

<p><b>Increasing Limited Resource Community's Access to Fresh Produce through Farmers' Markets</b></p> <p><b>Jackie Walters</b> MBA, RDN Nutrition Education Specialist, UK CES</p> <p>Social marketing research techniques were applied to address limited resource Kentuckians' lack of access to healthy, local food through farmers' markets. The results of the formative research was the development of a farmers' market toolkit. The toolkit contains presentation tools for communicating the value of marketing to the limited resource audience, a market assessment tool, and resources for addressing every item in the assessment. This session describes how Community Based Prevention Marketing was applied.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Will be able to list barriers to low-income community members shopping at farmers' markets.</li> <li>• Will be able to list factors that encourage low-income community members to shop at farmers' markets</li> <li>• Will be able to explain how the Community Based Prevention Marketing approach can be used to increase the participation of low-income community members in local food systems</li> </ul>	<p><b>Uncovering Benefits and Barriers to Shopping at Kentucky Farmers' Markets for Low-income Populations</b></p> <p><b>Paula Plonski</b> M.A., University of Kentucky Nutrition Education Program</p> <p>Literature indicates low-income populations are less likely to shop at farmers' markets, yet consuming more fruits and vegetables could help reduce the obesity rates often high among this population. To address this, the University of Kentucky Nutrition Education Program conducted a mixed-methods research study to determine the barriers and promoters for shopping at farmers' markets in four metro and four non-metro counties in Kentucky. Surveys and focus groups were conducted with 80 SNAP-eligible participants during 2017. This session describes the methods and results of this research; a related UK proposal covers how the results were used to develop a toolkit.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identifying barriers of farmers' market</li> <li>• Identifying promoters of farmers' markets Insights from data disaggregation (metro vs. non-metro)</li> <li>• Benefits of combining quantitative and qualitative results</li> </ul>
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<p><b>Connecting Farmers, Families and the Community: WV Kids Farmers Market Program</b></p> <p><b>Kristin McCartney</b> MPH, RDN, LD West Virginia University Extension</p> <p>The WV Kids Farmers Market Program aims to improve the health of children and the WV farm economy by providing children in low income schools, childcare centers and community organizations with \$4 vouchers to shop for their own local foods. By combining the existing Extension and SNAP-Ed infrastructure with a \$20,000 grant, in 2017, 54 markets were offered in 30 counties impacting 5,400 children. The markets include educational components such as taste testing and recipes. By providing children with buying power, the program both subsidizes local farmers, allowing for increased production capacity, and potentially creates the next generation of consumers.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Describe steps for implementing a kids market program</li> <li>• Identify key partners in establishing similar programs in other states</li> <li>• Describe outcomes, evaluations strategies and next steps for the WV program</li> </ul>	<p><b>Equity in the 2018 Farm Bill: How to Educate Policymakers on the Importance of the Food Environment and Health</b></p> <p><b>Lindsey Haynes-Maslow</b> PhD, MHA NC State University</p> <p>The Farm Bill is the primary agricultural law run by the federal government and is reauthorized every 5 years. Nearly 80% of the Farm Bill's budget goes toward food assistance programs, including SNAP, SNAP-Education, and FINI. Many programs address the food environment, including farmer's markets, grocery stores, and corner stores. We will focus on how to educate policymakers about the importance of these programs in addressing obesity through access to healthy foods for low-income populations. Participants will learn how to communicate to policymakers that access to and consumption of healthy food is a complex issue, that encompasses the food environment.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Participants will understand the importance of speaking directly with policymakers</li> <li>• Participants will learn how to schedule visits with policymakers, how to frame the conversation, and how answer questions about their food environment programs</li> <li>• Participants will learn how to follow-up with policymakers and stay in touch with them so they can build positive working relationships with them.</li> </ul>
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<p><b>Overcoming Low School Food Consumption through Schoolwide Policies</b></p> <p><b>Kristie Bardell</b> MPH Louisiana Public Health Institute</p> <p>The Louisiana Public Health Institute (LPHI), Propeller: A Force for Social Innovation and The Healthy School Food Collaborative (HSFC) evaluated the impact of a multi-component intervention and policy change intervention at three charter schools in New Orleans, LA. After an in-depth plate waste study of more than 20,000 school lunches conducted in 2014, we have consistently found students consuming half their lunch. During the 2015-2016 school year, LPHI, HSFC and Propeller implemented a multi component intervention and a no cost policy intervention designed to increase consumption of school lunch among charter school students in New Orleans. This session will discuss the development of the multi-component intervention which consisted of four aspects: a student level, a staff level, a parent level, and a cafeteria level, in addition to the policy change of recess before lunch.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Describe opportunities/challenges to implementing policy changes and a multi-component intervention to improve school food consumption.</li> <li>• Identify environmental factors that impact student school food consumption.</li> <li>• Describe policies that positively and negatively impact school food consumption.</li> </ul>	<p><b>Youth Driven Solutions to Big Community Health Problems: Healthy Concessions and Cooking</b></p> <p><b>Olivia Turman</b> Barboursville Community Wellness Council/Living Healthy 4 McDowell</p> <p>In Cabell County, the youth founders of the Wheelie Good Food Cart take their smoothie bike and food cart to school and community events to offer healthy food choices and physical activity options to attendees. In McDowell County, the high school youth Garden Girls grow vegetables and offer healthy cooking classes to their peers and the community. They will demonstrate how a creative idea from young people can prove to be a system or policy change as well as lead to economic development opportunities for their communities and youth.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• How to flush out the creative ideas to create a sustainable project</li> <li>• Getting your plan organized and your stakeholders engaged</li> <li>• Why it is important to choose the model of youth led, adult facilitated</li> </ul>
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**Innovations in School Health: Unique Partners, Unique Impacts**

Rachel Campos Georgia Health Policy Center

Since 2012, a Georgia university has been collaborating with universities and school health non-profits across the United States to improve school health in Georgia. The provision of individualized technical assistance (TA) including strategic partnership development, evaluation guidance, professional development and grant writing support has resulted in improvements in school health outputs and outcomes. The application of a common TA framework in various southern geographic locations has been shown to increase the partnerships and impacts of these school health-focused organizations. This session will highlight the importance of unique and innovative partnerships -- how to form them and sustain them.

**Learning Objectives:**

- Application of an evidence-based technical assistance model to Coordinated School Health framework
- Strategies for developing unique partnerships to achieve school health outcomes
- Articulate concrete action steps for accomplishing partnership goals considering local context

**Connecting with Communities: A School-Based Approach to Whole-Child Wellness and Obesity Prevention Outcomes in the Delta Region: Eat Move Grow**

Donna Newton The Health Enrichment Network

Learn how the Louisiana Delta initiative EatMoveGrow utilize the low-cost, highly-replicable Painted Play Space model to yield big increases in playground activity levels. Targeting rural, low-resource elementary schools who lack playground equipment, EatMoveGrow used playground stencils, paint, and a training session to increase recess Metabolic Equivalent Task (METs) by 17% and recess Moderate to Vigorous Physical Activity (MVPA) by 38%. During this presentation we will share step-by-step how-to's for project implementation and findings from validated research tool, SOPLAY behavior studies, and Polar Accelerometer research. Participants will receive handouts detailing steps to replicate low-cost intervention at your site.

**Learning Objectives:**

- Increase the duration and intensity of physical activity among school-aged children in the Louisiana Delta Region
- Understand how to effectively use SOPLAY observational tool to evaluate activity at recess time
- Increased knowledge of MVPA and MET rates challenges faced by children in rural schools

**Connecting with Communities: A School-Based Approach to Whole-Child Wellness and Obesity Prevention Outcomes in the Delta Region: Illinois CATCH on to Health Initiative**

Jeffrey Franklin, Illinois Delta States Network Director Southern Illinois University School of Medicine, Center for Rural Health and Social Service Development

This session will explore the Illinois CATCH onto Health Initiative that provides leadership for building increased capacity for rural schools to effectively improve health through policy, systems, and environmental change, thus promoting sustainability and a fundamental attitude regarding the importance of increased physical activity, social and emotional wellbeing, and general wellness, both in schools and in the community. Participants will learn the steps necessary to incorporate the Signs of Suicide and Mental Health First Aid programs into a school's health and wellness efforts, to address the health of the whole child.

