



SUNDAY OCTOBER 1, 2017

12:00pm-6:00pm Registration/Information Desk Imperial Ballroom Foyer (Marquis Level)

1:00pm-3:30pm **Pre-Summit Workshops** (*Additional fee*)
These workshops are designed to take a more in-depth look at specific topics.

1) Expanding the Approach: Using CDC School Health Tools and Resources in Your Professional Development Obesity Prevention Efforts 401-402 (Lobby Level)

This session will provide an overview of CDC's School Health tools and resources, including professional development resources and e-learning series that are available to schools and districts to strengthen school health policies, programs, curricula and Professional Development (PD). Individuals will be able to apply the knowledge from this presentation to incorporate and enhance their PD events. Participants will create an action plan using their choice of CDC tools or resources. Interactive activities will be included via mobile phones or laptops to navigate the CDC school health website where the resources can be found.

- **Christopher J. Kissler, MPH**, Centers for Disease Control and Prevention (CDC)
- **Bridget Borgogna MEd**, Centers for Disease Control and Prevention (CDC)

2) Effective Communication Strategies (and Tools) to Support Your Obesity Prevention Program 106-107 (Marquis Level)

Communication is an important element of effective public health program implementation. This pre-summit workshop will introduce participants to the importance of communication, how to use communication to support obesity prevention programs, lessons learned, and CDC tools and resources available (including the Community Health Media Center and the Success Stories Application). Individual/small group exercises will focus on identifying audiences and objectives, drafting success stories, and using paid media (advertising). Participants are encouraged to share their experiences and to bring a laptop or tablet.

- **Suzi Gates, MPH**, CDC/NCCDPHP/DNPAO/OPPC
- **Jana Scoville, MBA**, Banyan Communications, Inc.
- **Chris Thomas, MS, MCHES**, CDC/NCCDPHP/DNPAO/OPPC

3) Health Care Laws and Their Impact on Specific Populations 405-406 (Lobby Level)

Have all of the different health care reform bills and repeal and replace discussions related to the Affordable Care Act left you confused? If so, this session is for you. As health care reform is currently being debated at the national level, the Georgia Health Policy Center has undertaken a comprehensive review to understand and translate health reform proposals for local, state, and national organizations. A multidisciplinary team with expertise in health policy, health care administration, economics, insurance, finance, employee benefits, risk management, long-term care, public health, and law have, in real time, been tracking and analyzing the various health reform proposals being introduced at the federal level.

- **Bill Rencher, JD, MPH**, Georgia Health Policy Center
- **Jessica Smith**, Georgia Health Policy Center



3:00pm-4:00pm	Exhibit Hall Open: Meet the Exhibitors!	Imperial Ballroom Foyer (Marquis Level)
4:00pm-6:30pm	Plenary Session Welcome: Michelle Smith , <i>Southern Obesity Summit</i> , Chris Parker , <i>Georgia Health Policy Center</i>	Imperial Ballroom (Marquis Level)
	Town Hall Meeting: <i>Waiting for Health Equity</i> Dr. David Satcher, MD, PhD , <i>Sixteenth Surgeon General of the United States</i>	
	A Dialog about Health Equity Harry J Heiman, MD, MPH , <i>Georgia State University</i> Leandris Liburd , <i>Centers for Disease Control and Prevention (CDC)</i> Michael Sells , <i>Centers for Disease Control and Prevention (CDC)</i>	
6:30pm-7:30pm	Reception with Sponsors and Exhibitors	Imperial Ballroom Foyer (Marquis Level)

CHES/MCHES Credits to be offered!
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MONDAY OCTOBER 2, 2017

