH curriculum materials, training, evaluation, and ongoing support to five CATCH Promise districts in the South, impacting over 50,000 children. Learn how this exciting initiative is closing the obesity gap for at-risk youth and how you can bring the CATCH Promise to your community.

Objective #1 Discuss how the CATCH Promise is helping traditionally underserved schools and districts meet local health needs and reduce disparities in childhood
Objective #2 State the CATCH Promise eligibility criteria for schools and districts and the steps one can take to bring the CATCH Promise to their community.
Objective #3 Describe how the CATCH Promise is fostering community collaborations and increasing local investments to provide coordinated school health for at-risk youth.

Fulfilling the 'CATCH Promise' in Jefferson Parish: A scalable approach to local school health needs

Benjamin Moscona, Bridgedale Elementary School, Jefferson Parish Public School System (LA)

In 2016, the Jefferson Parish Public School System (JPPSS) became a CATCH Promise community, kicking off a collaboration that will implement coordinated school health in 24 schools over 2 years. CATCH Promise is an initiative of the CATCH Global Foundation and provides curriculum, training, and ongoing assistance to schools in low-socioeconomic communities to improve children's physical activity and nutrition behaviors. Learn from the experiences of one JPPSS school as they've worked to build support for coordinated school health, implement curriculum components, and execute environmental strategies that promote healthy behaviors. Program impact and plans for sustainability will also be discussed.

Objective #1 Discuss best practice strategies for implementing coordinated school health and the benefits that can be achieved during the first year of implementation.
Objective #2 List 2-3 actions that school administrators or school health practitioners can take to build support for coordinated school health among teachers, staff, parents, and the community.
Objective #3 Discuss potential challenges to implementing and sustaining a coordinated school health program and how these can be addressed.

Action Pack Families: Community Based Participatory Research in Schools

Courtney Still, PhD RD, LD, University of Georgia College of Public Health (GA)

Community partners formed the Healthy Colquitt Coalition and collaborated with the University of Georgia Cooperative Extension, Colleges of Public Health, and College of Family and Consumer Sciences. They received grant funding from USDA to develop, implement and evaluate Action Pack Families, a school-based nutrition and physical activity intervention that utilizes children as change agents in their homes and communities to prevent childhood obesity. This session will describe the process of community engagement across multiple sectors, the research design and intervention, and how this intervention was successfully integrated into a diverse community.

Objective #1 Participants will understand the importance of engaging community members and organizations and responding to the needs of the community in research.
Objective #2 Participants will be able to describe ways to overcome barriers to community based participatory research.
Objective #3 Participants will be able to describe ways to foster dissemination and sustainability in community based participatory research.

Influencing Behavior through Youth Voice - Best Practices and Lessons Learned

Courtney Irons, HealthMPowers (GA)

Youth engagement in middle/high schools empowers students with input, choice, and leadership opportunities, which may lead to the potential for improved health in schools and communities. Evidence-based youth engagement approaches can improve healthy eating and physical activity behaviors and reduce sedentary behaviors in adolescents. Behavior change strategies include peer to peer engagement and learning, mentor to peer support for achieving change, and social marketing of healthy key messages which support individual as well as school and district wellness efforts. Participants in this session will have the opportunity to learn and discuss best practices, practical strategies and lessons learned for engaging youth in creating a healthy school environment.

Objective #1 Participants will be able to understand how the utilization of youth voice can improve physical activity and nutrition behaviors in the school setting.
Objective #2 Participants will be able to examine best practices and impact of youth engagement in the school setting as it relates to improving student physical activity and nutrition behaviors.
Objective #3 Participants will be able to discuss evidence-based strategies, tips and lessons learned to engage youth in the school setting.