**Learning Objectives:**

- How to use SOFTT to increase the duration and intensity of physical activity among school-aged children
- Knowledge of how to increase capacity of school staff to recognize mental health issues and refer at-risk students to appropriate mental health
- Increase knowledge of Mental Health First Aid, Signs of Suicide, and Social and Emotional Learning Core Competencies

**Natural Learning Environments as an Obesity Prevention Strategy in the Early Care and Education Setting**

Laura Dice MPH KEYS 4 HealthyKids

This session will focus on building partnerships between children, parents/caregivers, staff and a trained natural learning environment designer to create optimal outdoor spaces for children's healthy development. Childcare center directors and teachers participating in a prior quality improvement initiative around growing healthy children have implemented policy and environmental changes. Creating a successful natural learning environment involves extensive coordination and teamwork. This session will explain the step by step process of creating a natural learning environment adapted from evidence-based community development strategies. The session will also include qualitative and quantitative data on the process and outcomes.

**Learning Objectives:**

- Attendees will learn about the need and benefits for natural learning environments in the child care setting.
- Attendees will learn how evidence-based outdoor play area design can contribute to increased physical activity and fruit/vegetable consumption
- Learn the role of building partnerships for successful completion of creating a natural learning environment.

**Key 2 a Healthy Start: Results of a statewide quality improvement initiative in early care and education to prevent childhood obesity**

Jessica Dianellos Master of Science in Child Development Studies, Bachelor of Business Administration KEYS 4 HealthyKids

This session will describe the Key 2 a Healthy Start initiative and summarize its 3-year evaluation results. Key 2 a Healthy Start is a quality improvement initiative in early care and education focusing on childhood obesity prevention. The initiative consists of peer-learning workshops, self-assessment of nutrition and physical activity practices, policies and environments, goal setting and targeted technical assistance. Key topic areas include nutrition standards, menu planning, garden-based learning with on-site gardens, physical activity and role modeling. Improvement data was collected and analyzed using an evidence-based assessment tool and key informant interviews of participants. This session will describe those results.

**Learning Objectives:**

- Recognize the role of child care centers and center staff in role of preventing childhood obesity
- Describe the quality improvement process
- Demonstrate the role of gardens and garden-based learning in meeting nutrition standards and increasing fruit and vegetable consumption

**Using Technology for Obesity Prevention in Childcare**

Mandy Curry CEO & Co-Founder of Start A Garden

This session will describe the way in which Start A Garden's web-based technology further improved nutritional best practices and policies in childcare centers. Furthermore, it will describe how the garden-based technology improved staff encouragement of trying new foods and comfort level in gardening, which is a critical first step to successful garden implementation in childcare centers.

**Learning Objectives:**

- Demonstrate the role of gardens and garden-based learning in meeting nutrition standards
- Recognize the impact that technology can have in making gardening easy for teachers.
- Demonstrate the way Start A Garden can increase fruit and vegetable consumption to prevent childhood obesity.



**From Worksite Wellness to Formal Policy: How Municipalities Can Ensure Access to Healthy Foods**

**Angela Amico** MPH Center for Science in the Public Interest

More than 100 state and local governments—including major urban centers and smaller towns—have adopted standards for the food purchased, sold, and served on public property, from a vending machine at a county office building to meals served in a state prison. Food guidelines harness public dollars to cost-effectively and subtly give rise to healthier food environments and ensure more equitable access to healthy food. This session explores ways to transform public spaces to support the health of employees, visitors, and program participants—from worksite wellness policies to formal policies—and highlights considerations for successful implementation.

**Learning Objectives:**

- Describe what food guidelines are, how they change state and local food environments
- Identify organizations and resources to support food guidelines as a community nutrition intervention
- Compare food guidelines policies for vending to food service institutional food settings.

**Health@Work: Utilizing Evaluation to Take Action**

**Cavasha Anderson** Master of Public Health (MPH) Florida Department of Health

The Florida Department of Health is an integrated health system that consists of a Central Office and 67 satellite county health departments (CHDs). In an effort to examine CHDs' employee wellness programs, the Central Office's epidemiology and evaluation team developed an employee wellness survey that was disseminated to CHDs and anonymously completed by employees statewide. CHDs that received a 50% response rate were provided with an aggregated report of their county's findings and encouraged to use the data, combined with results from the Centers for Disease Control and Prevention Worksite Health ScoreCard, to identify opportunities for improvement and develop feasible high-impact worksite wellness strategies.

**Learning Objectives:**

- Understand how to develop a tool that accurately assesses employees' satisfaction, needs, and barriers to optimal health
- Understand how to engage multi-level leadership in evaluating a worksite's wellness programs
- Identify a cost-effective tool that can be used for evaluating wellness programs

**The Little Hospital That Could- Creating a Sugar Free and Low Carb Friendly Hospital**

**Mark Cucuzella** MD, FAAFP, Professor Family Medicine West Virginia University School of Medicine WVU Center for Diabetes and Metabolic Health

We share our experience at Jefferson Medical Center where we created a collaborative pathway to use a 10g carb per meal option combined with education and follow up. The cultural change brought acceptance of removing SSBs in April 2018, the first hospital in our state to implement this. The hospital setting presents the ideal opportunity to educate patients and health care providers on the immediate effects of carbohydrate restriction on T2D/MetS patients and allow a fresh strategy on discharge. Collaboration of medical staff, nursing, food services, pharmacy, and hospital dietitian created "From Diabetes to HEALTH - Diabetes/Met S Remission Pathway"

**Learning Objectives:**

- Understand the key features and spectrum of insulin resistance, metabolic syndrome, and the specific health effects.
- Better identify and reverse pre-diabetes and diabetes
- Review the basic science and the evidence of the Low Carbohydrate High (or Healthy) Fat diet and give practical applications to healthier food and drink choices at work and home

**WV Fit + Active Schools Training Model- You Can Do It Too!**

**Joshua Grant** M.Ed. West Virginia Department of Education

WV Fit + Active Schools Training is a training delivery system focused on improving the culture of physical activity in West Virginia schools providing training through two components of the Comprehensive School Physical Activity Programming (CSPAP) model. The CSPAP components specifically targeted in the training are physical activity during school and physical education. The training will provide classroom teachers and administrators beneficial resources for incorporating more physical activity into the school day. The training will also provide innovative ways to incorporate physical activity into the academic setting. The Fit school concept will be reflected in training physical education teachers on strategies and resources to increase current fitness levels of their respective students.

**Learning Objectives:**

- Gain an understanding of the importance of community leadership in health promotion efforts
- Identify resources to utilize when implementing this training and resources that promote physical activity in schools
- Identify key partnerships and stakeholders that are essential to a successful training

**Peer to Peer Physical Activity Programs to Increase Physical Activity in a Sedentary Population**

**Erin Reid** MA- Health Promotion Active Southern West Virginia

Physical activity is a scientifically proven method of decreasing obesity. Active Southern West Virginia (Active SWV) uses a peer to peer model to increase physical activity in rural communities in southern WV. We recruit and train volunteer community members to lead free physical activity programs in their hometowns, these volunteers are called Community Captains. We train Community Captains in leadership, risk management, communication, and promotion to make each program a success. Community Captains lead a variety of programs from walking/hiking, Tai Chi, Yoga, Trail Running, Group Exercise, Pickleball, Biking, and SUP boarding. We provide ongoing support and program evaluation to each our Community Captains to ensure program growth and reach.

**Learning Objectives:**

- Peer to Peer approach for increasing Physical activity opportunities.
- How decreasing health disparities and barriers can increase physical activity in sedentary population
- Tips for program success

**Be Wild! Be Wonderful! Be Active! – A statewide initiative to improve physical activity in WV**

**Eloise Elliott** PhD West Virginia University  
Contributed to this work: **Eloise Elliott, Sam Zizzi, Sean Bulger**, WVU College of Physical Activity and Sport Sciences

WV was one of the first two states to develop a statewide physical activity plan modeled after the National Physical Activity Plan. Now the WV Physical Activity Plan (WVPAP), coupled with the WV Physical Activity Network of community advocates, are leading the Center for Active WV at WVU to provide an effective statewide PA framework that will promote sector input and collaboration, facilitate PA research among multidisciplinary teams, and guide state and local policy and practice.