6:00am-7:00am	<p>Yoga! Presented by: Wide Angle Yoga 401-403 (Lobby Level) <i>For beginners to those with an advanced yoga practice. Yoga for everyone!</i> <i>The first 20 participants to sign up at the registration desk will receive a Georgia Shape yoga mat to take home!</i></p>
7:00am-5:30pm	<p>Registration/Information Desk Imperial Ballroom Foyer (Marquis Level)</p>
7:00am-5:30pm	<p>Exhibit Hall Open Imperial Ballroom Foyer (Marquis Level)</p>
7:00am-8:00am	<p>Breakfast and Networking with Exhibitors Imperial Ballroom Foyer (Marquis Level)</p>
8:00am-9:45am	<p>Plenary Session Imperial Ballroom (Marquis Level) <i>Welcome: Chris Parker, Georgia Health Policy Center, Ruth Petersen, MD, MPH, Centers for Disease Control and Prevention</i></p> <p>Empowering Community Health Improvement Using Data and Resources Mary Bennett, County Health Rankings and Roadmaps Jamie Kleinsorge, Community Commons Dr. James Holt, Chronic Disease Indicators and 500 Cities</p>
9:45am-9:55am	<p>Pillar Overview Imperial Ballroom (Marquis Level) Michelle Smith, Southern Obesity Summit</p>
9:55am-10:05am	<p>Transition to Breakout Sessions/AM Refreshment Break with Exhibitors</p>
10:05am-11:35am	<p>Breakout Sessions (See Separate listing for details)</p> <ul style="list-style-type: none"> • Early Child Care.....202 (Marquis Level) • Food Access.....107 (Marquis Level) • Healthcare/Health Care Systems I.....506-507 (Lobby Level) • Healthcare/Health Care Systems II.....504-505 (Lobby Level) • Nutrition.....106 (Marquis Level) • Physical Activity.....401 (Lobby Level) • Schools I.....402 (Lobby Level) • Schools II.....403 (Lobby Level) • Worksite Wellness.....405 (Lobby Level) • Youth Engagement.....406 (Lobby Level)



Networking Lunch and Special Lunch Sessions-*continued*

- **Best Practices and Opportunities for Collaboration in Worksite Wellness: Going Beyond Typical Approaches** 506-507 (Lobby Level)

A Panel of professionals will share their perspectives on Worksite Wellness. Dr. Jean O'Connor will explore increasing pressures on health care, public health, and employers efforts to reduce healthcare costs and improve population health outcomes. More than 40 percent of the population in Georgia receives its healthcare coverage through an employer-sponsored health plan. This session will discuss examples in Georgia of collaborations between health systems, public health and employers to prevent and control obesity. And, identify levers for developing additional collaborations and achieving success, such as community health needs assessments, worksite health programs, coalitions, and quality improvement projects.

Venise White will describe strategies to establish measurable worksite wellness initiatives. This session includes measures to establish organizational structure, identify health needs and develop a culture of healthy lifestyles. Strategies have shown to impact positive outcomes in physical activity, and promote healthier food and beverage options for staff and clients.

Jean O'Connor, Georgia Dept. of Public Health

Venise White, Florida Dept. of Health in Seminole County

Don Betts, Georgia Tech Center for Economic Development Research (CEDR)

- **Building a Culture of Health in Out of School Time** 401 (Lobby Level)
Over ten million children head to after-school programs following the last bell. This reality presents a prime opportunity to engage students in health-supporting activities. This interactive session highlights the important role that OST programs can play in obesity prevention efforts and describes how increased coordination and communication between schools and OST settings can enhance efforts to promote health behaviors. Presenters will describe their work to promote a culture of wellness and increase opportunities for healthy eating and physical activity in OST settings. Participants will engage in discussions about specific strategies and partnerships to maximize the health promoting potential of OST settings.
Sarah Sliwa, Centers for Disease Control and Prevention (CDC)
Lee Ann Else, HealthMPowers Inc.
Lindsey Jorstad, Gwinnett Co. Parks and Recreation
Danielle Morris, Boys & Girls Clubs of America



1:00pm-2:30pm

Breakout Sessions (See Separate listing for details)

- Early Child Care.....202 (Marquis Level)
- Food Access I.....107 (Marquis Level)
- Food Access II.....504-505 (Lobby Level)
- Healthcare.....506-507 (Lobby Level)
- Nutrition.....106 (Marquis Level)
- Physical Activity.....401 (Lobby Level)
- Schools I.....402 (Lobby Level)
- Schools II.....403 (Lobby Level)
- Worksite Wellness.....405 (Lobby Level)
- Community Engagement.....406 (Lobby Level)

2:30pm-2:45pm

Transition to Pillar Workgroups/PM Refreshment Break with Exhibitors

2:45pm-4:05pm

Pillar Workgroups

- 1) Early Child Care.....202 (Marquis Level)
- 2) Food Access.....107 (Marquis Level)
- 3) Nutrition.....106 (Marquis Level)
- 4) Healthcare.....506-507 (Lobby Level)
- 5) Physical Activity.....401 (Lobby Level)
- 6) Schools.....402 (Lobby Level)
- 7) Worksite Wellness.....405 (Lobby Level)