Advocating for School Health Policy Change: Development and Implementation of a Parent Ambassador Training Program

Anika Norwood, MPH, DeKalb County Board of Health (GA)

This Parent Ambassador Program engages parents of school-aged children in African American communities to advocate for school wellness policies. An Atlanta-area health department partnered with a local university to develop a training curriculum that uses an evidence-based train-the-trainer model in which Master Trainers train Parent Ambassadors. Training modules focus on child nutrition and physical activity, becoming a change agent, action planning, and understanding school environments. The program aims to equip parents with the knowledge and skills to create meaningful health-related change in schools. This program offers a unique opportunity to empower parents to advocate for healthy school policies and environments.

Objective #1 To explain the links between nutrition, physical activity, health, and academic performance in youth and adolescents.
Objective #2 To describe the four training modules of the program's training curriculum.
Objective #3 To name three characteristics of an effective Parent Ambassador/school wellness advocate.

School Health Council Technical Assistance Project

Laciana McIntyre, MS, The Partnership for a Healthy Mississippi (MS)

Participants will become more knowledgeable about childhood obesity in Mississippi and the decision to enact The Mississippi Healthy Students Act of 2007 requiring minimum periods of physical activity-based instruction and health education grades K-8; and requiring each Mississippi school to have an active and functioning school health council. With lack of funding for the enforcement of this act, many school health councils only exist on paper and take no effective action. Participants will learn how The Partnership for a Healthy Mississippi (The Partnership) developed and implemented The School Health Council Technical Assistance Project through to fifty-eight schools and school health councils through the state of Mississippi.

Objective #1 Participants will learn how The Partnership developed and implemented The School Health Council Technical Assistance Project
Objective #2 Participants will become more knowledgeable regarding the CDC'S CSH Model and the WSCCModel; and the SHI Self-Assessment Tool. Participants will be able to understand how The Partnership utilized these evidence-based tools to improve health outcomes in Mississippi schools.
Objective #3 Participants will become more knowledgeable about the state of childhood obesity in Mississippi and the state's decision to enact The Mississippi Healthy Students Act of 2007.

<p>Working Well Together: Aligning national best practices in employee wellbeing with statewide strategies to support and enhance local, community-based workplace wellness initiatives.</p>	<p>Emily O'Sullivan, MS Health Promotion Management, CHES (SC)</p> <p>Working Well is a statewide worksite wellbeing initiative in SC that helps employers of all sizes and sectors implement evidence-based best practices in employee wellbeing through policy, systems, and environmental change strategies. Working Well focuses on nine dimensions of employee wellbeing: wellness culture, risk assessment and outreach, nutrition and food environment, physical activity, tobacco free, emotional and mental wellbeing, financial wellbeing, incentives and communication and evaluation. Key elements including leadership engagement, organizational assessment, coaching and training, technical assistance, best-practice sharing and networking, and statewide recognition provide a solid foundation from which customizable, scalable solutions have been developed to fit employer needs across sectors and regions in SC.</p> <p><i>Objective #1 Understand the key elements of coordinating a successful state-wide initiative for building cultures of wellbeing in the workplace</i> <i>Objective #2 Identify collaborative partners, resources, and funding sources</i> <i>Objective #3 Understand key organizational strategies to establish sustainable cultures of wellbeing; low/no cost PSE strategies for healthy eating and active living in any worksites sector.</i> <i>Objective #4 How to scale solutions to fit worksite sector, size, state, budget, etc."</i></p>
<p>Creating a Culture of Wellness – Fitting in Daily Activity in Worksites</p>	<p>Michael Lopez, MUP, Plannig for Active Communities, Texas A&M AgriLife Extension Service (TX)</p> <p>While there has been some leveling in obesity rates, it continues to be a concern due to its link to negative health consequences. Texas A&M AgriLife Extension's response was the enhancement of an existing program called Walk Across Texas! (WAT!). WAT! is an online, evidence based program that has been implemented in worksites across Texas and consists of multiple program components designed to establish the habit of regular physical activity. Participants who attend the session will be introduced to the program for worksites and given tools and resources to create more active worksite environments through small infrastructure changes.</p> <p><i>Objective #1 Discuss recent trends in physical activity</i> <i>Objective #2 Identify feasible ideas to incorporate daily activity in worksites</i> <i>Objective #3 Utilize evidence-based resources to create healthier environments</i></p>
<p>The Diabetes Belt Distinction: Responding with Prevent T2 in the worksite and community</p>	<p>Marie Arick, MS, Health Promotion, CHES, University of Florida IFAS Extension Service (FL)</p> <p>The University of Florida IFAS Extension and Florida Department of Health, Jackson County have collaborated to provide the CDC's National Diabetes Prevention Program, Prevent T2 Lifestyle Change Program, in both worksite and community settings. This was in response to the CDC designation as a 'diabetes belt county' indicating a greater risk for developing diabetes due to a variety of socioeconomic factors. The self-identified, physician referred pre-diabetic or at risk for diabetes participants receive practical nutrition and physical activity guidance in a supportive environment to promote positive lifestyle behavior changes including weight loss, increased physical activity and healthier balanced dietary intake.</p> <p><i>Objective #1 The potential of the Prevent T2 program.</i> <i>Objective #2 How to become a lifestyle coach.</i> <i>Objective #3 How your program can become CDC recognized</i></p>