**Learning Objectives:**

- Steps to guide a state in development and implementation of a statewide physical activity plan
- Current research and best practices in PA promotion and networking
- Significant roles of multiple societal sectors

**SCALE (Sustainable Change And Lifestyle Enhancement): A weight loss model for impoverished, medically at-risk adults**

**Angie Settle** CEO, DNP, BC-FNP, APRN WV Health Right, Inc.

SCALE is designed to help low-income, medically at-risk obese adults make sustainable lifestyle changes that improve not only weight but other health risk factors as well. The cornerstones of SCALE are Motivational Interviewing, personal coaching, and peer support to empower uninsured/underinsured adults to achieve individualized goals and measurable health status improvement. Topics include nutrition, exercise, hands-on food preparation, stress management, medication compliance, healthy heart, tobacco cessation; all classes are offered on day and evening schedules. Partners include Charleston Area Medical Center; volunteer certified dietitians and diabetes educators; volunteer yoga instructors; YWCA Nautilus; WVU Extension Service; local produce growers, foundations, and individual donors.

**Learning Objectives:**

- Will be able to assess/identify 'ready for change' or 'not ready for change' patients to enroll in SCALE
- Identify project partners/community resources to support SCALE (donors, sponsorships, etc.
- Identify value of MI techniques, personal coaching, and peer support for at-risk population

**Prediabetes: A Growing Threat, Let's Tackle it Together**

**Diana Niland** MSN, APRN, FNP-C, WCC, TTS WVU Medicine Potomac Valley Hospital

Prediabetes is a growing threat to our population. Primary care providers and lifestyle intervention coaches identified, screened, and educated those at risk for developing type 2 diabetes by establishing a Diabetes Prevention Program (DPP) within a health-care system. The DPP has two main goals of 7% weight loss and increasing physical activity to 150 minutes per week, which reduces the risk of developing type 2 diabetes by 58%. Establishing partnerships with churches and community groups provided programs with much needed class space in the community not just in the healthcare system, which helps with our participant engagement.

**Learning Objectives:**

- How to start a diabetes prevention program and obtain referrals
- How to establish partnerships with community partners
- How to keep your participants engaged

**Finding Wellness**

**Gwen Emery**, MD, Founder of Finding Wellness, WVU Medicine

Finding Wellness is a collaboration between WVU Medicine and West Virginia University. It is a free community/hospital initiative to improve the health and lifestyles of those in the Morgantown, WV area. It teaches nutrition, mindful eating, exercise, stress management, healthy cooking and shopping, and goal setting.

Finding Wellness consists of 8 classes and a continuity class every 12 weeks. Participants are part of an IRB approved research study following weight, A1Cs, and questionnaires. A manual is available to offer this program elsewhere in West Virginia. Goals are to expand using cardiac rehabilitation centers throughout the state.

**Learning Objectives:**

- To create and implement a program in a medical center that promotes healthy lifestyles and improves weight and A1C
- To enroll participants from a community with a high incidence of obesity, hypertension and diabetes
- To educate participants in healthy lifestyles

**Moving Beyond the 'Tried and True': Building a More Robust Live Smart Texas (LST) Coalition**

**Mike Lopez**, MUP, Texas A&M AgriLife Extension Service, Live Smart Texas

In 2016, Live Smart Texas made the conscious decision to "reboot, revise, and refresh" as it moved into its second decade of addressing the complex issue of obesity prevention and control. Part of this revitalization effort involved acknowledgement of and commitment to the strong regional work that was vital to maintain a solid foundation of the statewide coalition. Much of what is accomplished in public health requires time, talent, and resources, and obesity prevention is no exception to that rule. However, resources available to organizations working to reduce obesity where we live, work, learn, and play are shrinking. The complexity of this public health issue, along with realization of the potential for positive impact of multiple organizations and leaders, speaks to the value of a multidisciplinary approach. This session describes the necessary evolution of a decade-old, state coalition in addressing obesity prevention and control, and how this revitalization is necessary.

**Learning Objectives:**

- Identify coalition resources and stakeholders which can be modified to enhance equitable dissemination of and support for high-impact programs, policies, partnerships, and practice
- Communicate how needs, priorities, and opportunities are facilitated through a regional network
- Create a process for self-review and reflection as a means to evaluate and transform an existing statewide coalition.

**Place Matters: Florida Healthy Community Champion Recognition**

**Sadé Collins** MPH, CHES- Florida Department of Health

In Florida, only 34.6% of adults are at a healthy weight. Florida's county and municipal governments play an important role in improving their local environments to support healthy behaviors and promote healthy weight. The Florida Department of Health launched the Healthy Community Champions Recognition, to encourage municipal and county governments to take a Health in All Policies approach to comprehensive planning, integrating and articulating health considerations into policymaking across sectors to address the availability and accessibility of healthy food and the safety, accessibility and existence of spaces for physical activity to improve the health of all communities and people.

**Learning Objectives:**

- Attendees will be able to describe how the Florida Healthy Community Champions Recognition was implemented
- Attendees will be able to practice local government/municipality engagement to promote Health in All Policies
- After attending the session and studying supplemental materials attendees will be able to implement similar strategies at the state or local level

**Developing and Implementing the Georgia Farm to Early Care and Education (F2ECE) Strategic Plan: Best Practices from the F2ECE Georgia Coalition**

**Emily Anne Vail** PhD Georgia Department of Public Health-Georgia Shape

The Georgia Farm to Early Care and Education (F2ECE) Coalition is a network joining stakeholders in ECEs, food, farming, and nutrition to coalesce resources and support statewide programming for F2ECE. Using the CDC's Spectrum of Opportunities, the Coalition created a strategic plan to build innovative programs to increase consumption of fresh, local foods and hands-on activities such as gardening and taste tests in ECE settings. During this session, participants will learn how they can use the "Spectrum" and review Georgia's lessons learned to create their own, strategic plan with diverse partners.

**Learning Objectives:**

- Using the CDC's spectrum of opportunities, explain the process for developing an evidence-informed strategic plan and coalition to assist Georgia in achieving sustainable programs, policies, systems, and environmental changes
- Examine barriers and facilitators when developing and executing statewide Farm to Early Care and Education strategy
- Identify ways in which the Georgia Farm to Early Care and Education coalition and strategic plan could be utilized or replicated across the southern region.