4:15pm-5:30pm

State Team Meetings

- Alabama & New Mexico.....107 (Marquis Level)
- Arkansas & Florida.....402 (Lobby Level)
- Georgia.....Imperial Ballroom (Marquis Level)
- Kentucky & Louisiana.....403 (Lobby Level)
- Mississippi.....506-507 (Lobby Level)
- Missouri & Oklahoma.....405 (Lobby Level)
- South Carolina & North Carolina.....106 (Marquis Level)
- Tennessee.....202 (Marquis Level)
- Texas.....504-505 (Lobby Level)
- Virginia & West Virginia.....401 (Lobby Level)
- National.....406 (Lobby Level)

5:45pm-9:00pm

Georgia Night Out: "A Walk along the Beltline"

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TUESDAY, OCTOBER 3, 2017

6:30am-7:30am	Morning Group Run/Walk <i>Join the Atlanta Track Club in the lobby at 6:30 a.m. for a tour of downtown Atlanta on foot. Maps and pace leads provided for two distances, three and five miles.</i>	
7:30am-8:30am	Breakfast with Exhibitors	Imperial Ballroom Foyer (Marquis Level)
7:30am-11:15am	Exhibit Hall Open	Imperial Ballroom Foyer (Marquis Level)
8:30am-10:00am	Plenary Session Welcome 2018 SOS Announcement!	Imperial Ballroom (Marquis Level)

Building Healthy Communities

Health is a central component of and baseline condition for:

- *Education*
- *Job Access/Workforce Development*
- *Economic Development*

The purpose of this session is to demonstrate that health is a central component of and baseline condition for: Education, Job Access/Workforce Development, and Economic Development. With 70% of an individual's health and health improvement determined not inside the four walls of a healthcare institution but by their ability to live an active life with access to good nutrition in a quality community, this panel will demonstrate that "place matters." The Atlanta Regional Collaborative Health Improvement Project (ARCHI) will be one of the highlighted initiatives in this panel.

Kathryn Lawler, ARCHI project (Atlanta Regional Collaborative Health Improvement Project)

Madelyn Adams, Kaiser Permanente

Lauren Glancy, Soccer in the Streets

10:10am-11:10am	Special Sessions Equity Food Insecurity and Homelessness Inequities in UnCommon Environments 401 (Lobby Level) <i>Today's college student is entering the halls of higher education needing academic remedial engagement and is struggling to get to the next school day and, more importantly, struggling to find their next meal. In a national study nearly one-half of the more than 3,000 participants self-identified as food insecure. Food Insecurity, as defined by the USDA, is the state of being without reliable access to a sufficient quantity of affordable, nutritious food. This presentation will focus on the findings of the first food insecurity and homelessness study conducted at a Historically Black University situated in a Midwestern food desert.</i> Danielle Hairston-Green, Prairie View A&M University Cooperative Extension Program	
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Special Sessions-continued

Accessibility

402 (Lobby Level)

Accessibility is a concept that most communities think they understand until they experience the built environment from a special needs point of view. They will likely discover challenges greater than they imagined due to a misunderstanding of ADA requirement, differed maintenance, or “that’s how things always were – why change now” mentality. As an Urban Planner, Dave often conducts walk audits with municipal leaders to point out possible changes to remove barriers and improve a community’s downtown infrastructure.

Dave Roberts, ASLA, Crafton Tull

Early Child Care

An Equitable Future for All Children: Beginning in Early Childcare Setting 403 (Lobby Level)

Advocating for policy change to address obesity and promoting physical activity best practices in child care programs. Learn local, state and regional strategies to promote best practice in early care and education programs. Also hear about state policy campaigns advocating for evidence based recommendations on physical activity, screen time and nutrition standards.

Allison Nihiser, Centers for Disease Control and Prevention (CDC)

Naomi Amaha, American Heart Association Southwest Affiliate

Food Access

Increasing Equity in Healthy Food Access

504-505 (Lobby Level)

Through Doubling SNAP Benefits at Farmers Markets South Carolina has eliminated barriers that prevent low-income, working-class families from purchasing fresh fruits and vegetables at farmers markets. These nutrition incentive programs can be funded by a latitude of sources, including public, private, government and community organizations.

