OBJECTIVES:
1. Participants will leave motivated and inspired to launch policy advocacy campaigns.
2. Participants will be prepared to develop a campaign plan and engage stakeholders in the process.
3. Participants will identify next steps for the successful implementation of adopted policy.

AGENDA

9:30 – 10:00  Breakfast and Registration

10:00 – 10:30  Welcome, Introductions, and Speed Dating
Judy Harper, Community Partners

10:30 – 11:45  Keynote Presentation: Reflections on Policies for Sustained Community Transformations
Marlen Garcia, Former Councilwoman of City of Baldwin Park

How can policies on paper lead to healthy active communities? Our keynote speaker will offer insights through her personal story of supporting local policies that made the healthy choice the easy choice in the City of Baldwin Park, California, a national example for healthy eating and active living. Followed by group discussion and question and answer period!

11:45 – 12:45  Networking Lunch

12:45 – 2:00  Story Telling from the City, Parks, and Afterschool: How Did You Get That Policy Passed?
John Guastaferro, VP of Marketing and Development, Anaheim Family YMCA (Anaheim)
Julie Dorey, Assistant Director, Ontario Recreation and Community Services (Ontario)
Miguel Rodriguez, Community Organizer, CAUSE (Ventura)

How are HEAL Zone sites creating change? Is it through adopting policies first followed by implementation or demonstrating change first before committing to policies on paper? We challenged your fellow peers to tell us their stories through rapid-fire and visual presentations. We will leave plenty of time for group discussion and developing your policy advocacy strategy!

2:00 – 2:15  Instant Recess
Pia Bañez, Community Partners

2:15 – 2:45  Policy Implementation: From Paper to People and Places
Arpiné Shakhbandaryan, Community Partners

Fast forward to 2015. Congratulations, your policies have successfully passed. What are the next steps for these words on paper to successfully create change in people and places? Join us on a scavenger hunt to identify various strategies and tools to successfully implement, monitor, and evaluate policies after they are adopted.

2:45 – 3:00  Closing Reflections