<p><i>Where we Live</i> ROOM: Classroom 210, 2nd Floor</p> <p><b>SNAP-Ed Works: A Coordinated Regional Program Evaluation Approach and Results</b></p>	<p><i>Where we Eat</i> ROOM: Classroom 211, 2nd Floor</p> <p><b>Innovative Strategies to Promote Healthy Eating</b></p>	<p><i>Where we Live</i> ROOM: Classroom 212, 2nd Floor</p> <p><b>Working with Rural Communities to Improve Health</b></p>
<p><b>Amy Delisio</b>, MPH and <b>Suzanne Ryan-Ibarrá</b> PhD, MPH, Public Health Institute Center for Wellness and Nutrition</p>	<p><b>Part I: Kerry Gabbert</b> MPH WVU Extension Family Nutrition Program</p> <p><b>Part II: Amanda Cummins</b> PA-C, Wheeling Health Right Clinic</p>	<p><b>Jamie Elliott Cousins</b> Foundation for Health Leadership &amp; Innovation</p>
<p>The Southeastern Regional Office of the United States Department of Agriculture – Food and Nutrition Service partnered with the Public Health Institute Center for Wellness and Nutrition to assess three common evaluation indicators in FFY 2017 among the SNAP-Ed Implementing Agencies across the eight states: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. This study found that SNAP-Ed programs are associated with significant improvements in self-reported nutrition behaviors and food resource management. The direct education offered through SNAP-Ed programs is complemented by PSE changes, as well as promotions designed to increase awareness of the changes.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Improved nutrition behaviors reported by participants of SNAP-Ed interventions.</li> <li>• Improved food resource management skills reported by participants of SNAP-Ed interventions.</li> <li>• Increased access to healthy foods through SNAP-Ed Policy, Systems and Environmental changes.</li> </ul>	<p><b>Part I:</b> Through multi-layered collaborations supporting the Rethink Your Drink social marketing campaign, WVU Extension's Family Nutrition Program (FNP) has expanded the reach and impact of the campaign in its target audience, low-income children and families. Partners in the campaign include the WV Oral Health Coalition (American Heart Association, Benedum Foundation, American Dairy Association, KEYS4Healthy Kids), the WV Bureau for Public Health, and WVU Extension Families and Health Unit. This session will describe the development of external and internal partnerships, and share the policy, systems, and environmental changes that have occurred due to the Rethink your Drink campaign in West Virginia.</p> <p><b>Part I Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identify potential collaborators for social marketing and public health campaigns</li> <li>• Describe ways multiple organizations can promote unified health messaging across a variety of settings Identify policy, systems, and environmental changes that can be made to further advance the goals of social marketing campaigns.</li> </ul> <p><b>Part II:</b> FARMacy WV is a collaboration between Wheeling Health Right Clinic and Grow Ohio Valley. The goal of the program is to provide access to affordable fresh locally grown produce to those patients with chronic diseases</p> <p><b>Part II Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• To learn the basic components of FARMacy WV, Prescriptions for Produce Gain insight into the benefits of a provider/patient relationship for sustainability of the program</li> <li>• Understand the impact on improving chronic disease with the addition of healthy produce in the diet.</li> </ul>	<p>The Catalyst for Healthy Eating and Active Living (Catalyst) program is a community-centric model that leverages state, regional and philanthropic resources to make healthy living easier in rural communities. The Catalyst supports policy and environmental change through local coordinators who live and work in their communities by aligning partners and initiatives, expanding resources, and engaging, energizing and equipping communities for sustainable change.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Discuss ways to develop a community-centric model that leverages state and regional public health and philanthropic resources to improve health</li> <li>• Gain insights about working effectively with communities</li> <li>• Explore examples of healthy eating and active living strategies designed to address health equity and create equitable food, recreation, and active transportation systems</li> </ul>



<p><i>Where we Learn</i> ROOM: Classroom 213, 2nd Floor</p>	<p><i>Where we Eat</i> ROOM: Classroom 214, 2nd Floor</p>	<p><i>Where we Live</i> ROOM: Classroom 215, 2nd Floor</p>
<p>Using Data and System Modeling to Inform Legislative Discussions</p>	<p>Engaging Youth to Build Healthy Communities</p>	<p>Healthier Shopping/Healthier Kids Meals</p>
<p>Debra Kibbe MS Senior Research Assoc Georgia Health Policy Center</p>	<p>Metria Mulyan The Public Health Institute (PHI) Center for Wellness and Nutrition (CWN)</p>	<p>Hillary Caron JD Center for Science in the Public Interest</p>
<p>State policy makers recognize it is important to use data and evidence to inform statewide public health and policy discussions. Since 2008, Georgia has offered a unique legislative education initiative, applying systems thinking to state health policy-making. This session will engage participants in understanding Georgia's Legislative Health Policy Certificate Program and how a childhood obesity systems model has been used to inform policy makers about potential strategies for action. Attendees will interact with the model to simulate the impact of policy interventions on the prevalence of childhood obesity through 2034.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Examine how childhood obesity-related data can be used to inform policy discussions</li> <li>• Identify how a legislative health policy certificate program can inform and engage legislators in taking action to address childhood obesity</li> <li>• Understand that specific policies and evidence-based programs can affect childhood obesity in the short- and long-term</li> </ul>	<p>The Public Health Institute Center for Wellness and Nutrition supports the implementation of youth engagement strategies with low-resource youth in diverse communities across California. The goal is for young people to have meaningful roles in education and community change approaches that support healthy lifestyles. Through a systematic approach of assessing existing programs and introducing age appropriate youth leadership strategies, we have significantly increased authentic engagement of California's young people. Join us to hear about this shift from direct nutrition education to empowering youth leaders in Peer Education, Teens as Teachers, and Youth-Led Participatory Action Research (YPAR).</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand how to encourage youth leadership through a variety of strategies including: Peer Education, Teens as Teachers, Smarter Lunchrooms Movement, and Youth-led Participatory Action Research</li> <li>• Recognize how youth and adult partnerships can be a key collaboration for impacting underserved communities.</li> <li>• Receive resources that support youth engagement efforts within a variety of settings</li> </ul>	<p><b>Part I:</b> Imagine finding fruit instead of candy at checkout, floor arrows guiding you to lower-sodium food options in aisles, and coolers displaying healthier beverage options. Retail marketing strategies like placement, promotion, and price can and should support consumers' health, rather than undermine it. This session will explore retail strategies that promote healthy eating.</p> <p><b>Part I Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Participants will be able to explain how retail marketing strategies can support or undermine consumers' health.</li> <li>• Participants will understand the latest in psychology on food decisions and impulse buying.</li> <li>• Participants will be able to identify current policy and private sector efforts to encourage healthy eating through retail.</li> </ul> <p><b>Part II:</b> Restaurant kids meals are a powerful form of marketing that helps to establish food norms for children, affecting their preferences and lifelong eating patterns. Soda and other sugary beverages are often sold as part of the meal, adding unnecessary calories with little or no nutritional benefit. Several top restaurant chains have dropped sugary beverages from their kids menus, but three quarters of the top chains still push sugary drinks to kids. States and localities are turning to public policy to improve restaurant kids meals in their own communities. This session will explore how your community can join this growing movement.</p> <p><b>Part II Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand kids meals as a form of marketing that shapes food norms</li> <li>• Learn about current state and local policy efforts to improve restaurant kids meals</li> <li>• Identify resources available to support a healthy kids meal campaign in your community</li> </ul>

<p><b>Hungry, Healthy, Holy!</b></p>	<p><b>Heart Health Plus: Empowering and Engaging Faith-Based Organizations for Heart Health</b></p>	
<p><b>Joshua Sowards MA</b> - Dallas Theological Seminary, Christian Education - Educational Leadership Certificate - Institute for Nutritional Leadership Healthy Bodies Healthy Spirits West Virginia</p> <p>Building health ministry teams in Appalachian congregations is one of the most powerful approaches a community can implement to changing their culture of health. We have impacted more than 100 congregations in the state of West Virginia by helping them design quick plans for hosting a healthy project, building a health ministry team, and establishing a permanent health ministry in their congregation. They are able to survey their congregation, get buy-in for health related ministry ideas, launch a kick-off, evaluate their performance and results and plan for the next year's work in health ministry.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Biblical foundations for building a team in congregations devoted to healthy living as a spiritual act of worship. (Nehemiah 1-2)</li> <li>• How to survey the congregation to bring them on-board with healthy living as a spiritual practice. (Nehemiah 6:3)</li> <li>• How to work with existing congregation or community programs that support healthy living and transforming a culture's health. (Jeremiah 29:7)</li> </ul>	<p><b>Sadé Collins MPH, CHES</b>- Florida Department of Health</p> <p>The goal of Heart Health Plus is to improve the cardiovascular health of Floridians and contribute to the Million Hearts initiative of preventing one million heart attacks and strokes nationwide. Heart Health Plus seeks to increase health equity by targeting counties in need of evidence-based interventions and prevention efforts and to decrease heart disease rates in rural and/or minority populations throughout Florida. The target area for these efforts include faith-based organizations, health systems, and communities."</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• How to engage faith-based organizations in obesity prevention activities.</li> <li>• How to identify and provide interventions according to need.</li> <li>• How to partner with health systems, community organizations and faith-based organizations to improve health outcomes."</li> </ul>	