<p>Victoria County Active Living Plan/ Getting your community involved in Active Living is easier said than done</p>	<p>Derrick Neal, MPA, Victoria and DeWitte County Public Health Dept. (TX)</p> <p>Victoria County, a predominantly rural county in south Texas, has elevated rates of death from cancers and the morbidity and complications that arise from diabetes, compared to the state. A group of key community stakeholders addressed this significant health threat by working collaboratively to develop an ALP. Engaging the community in improving its health and well-being is the approach used to create the plan. The aim of the ALP is that Victoria County residents will implement healthy habits that improve health and wellness. This plan has evolved into our fitvic vision for Victoria county promoting long-term active living.</p> <p><i>Objective #1 To facilitate development of a local culture that supports physically active lifestyles</i> <i>Objective #2 Healthcare systems will increase the priority of physical activity assessment, advice, and promotion.</i> <i>Objective #3 Develop and implement a mentoring relationship between large industry and small business partners to increase workplace wellness programs.</i> <i>Objective #4 Create awareness of a variety of activities that promote healthy living through a range of marketing strategies. Advocate elements that would create family time and exercise to encourage healthy lifestyles.</i></p>
<p>The WECAN! (Ways to Enhance Children's Activity & Nutrition) Program building relationships in a school setting.</p>	<p>Rosa Calzada, MD Anderson at the University of Texas in Health (TX)</p> <p>The WECAN! Program is a 4-6 weeks program for children ages 7-14 and their guardians. This program is provided for low income areas, and implemented in a school/community settings. The WeCan! Program proves by building the right relationships with schools and community centers it benefits the researcher to implement a successful program that helps the community develop a healthier lifestyle.</p> <p><i>Objective #1 Increase school/community recruitment.</i> <i>Objective #2 Lessons learned in building a schools/community partnership.</i> <i>Objective #3 How to maintain a bidirectional relationship within schools and researchers.</i></p>
<p>Health Ambassadors and community outreach in the prevention of obesity and chronic disease</p>	<p>Marybeth Pena, RN, BSN, CDE, Florida Dept. of Health Martin County (FL)</p> <p>The training and organization of grassroots health ambassadors is vital in the development of healthy communities and healthy weight initiatives. In this session you will learn about community assessments, identification of grassroots health ambassadors, how to partner with effective and trusted groups and the development nutrition programs that are interactive, hands in and highly effective in promoting healthy weight, decreasing obesity and building healthy communities.</p> <p><i>Objective #1 Participants will gain a working knowledge of how to develop a health ambassador model</i> <i>Objective #2 Participants will explore the effects of culture, community and environment on obesity</i> <i>Objective #3 Participants will explore how healthy plate and hands on cooking classes can positively impact programs, especially in immigrant, low income and rural communities</i> <i>Objective #4 Participants will learn effective assessment strategies in these communities"</i></p>