Kelsey Allen, East Smart Move More South Carolina

Nutrition Policy – Eat REALsm

506-507 (Lobby Level)

Eat REAL[®] works to affect change in the food and foodservice industries by providing market-based incentives to leverage the profitability of healthy and sustainable food and beverage. REAL Certified[®], a program of Eat REAL is modeled after the LEED Green Building Certification. The REAL Certified audit, conducted by third party registered dietitians, offers a comprehensive review of front and back of house operations, wherein they are provided with actionable steps for increasing the nutrition and sustainability of their operation.

The Eat REAL Certified session will focus on the process, reporting /recommendations, and data collection gleaned through implementation of the REAL Certified program. During the session you will also learn about the partnerships that have made Eat REAL successful in the State of Tennessee. We will discuss difficult and controversial issues that surround our food system and brainstorm ways to encourage change when it comes to the choices that people make about the food they eat.

Nikkole Turner, Eat REAL



Special Sessions-continued

Healthcare

106 (Marquis Level)

Utilizing Principles of Health Systems Transformation for Obesity Management and Prevention

Our health care system is undergoing major change by shifting towards value-based care and focusing on cost and quality. Improved patient outcomes, experience, population health, and reduced cost of care for individuals with obesity and other chronic conditions will not be achieved through only the use of clinical interventions.

Shana Scott, Georgia Dept. of Health

Starla Hairston Blanks, Morehouse School of Medicine

Physical Activity

Physical Activity = Crime Prevention, Mental Health AND Physical Health Benefits

107 (Marquis Level)

Many agencies and communities face issues related to crime. Crime Prevention through Environmental Design (CPTED) has been found as a best practice approach to fight crime and promote business in neighborhoods, schools and parks. It can also help create safer places for physical activity. Physical activity plays a vital role in obesity reduction and has well-documented mental health benefits. Join this session to find out how physical activity is more than just getting moving!

Michael Lopez, Texas A&M AgriLife Extension Service

Cass Isidro, Executive Director, Safe Routes to School

Deborah Bujnowski, Harris County Public Health

School Wellness Strategies

What does the evidence say? BMIs, Policies and Practices for Effective School Wellness

202 (Marquis Level)

Schools are a strategic setting for obesity prevention efforts and researchers and practitioners have tested and evaluated various strategies and interventions in this setting. What does the evidence say? Presenters from the Centers for Disease Control and Prevention will present new data and share recommendations, strategies, and resources for supporting school wellness. Discussion topics include the school nutrition environment, access to drinking water, and school based BMI measurement programs.

Devon Oksako Schmucker, Centers for Disease Control and Prevention (CDC)

Sarah Sliwa, Centers for Disease Control and Prevention (CDC)

Caitlin Merlo, Centers for Disease Control and Prevention (CDC)



11:20am--12:30pm

Closing Luncheon

Imperial Ballroom (Marquis Level)

Public Private Partnerships – Making it All Work - Together

The Practical Playbook

The Practical Playbook is a free, web-based tool designed to facilitate public health and primary care integration through a wide variety of resources for primary care providers and public health officials.

By building on local successes, sharing lessons learned, and offering concrete guidelines for executing a public health project, the Practical Playbook initiative is working to advance public health and primary care integration throughout the United States. The Practical Playbook follows in the footsteps of many studies showing that public health and primary care integration can better manage chronic illness, increase quality of care, and keep health care costs in check.

The Build Health Challenge

Health equity is achieved when immutable characteristics such as race, gender, sexual identity, and more are not correlated to higher rates of adverse health outcomes; i.e. that historically marginalized groups are no longer bearing a disproportionate burden of disease. One of the goals of the BUILD Health Challenge is to promote health equity by creating the conditions to allow people to meet their optimal level of health.

Seven implementation awardees received \$250,000 over two years to strengthen existing partnerships, accelerate more advanced health data and analytics initiatives, and expand their impact. Eleven planning awardees received \$75,000 to kick-start still-nascent projects addressing specific health challenges with a committed group of community partners.

Don Bradley, MD, MHS-CL, Practical Playbook

Brian Castrucci, de Beaumont Foundation

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