<p><b>Obesity and Insulin Resistance from WV Cardiac (Coronary Artery Risk Detection in Appalachian Communities) Project</b></p>	<p><b>Food as medicine? How \$1 per day can increase food security and improve health</b></p>	<p><b>Vegetable Voyage</b></p>
<p><b>Lee Pyles, MD, MS</b> West Virginia University Department of Pediatrics Pediatric Preventive Cardiology</p> <p>Intervention was a screen of consented fifth graders in WV schools from 198 to 2017. CARDIAC Project was conducted by WVU Dept. of Pediatrics in concert with WV DHHS and county schools across WV. Cardiometabolic risk factors were identified in 5th graders and 28% were identified as obese plus 6% with probable insulin resistance.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Learn prevalence of Obesity and Insulin Resistance in WV 5th graders.</li> <li>• Learn the impact of rurality on Obesity and insulin resistance.</li> <li>• Learn minimal health screening for cardiometabolic risk factors that can be checked in schools.</li> </ul>	<p><b>Miranda Cook MPH</b> Emory University</p> <p>The Fruit and Vegetable Prescription Program (FVRx), an effort of Wholesome Wave Georgia and 5 clinic partners across Georgia, seeks to improve food security and health for low-income adults with chronic disease risk factors and their families. Over six months, participants received fruit and vegetable vouchers worth \$1 per family member per day, redeemable at local food retail sites, along with nutrition education, cooking classes, and for some sites, group exercise classes. This session will discuss program implementation, partnership development, evaluation and monitoring, and share results from the 2017 FVRx evaluation.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Program implementation &amp; partner development</li> <li>• Evaluation and monitoring best practices</li> <li>• Evidence of the impact of a small nutrition incentive program</li> </ul>	<p><b>Hannah Fincham</b> West Virginia University Extension Service</p> <p>In a rural community in West Virginia, a Book Mobile was created to take books and healthy snacks to students during the summer months. In addition to being able to check out books, kids received produce harvested from the school garden and additional fresh produce provided by a "Kids Coupon" grant. This grassroots effort to take books, produce, and caring adults to the children, in an area with many transportation challenges, garnered much positive feedback from the community. The project has even more financial support for healthy snacks, fresh produce, and the backpack food program for needy children.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Apply the Four Pillars (stress reduction, sleep, movement, food) to reduce the risk of complications from obesity</li> <li>• Employ a family focused approach to the care of people with obesity. Incorporate strategies for address social determinants of health and community engagement</li> </ul>

**An Innovative Approach to Pediatric Health Services and Obesity Prevention**

**Chelcie Oseni** MBA Healthcare Administration Bachelor's of Science Nursing Registered Nurse Methodist Le Bonheur Community Outreach

Le Bonheur Community Health provides mobile health services to underserved children in West Tennessee. The mobile medical unit travels to schools throughout the region to provide health services to children who would otherwise lack healthcare. At-risk children are referred to a RN Health Education program that provides one-on-one health counseling sessions focused on living a healthy lifestyle (sleep, fruits/vegetables, screen time, physical activity, more water-fewer sugary drinks). Outcomes from this program include decreased BMI percentile, increased physical activity, and positive behavior changes. Additionally, a Behavioral Health Navigation program accepts referrals for children with untreated or undiagnosed behavioral health problems.

- Learning Objectives:**
- Understand the impact of an innovative approach to pediatric health care and obesity prevention in rural communities.
  - Recognize how Le Bonheur Community Health is addressing health disparities among children in rural West Tennessee.
  - Understand Le Bonheur Community Health and Well Being's approach to promoting the health of the whole child
  - Understand the importance of community partnerships

**Small Steps ... Exceptional Results ... Empowering Adolescents to Reduce Risk Factors for Pre-Diabetes**

**Patrick Cowart** BA, MBA Project Director Richland Parish Hospital

The Adolescent Pre-Diabetes Prevention Program identifies and assists adolescents who are pre-diabetic or at-risk for becoming pre-diabetic to reduce their risk factors. With informed consent, the program performs pre-diabetes screenings. Eligible students are enrolled and participate in three screenings each academic year. Six educational lessons designed to provide tools to help reduce risk factors for pre-diabetes are offered. To increase health awareness among faculty and staff at participating schools, an annual health screening is provided. In the school setting, students are screened and given point-of-contact counseling with enrollment in the program if they meet criteria.

- Learning Objectives:**
- Attendees will have an understanding of the importance of the individual impacts achieved through the program including decreases in risk factors measures, increase in physical activity and improvements in the quality of life for many program participants
  - Attendees will be able to describe how health programming can be asimplified in a variety of settings
  - Attendees will have an appreciation for how the program was able to build an active project-wide coalition of school personnel

**The WV CARDIAC Project: A Statewide Surveillance, Intervention, and Research Initiative**

**William Neal** MD West Virginia University; Dept of Pediatrics Contributed to this work: William Neal, Eloise Elliott, Lee Pyles

The Coronary Artery Risk Detection in Appalachian Communities (CARDIAC) Project is a chronic disease risk factor surveillance, intervention, and research initiative aimed at combating the unacceptably high prevalence of heart disease, obesity, diabetes, and other chronic illnesses in West Virginia. The CARDIAC Project has screened over 200,000 children in the school setting and provided school-based interventions to promote healthy eating and physical activity in children. The project began in 3 counties in WV in 1998, and expanded to all 55 WV counties by 2016. The CARDIAC Project has provided risk-factor screening of over 200,000 children in the school setting and has influenced policy at the state and national levels.

- Learning Objectives:**
- Procedures for school-based screenings, including family history, BMI, cholesterol, blood pressure, and acanthosis nigricans (prediabetes screening).
  - Interventions that can be used for free in schools across the country, including a web-based resource, Active Academics.

**Choose to Change: A Consistent Messaging Campaign for Families with Young Children**

**Emily Murphy** PhD West Virginia University Extension Service

As a CDC High Obesity Area funding recipient (1416), the West Virginia Healthy Children Project focused on improving the nutrition and physical activity environments of early child care and education (ECE) settings. To connect the ECE, home, and community environments, a consistent messaging campaign was conducted using the health hero CHOOOSY (Choose Healthy Options Often and Start Young). Messages were diffused using social media sites, billboards, posters/brochures, newspaper and grocery store cart ads. The three messages were: 1) be active every day, 2) eat a rainbow of fruits and vegetables, and 3) include outdoor activities in family physical activity routines.

- Learning Objectives:**
- Identify barriers to healthy eating and physical activity behaviors in young families
  - Describe how the use of a health hero/mascot can influence children's health behaviors.
  - Identify various strategies used to deliver consistent health messages in rural communities.

**Creating the "Eat Better/Move More" Campaign using Shape Your Future Persona Research**

**Elyse Maxwell**, MPS Health Communication Manager – Oklahoma Tobacco Settlement Endowment Trust

Shape Your Future (SYF) is a community health program that encourages Oklahomans to eat better, move more and be tobacco-free. Through persona research SYF has expanded its content strategy to better serve its audience and impact behavior change.

- Learning Objectives:**
- Review the Shape Your Future content strategy
  - Investigate cost-effective tactics informing content research
  - Identify ways to effectively measure the ROI of a content strategy campaign.

**Live Well in Schools: Alabama Childhood Obesity Prevention Using Body Quest, an Evidence-Based Nutrition and Physical Activity Education Curriculum**

**Sondra Parmer** PhD Auburn University  
Contributors to this work: **Katie Funderburk**, MS, RD, Auburn University **Barb Struempfer**, PhD, Auburn University

The flagship school-based initiative for Alabama SNAP-Ed at Auburn University is Body Quest, a multi-level obesity prevention initiative that empowers Alabama's third graders and their parents to make healthier choices. Using a novel approach to nutrition and physical activity education, Body Quest offers students a 15-week curriculum that includes educator-led discussion, guided vegetable tasting experiences and self-directed learning with iPad apps. Parents simultaneously receive text message-based education and healthy recipes. Body Quest promotes greater fruit and vegetable consumption along with other lifestyle choices that support good health. Body Quest is a movement helping students and parents Live Well in Schools.

- Learning Objectives:**
- Learn about Body Quest program evaluations for individual behavior changes in youth and adults and changes in school systems and environments.
  - Gain insights into how Body Quest can be used in their state



<p><b>Safe Routes in Pasadena: A collaborative approach to safe neighborhoods</b></p>	<p><b>Katie Chennisi MPH</b> Harris County Public Health</p> <p>Since 2014, the Healthy Living Matters – Pasadena Community Task Force, made up of multi-sector partners, has prioritized safe routes as a way to increase physical activity and improve neighborhood conditions. This session will focus on our work to identify opportunities and barriers to active transportation, coordinate walk/bike to school events, and provide professional development opportunities to key individuals. In partnership, a safe routes to school plan is being developed in order to inform the city of the opportunities for environmental change and to leverage state and federal funding for Safe Routes to School.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identify key stakeholders to include when working on Safe Routes to Schools</li> <li>• Review examples of successful strategies for each pillar of SRTS</li> <li>• Review lessons learned from our work developing the SRTS plan and implementing practices around the 5 E's</li> </ul>
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<p><b>Safe Routes in Pasadena: A data driven approach to safe neighborhoods</b></p>	<p><b>Almee Schultze MPH, CHES</b> Harris County Public Health</p> <p>This session will discuss the use of a rapid Environmental Scan Tool (EST) to assess the walking and bicycling environment in Pasadena, TX as part of a data driven approach to creating a Safe Routes to School Plan (SRTS). The use of an EST integrates data analytics and GIS mapping services to describe the physical walking environment around seven priority elementary schools in Pasadena. Data from the EST was combined with pedestrian and bicyclist crash data, qualitative data from community engagement activities, and a parent survey to create thoughtful recommendations to include in the SRTS plan for Pasadena ISD.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Review concepts of the built environment</li> <li>• Review key components and tools needed to conduct an environmental assessment</li> <li>• Review how to utilize innovative funding sources to implement built environment initiatives</li> </ul>
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<p><b>Fostering Community Partnerships to Increase Policies, Environments, and Programs for Safe Walking and Biking</b></p>	<p><b>ShaCoria Winston MPH</b> Foundation for Health Leadership &amp; Innovation</p> <p>The Catalyst for Healthy Eating and Active Living (Catalyst) program supports a variety of interventions to increase access to safe places for physical activity, including trails, sidewalks, bicycle/pedestrian plans, and bicycle safety curricula in schools. The Catalyst supports communities by assisting local partners to collect data, research and share policies, facilitate meetings, engage stakeholders, and develop action plans. In four counties the Catalyst replicated a collaboration with the NC Active Routes to School Program, local coalitions, and other local organizations to secure resources for the implementation of the Let's Go NC! Bike Safety Curriculum in schools and at community events.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Discuss ways to foster community collaborations for active living</li> <li>• Develop processes that allow complementary strategies to create sustainable policy, systems and environmental change</li> <li>• Learn how organizations can replicate the collaboration with Safe Routes to School</li> <li>• Identify approaches to incorporate health equity into active living strategies</li> </ul>
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<p><b>Uniting and Igniting: Partnerships to Address Healthy Food Access Issues in Rural West Virginia</b></p>	<p><b>Gina Wood MPH, RDN, LD</b> WVU Extension Service Family Nutrition Program</p> <p>In the summer of 2017 Cabin Creek Health Systems, West Virginia University Extension Service Family Nutrition Program and Thankful Valley Farms came together to bring a weekly farmer's market and health education program to the patients and staff of Cabin Creek as well as the larger community of Dawes, WV. This partnership improved access to fresh produce for approximately 150-200 people per week, improved employee health behaviors and produced many other unanticipated benefits such as increased opportunity for patient/provider interaction, increased revenue for the farmer and additional opportunities to serve community needs. The program will expand in 2018 to include an additional Cabin Creek site.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identify a process by which health care agencies can establish fresh produce programs</li> <li>• Discuss evaluation methods for fresh produce programs in the context of a health care setting</li> <li>• Identify partner agencies and roles specific to successful produce prescription programs</li> </ul>
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<p><b>Enhancing community partnerships with SNAP Ed Funds by establishing multi-level intervention within Atlanta's mass transit system</b></p>	<p><b>Tammy Reasoner MPH</b> Open Hand Atlanta</p> <p>In Atlanta, GA, a local farmers market association, Wholesome Wave, public transportation agency, the City of Atlanta, non-profit agencies, and local entrepreneurs work collectively to increase the connection to local growers, the amount of produce sold and nutritional knowledge within low-income areas with limited access. The Fresh MARTA Markets, a pop-up farm stand at four public transit stations, demonstrate the power of public-private partnerships in rethinking today's complex health challenges. The session will highlight the role of SNAP Ed funds in promoting a multi-level intervention that incorporates social marketing (print media, radio, videos on trains) and nutrition education.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Replicable framework for maximizing public-private partnerships to advance public health</li> <li>• Benefits for investing in diverse partnerships Understanding of the role of SNAP Ed in partnership development</li> <li>• Role of social marketing in multi-level public health interventions</li> </ul>
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<p><b>Engaging Highland Community Residents to Improve Food Security</b></p>	<p><b>Donyel Barber</b> Gaston Family Health Services</p> <p>Gaston Family Health Services, a Federally Qualified Health Center, utilized the Community Centered Health Model to improve food access in the Highland Community. Through this model, the Highland Neighborhood Association was formed and successfully secured a land donation from the City of Gastonia to build a second garden. Additionally, an Association member completed the Master Gardener Program. The garden focuses on introducing youth to involvement in the food system and provides access to fresh fruits and vegetables in a high need community. Other partners include Blue Cross Blue Shield, Gaston County Public Health, and Gaston County Cooperative Extension.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Summit participants will understand the importance of partnerships in addressing food insecurity in food deserts.</li> <li>• Summit participants will learn the importance of including the community in the decision making process.</li> <li>• Summit participants will learn how to engage youth in community gardening</li> </ul>
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<p><b>Exploring Physical Education and Policy Practices for Activate! a Physical Activity Intervention for WV 5th Graders and Their Families</b></p> <p><b>Zachary Ramsey</b> MPH Candidate WV Prevention Research Center</p> <p>Activate! is a randomized control study conducted in rural West Virginia intervening on 5th grade students' physical education and physical activity. Using the second month reports from WV elementary schools, FITNESSGRAM data, the WESTEST, the WV Board of Education Discipline Reports, as well as school demographics, a state report of current physical education and physical activity was created. This report compares student health and academic outcomes based on school practices to help influence and make policy recommendations for increased physical education and physical activity.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Discuss importance of state level elementary school physical education and physical activity policies.</li> <li>• Identify mechanisms of monitoring physical education/physical activity policy implementation at school level.</li> <li>• Describe barriers and facilitators to physical education/physical activity policy implementation at school level.</li> </ul>	<p><b>School/Family-Based Implementation Strategies for Activate! a Physical Activity Intervention for WV 5th Graders and their Families</b></p> <p><b>Hannah Sirk</b> MS candidate WV Prevention Research Center Contributed to this work: <b>Dr. Lesley Cottrell</b>, Professor, Dept of Pediatrics-WVU School of Medicine; <b>Nancy O'Hara Tompkins</b>, PhD Research Assistant Professor-Dept of Social and Behavioral Sciences-WVU School of Public Health; <b>Traci Jarrett</b>, PhD, Research Assistant Professor-Dept of Social and Behavioral Sciences-WVU School of Public Health</p> <p>Activate! is a three-cohort randomized controlled study conducted in rural West Virginia 5th Graders. Family- and school-based interventions were used in the study. Family intervention uses community health workers at the Mid-Ohio Valley health department to implement physical activity. Family fun nights, home visits to develop Family Action Plans, monthly materials, and Fitbit motivation were used as implementation strategies. For school intervention, classroom teachers implement Brain Boosters and Integrated Physical Activity Lessons learned during training to increase PA 30 minutes throughout the school day. Classroom Teachers and PE Teachers are encouraged to work together to implement the PA.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Describe the implementation of the Activate! project.</li> <li>• Discuss the benefits of classroom based physical intervention.</li> <li>• Discuss the results of school and family based interventions.</li> </ul>	<p><b>Exploring Research to Policy Applications for Activate! a Physical Activity Intervention for WV 5th Graders and Their Families</b></p> <p><b>Charlotte Workman</b> BS in Medical Science, Certified Clinical Research Professional, Project Operations Specialist for the WVU SPH Prevention Research Center's Applied Research Project Activate! WVU School of Public Health Prevention Research Center</p> <p>Activate! implements theory-driven School and Family-based Physical Activity Interventions with 5th grade students in WV and has developed a Research to Policy Council (R2P) with individuals who have expertise related to physical education and physical activity. The goal of the council is to translate research results into environmental practice and policy recommendations at the local, regional, and state levels to increase student access to effective physical activity and education. The R2P Council has used the Center for Disease Control's Knowledge to Action Plan (K2A) to develop a Translational Product Plan, data subcommittee, and physical activity dissemination techniques for policy recommendations.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Discuss benefits of using a R2P Council to guide PA interventions</li> <li>• Describe the R2P Council used by Activate!</li> <li>• Recognize methods of a translation product plan identify methods for physical activity dissemination</li> </ul>
<p><b>Shape Your Future - Healthy Resources for Teachers</b></p> <p><b>Ann Freeman</b> VI Marketing and Branding</p> <p>Shape Your Future uses search data and content research to create free classroom resources for teachers. These resources include healthy messages about eating fruits and veggies and getting plenty of physical activities. These resources range from fun coloring pages to classroom English, math and brain activities. Each resource is filled with content about staying health in and out of the classroom and provides teachers with a seamless resources to use within a lesson plan. Shape Your Future provides these resources through downloadable website content and provides updates to teachers through a monthly email newsletter.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities for schools to compliment programs and policies within schools.</li> <li>• Discover ways to incentivize teachers to include health messages in the classroom.</li> <li>• Identify effective channels to distribute resources to schools.</li> </ul>	<p><b>Active Academics®: Learning on the Move</b></p> <p><b>Eloise Elliott</b> PhD WV University/eLearning for Kids, Inc</p> <p>Active Academics® is a free web-based resource for classroom teachers to provide practical physical activity ideas that can be integrated into the regular school day. Teachers are able to get students up and moving while still engaged in the learning process. We offer a variety of activities for students in grades PreK – 8th including standards-based activities that utilize the Common Core Standards as well as national standards, classroom energizers to get students up and moving between lessons, and recess and lunch break ideas.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• How to access and integrate lesson ideas from Active Academics</li> <li>• How to promote Active Academics use and movement integration, in general, in your school, how to describe the importance of a Comprehensive School Physical Activity Program (CSPAP), and its components (before, during, and after school, staff involvement, community engagement).</li> </ul>	<p><b>Trending Down Youth At-Risk Behaviors on a WSCC Diet</b></p> <p><b>Joshua Grant</b> M.Ed. West Virginia Department of Education</p> <p>This session will describe the impact of implementing the CDC-Cordinated School Health Philosophy (WSCC) through collaboration with state education, state public health and regional wellness staff (Coordinated School Public Health) on health literacy, policies, programs and outcomes. The session will discuss the implementation of CSH/WSCC in a state with high poverty within rural Appalachia in communities within an opiate epidemic with high obesity rates, asthma, acute Hepatitis B and C and many other co-morbidities.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Learn the outcomes of implementing CSH philosophy/WSCC model in local education agencies.</li> <li>• Review the Youth Risk Behavior Survey (YRBS) trend data after 20 years of implementing CSH philosophy (WSCC model) in West Virginia.</li> <li>• Discuss the positive changes to school health laws and policies</li> <li>• Learn how areas of high poverty in rural Appalachia embrace CSH philosophy.</li> </ul>



<p><b>Where we Eat</b> ROOM: Classroom: 210, 2nd Floor</p>	<p><b>Where we Eat</b> ROOM: Classroom: 211, 2nd Floor</p>	<p><b>Where we Live</b> ROOM: Classroom: 212, 2nd Floor</p>
<p><b>PART I: Local Laws to Promote Access to Healthy Food in the Southern States: What Works for Health Equity?</b> <b>PART II: Addressing Childhood Obesity with Implementation of the Every Student Succeeds Act</b></p>	<p><b>PART I: Maximizing State Nutrition Action Council (SNAC) Partnerships to Reduce Obesity</b> <b>PART II: Healthy Choices Across Rural America</b></p>	<p><b>"PART I: Examining Perceived Racial Bias in Relation to Body Weight Classification: A Potential Strategy for Obesity Prevention Efforts Among US Adults</b> <b>PART II: Ecological Correlates of Obesity and Related Health Behaviors among Adults Living in Rural Areas of SC</b></p>
<p><b>PART I: Sally Mancini</b> University of Connecticut Rudd Center for Food Policy and Obesity <b>PART II: Nancy Brenowitz Katz</b> Alliance for a Healthier Generation</p>	<p><b>PART I: Amy DeLisio</b> Public Health Institute Center for Wellness and Nutrition <b>PART II: Lesley Graham</b> Save the Children</p>	<p><b>Deborah Bujnowski</b> Harris County Public Health <b>Demetrius Abshire</b> University of South Carolina College of Nursing"</p>
<p><b>PART I:</b> The Healthy Food Policy Project (HFPP) is a collaboration of the Center for Agriculture and Food Systems at Vermont Law School; the Public Health Law Center in Minnesota; and the Rudd Center for Food Policy and Obesity at the University of Connecticut. As municipalities adopt laws to promote healthy food access, little guidance exists for how to choose from the many policy options. The HFPP created a resource to assess these local laws through a health equity lens and presents a preliminary analysis of these laws in an on-line format that includes a searchable database, case studies, and a policy crosswalk. <b>Learning Objectives PART I:</b>  <ul style="list-style-type: none"> <li>Attendees will learn to use the HFPP online tool to identify municipal policies that improve access to healthy food and support strong local economies and/or improved environmental conditions, with a focus on socially disadvantaged groups.</li> <li>Attendees will acquire definitions of health equity, healthy food and access that could be used to ground policy development efforts, as well as with specific tips and recommendations for best practices in drafting food-related policies that impact health.</li> </ul> </p> <p><b>PART II:</b> Alliance for a Healthier Generation (HG) and Healthy Schools Campaign (HSC) have worked to ensure that health and wellness are incorporated as states implement the nation's education law, the Every Student Succeeds Act (ESSA). This encompassed working at the state level to influence ESSA state plans and building the capacity of champions to support this cause. We now turn our attention to ESSA implementation, and ensuring ESSA needs assessments and school improvement plans consider the whole child and align the critical health and wellness needs of children, including the factors related to childhood obesity, to academic outcomes and school attendance. <b>Learning Objectives PART II:</b>  <ul style="list-style-type: none"> <li>Attendees will apply the lessons learned from healthy food policy development process highlighted in the HFPP case studies to their own work/interests.</li> <li>Participants will gain an understanding of opportunities to support the whole child through implementation of ESSA</li> <li>Participants will become knowledgeable about resources to support their states and districts in incorporating health and wellness during ESSA implementation</li> <li>Participants will gain skills in advocating for the inclusion of health and wellness in ESSA-required needs assessments and school improvement</li> </ul> </p>	<p><b>PART I:</b> State Nutrition Action Councils (SNAC) are state-level collaborations with representation from all state agencies that administer USDA programs. Together, SNAC reaches underserved people throughout their life span, providing food benefits, nutrition education and obesity prevention services. SNAC are tasked with identifying their state's priorities to combat food insecurity, diet-related disease, and obesity. These new collaborations seek to expand stakeholders to include interested public, private, and non-profit groups to develop and implement joint initiatives. The Center for Wellness and Nutrition supports California and eight Southeast State with developing their SNAC initiative and will shared highlights and successes. <b>Learning Objectives PART I:</b>  <ul style="list-style-type: none"> <li>Understand the opportunities of creating a strong SNAC in your state to impact food access for low income families.</li> <li>Identify the partners that should participate in SNAC.</li> <li>Describe a successful SNAC initiative that was implemented that could be duplicated in other states.</li> </ul> <p><b>PART II:</b> This session will explore strategies for engaging schools in addressing childhood obesity through the provision of high quality physical activity and nutrition education programming during the school day and out of school time. In addition to direct children's programming, this session will also share ideas for supporting schools with establishing health-related policies and practices for improving the school environment. Save the Children has extensive experience in partnering with schools to provide the Healthy Choices program for children across rural America and seeks to share replicable program best practices and resources with session participants. <b>Learning Objectives PART II:</b>  <ul style="list-style-type: none"> <li>Understand the purpose, components, implementation, and evaluation of the Healthy Choices Program Gain new ideas and resources for children's health programming in schools and during out-of-school time</li> <li>Learn successful strategies specific to rural, under resourced, and impoverished communities</li> <li>Recognize common challenges and learn strategies and best practices for addressing them</li> </ul> </p> </p>	<p><b>PART I:</b> We examined how perceptions of racial bias relate to body weight status among a national sample of US adults in the 2013 Behavioral Risk Factor Surveillance System (N=465,052). Participants were categorized as underweight, normal weight, overweight, or obese according to standard body mass index (BMI) classifications. Experience of perceived racial bias was measured using questions about negative emotions or physical symptoms resulting from how respondents perceived being treated within the past 30 days, and about respondents' perceived treatment compared to other races while seeking health care or at work within the past year. <b>Learning Objectives PART I:</b>  <ul style="list-style-type: none"> <li>Participants will identify how perceived racial bias is measured in a large scale study of US adults.</li> <li>Participants will understand how overweight and obesity vary across racial/ethnic categories in US adults.</li> <li>Participants will understand how negative physical and emotional health symptoms stemming from racial bias relate to overweight and obesity.</li> <li>Participants will understand how perceived treatment based on race relates to body weight.</li> </ul> <p><b>PART II:</b> Our research team is partnering with an online market research company to conduct a survey assessing ecological correlates of obesity among rural adults in South Carolina. Variables of interest include perceived environmental supports for physical activity; self-efficacy, social support, and beliefs regarding diet and exercise; and self-reported height, weight, food consumption, and physical activity. Hierarchical and logistic regression analyses will be used to examine ecological correlates of body mass index and obesity. <b>Learning Objectives PART II:</b>  <ul style="list-style-type: none"> <li>Attendees will be able to identify ecological factors associated with BMI and obesity among a sample of rural adults in South Carolina.</li> <li>Attendees will be able to compare and contrast study findings with previous research examining ecological correlates of obesity in rural samples.</li> <li>Attendees will be able to discuss the importance of addressing ecological correlates of obesity as part of weight loss initiatives.</li> </ul> </p> </p>



<p><i>Where we Learn</i> Classroom: 213, 2nd Floor</p>
<p><b>"PART I: Digital Tools and Strategies for Creating Healthy School Environments for Latino and All Kids</b> <b>PART II: Families Can Lead Change to Create a School Wellness Environment: System Change &amp; Policy"</b></p>

<p><i>Where we Eat</i> ROOM: Classroom 214, 2nd Floor</p>
<p><b>The Food Pantry Nutrition Initiative (FPNI): How Multiple Partners Can Work Together to Build Capacity, Skills and Knowledge of food Pantry Clients</b></p>

<p><i>Where we Live</i> ROOM: Classroom 215, 2nd Floor</p>
<p><b>Reaching beyond the walls of the clinic – lessons learned from an interdisciplinary clinical initiative grounded in community partnerships. WVU Medicine Center for Diabetes and Metabolic Health</b></p>

<p><b>Rosalie Aguilar Salud America!, UT Health San Antonio</b> <b>Jenny Anderson Director, Families Leading Change</b></p>
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<p><b>"Madison Humerick M.D.</b>, Clinical Assistant Professor of Family Medicine at West Virginia University School of Medicine Rural Family Medicine Residency Program and WVU School of Medicine Eastern Division WVU School of Medicine Rural Family Medicine <b>Rosemarie Lorenzetti M.D.</b>, Associate Dean for Student Services for the WVU School of Medicine Eastern Division <b>Scott Anderson</b> Chef and Business Owner</p>
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<p><b>Emma Morton-Eggleston MD, MPH</b>, Director of WVU Medicine Center For Diabetes and Metabolic Health, Dean of WVU School of Medicine, Eastern Division <b>Sara Moerschel MD</b>, Co-Director Healthy For Life Program for Children and Adolescents at the WVU Medicine Center for Diabetes and Metabolic Health. WVU School of Medicine, Eastern Division <b>Jon Deiches PhD</b>, Clinical Psychology Postdoctoral Fellow, WVU Medicine Center for Diabetes &amp; Metabolic Health <b>Nathan Fiore</b>, Clinical Research and Community Outreach Coordinator, WVU Medicine Center for Diabetes &amp; Metabolic Health</p>
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<p><b>PART I:</b> This session will provide a look into Salud America!'s national campaign strategies for reaching parents, educators, and policymakers, with culturally and ethnically relevant tools, that prompt actions for creating healthy environments among Latino and all kids. Healthy actions can occur on many levels. However given that children consume up to half of their calories at school, working to create a healthy school environment is especially important for promoting childhood health. In this session, Salud America! will showcase ways to preserve high nutrition standards, promote water consumption, provide opportunities for physical activity, and address food insecurity in school based settings. <b>Learning Objectives PART I:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand how policy can be developed using a grassroots approach to gathering support for environmental and systems change at the school level.</i></li> <li>• <i>Identify examples of community partnerships which allow for the development of healthy school policies like food pantry programs, the installation of water bottle filling stations at schools, and brain breaks.</i></li> <li>• <i>Identify how campaigns can be used to promote the adoption of healthy policies at school campuses, both at a local and national level.</i></li> <li>• <i>Describe the process of getting a water bottle filling station and establishing a food pantry on school campus across the state of Texas.</i></li> </ul> <p><b>PART II:</b> This session will focus on how parents, students, and other family members can lead the change in a school wellness environment by demonstrating how to: plan, fund, and implement, communicate successfully with school staff, and create a system change or policy to improve school wellness. <b>Learning Objectives PART II:</b></p> <ul style="list-style-type: none"> <li>• <i>Funding and program resources How to implement a system change or policy for a school</i></li> <li>• <i>Communication skills for parents and students to obtain school buy in for projects/programs</i></li> <li>• <i>The difference of sustainability vs a temporary action when creating a program or project.</i></li> </ul>
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<p>Can educational community cooking demonstrations, implemented through partnerships between physicians and community resources, improve the nutritional status and health outcomes of a low-income rural population? Physicians and medical students from WVU School of Medicine and a local chef partnered with the local food pantry at Jefferson County Community Ministries and the local community garden to offer healthy cooking demonstrations to food pantry clients. The demonstrations focus on quick and easy recipes using food from the pantry and fresh produce from the garden. The goal of the project is to educate pantry clients how to prepare food from the pantry in a healthy, delicious way, decrease excess sugar and carbohydrates in their diet, and increase vegetable consumption</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• <i>Attendees will be able to take away an effective method for impacting the nutrition of the low-income population in their community</i></li> <li>• <i>Attendees will be able to identify specific resources and assemble the partnerships in their community that could collaborate to change healthy food access and consumption.</i></li> <li>• <i>Attendees will gain a network of providers with experience in culinary education and medicine to use as resources in implementing their own nutrition education programs.</i></li> <li>• <i>Attendees will leave with pragmatic strategies to make changes in their food pantry population and community food system.</i></li> <li>• <i>Attendees will be able to educate the food pantry leadership and volunteers as to which foods may be better for certain populations (less sugar and carbs for diabetes; less salt for someone with congestive heart failure).</i></li> </ul>
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<p>We created a multidisciplinary team-based practice to provide family-focused care for children and adults with obesity and/or diabetes with an emphasis on 1) community engagement and 2) social determinants of health. The clinic is designed to provide tailored care based on the four pillars of food, movement, stress, and sleep by an interdisciplinary team of behavioral health, family medicine, pediatrics, and endocrinology. Intake forms address the four pillars and the social determinants of health with direct linkage to community resources based on identified needs. Community outreach programs include a range of educational programs, and partnering with local Birth to 3 programs, food pantries, and community gardens among other community partners. Medical students and residents participate in community outreach and teaching healthy lifestyle approaches to community members.</p> <p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• <i>Learn how to apply the Four Pillars (stress reduction, sleep, movement, food) to reduce the risk of complications from obesity, employ a family focused approach to the care of people with obesity, and incorporate strategies to address social determinants of health and community engagement.</i></li> </ul>
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