

The Kaiser Permanente HEAL Friday Update – 6/10/13

Many of you will be travelling to Long Beach next week for the 7th Biennial Childhood Obesity Conference next week and we look forward to seeing you there. This will be a great conference with lots of excellent information to be shared. As a major sponsor of this event, Kaiser Permanente has a strong presence, including sponsoring a walk and a screening of the HBO Documentary, *Weight of the Nation for Kids*. The attached document is your guide to all the activities related to Kaiser Permanente at the conference.

EVENTS & LEARNING OPPORTUNITIES

“Progress and Opportunities in Wellness Policy Provisions: Latest Nationwide Results from the Bridging the Gap Program,” Webinar, June 11, 12:00 - 1:30 PM. This webinar will feature guest presenter Jamie F. Chriqui, PhD, MHS, from the Institute for Health Research and Policy at the University of Illinois –Chicago. Dr. Chriqui will share an overview of the recently released Bridging the Gap Report on school wellness policies, and she will: (1) highlight progress and opportunities relative to wellness policies nationwide based on the most recent data compiled by the Bridging the Gap Research program, (2) present new data on reporting requirements included in the wellness policies, and (3) discuss the relevance of the wellness policies to forthcoming rules from the U.S. Department of Agriculture and roles that district and school level officials can play vis-à-vis the federal rulemaking process. Register at <http://www2.actionforhealthykids.org/e/21152/events-event-32/dn1b/9573745>.

Mobile Technology in Public Health. In-person workshop, June 12, 11:00am - 1:00pm, Oakland. If you could create a tool that empowers young adults to prevent violence in real time ... or a tool that empowers public health and disaster response workers working with the information they need to communicate reliably with headquarters, community leaders, and one another to deliver critical services to hard to reach, vulnerable populations. mHealth (mobile technologies for health) has emerged as an innovative means to do these very things and shape how public health is practiced. Join Deb Levine of youth + tech + health (YTH.org, formerly ISIS) and Caricia Catalani of Innovative Support to Emergencies, Diseases, and Disasters (InSTEDD) as they share best practices for using mobile technology in public health. The workshop will take place at [The California Endowment Center for Healthy Communities](#) in downtown Oakland. \$25 registration fee. Learn more and register at <http://www.regonline.com/Register/Checkin.aspx?EventID=1169715>

State and Local Policy Options to Support Healthy School Foods, Webinar, June 13, 12:30 – 1:15 p.m. Part of the *What You Need to Know to Promote Healthy Eating in Your State!* webinar series. The passage of the [Healthy, Hunger-Free Kids Act in 2010](#) represents a significant step forward in our nation’s effort to provide all children with healthy food in schools. Over the past year, schools across the country have been working hard to implement strong national nutrition standards for school lunches, and in the coming years schools will also begin implementing updates to breakfasts as well to snack foods and beverages. While these national updates are an important step, schools need support from state and local advocates, policy makers, health officials, and others to ensure that all school nutrition environments are healthy for students. This webinar will explore [state and local policy options](#) to support healthy food in schools. We’ll also provide an overview and update on national efforts to improve school foods, and hear from state health officials in Kentucky who have successfully worked with schools to support healthy nutrition environments. Register at <https://www4.gotomeeting.com/register/717865375>

The SPIN Academy trains people working for social change on the building blocks of strategic communications at a four-day residential retreat August 27-30 in Petaluma. If you enjoyed Holly Minch's storytelling workshop last year, you will love SPIN Academy (she helps run it). The flagship Northern California event, now celebrating its fifteenth year, brings together a group of 50 nonprofit professionals from across the country who are selected through a competitive application process. The only prerequisite for acceptance to the SPIN Academy is a commitment to using strategic communications tools and techniques to advance your organization's social change work. [Registration fees](#) for the four-day workshop are on a sliding scale from \$350-\$850. Applications are due June 18. Find out more and apply at <http://spinacademy.org/event/spin-academy-15/>.

IN THE NEWS

There's a nice there's a nice video circulating of the [Mt. Diablo High School showing of the Weight of the Nation](#) that took place last December in the Monument HEAL Zone and another useful video about "[The Changing Role of Food Service](#)." Check 'em out.

Do you have news you'd like to share in The Kaiser Permanente HEAL Friday Update? If so, please email Suzanne at suzanne.h.samuel@kp.org. We want to hear from you!

The Kaiser Permanente HEAL Friday Update – 6/21/13

Happy Summer Solstice! I just returned from the 7th Biennial Childhood Obesity Conference in Long Beach and was delighted to have many of you there. I was privileged to be able to present on a panel about the wonderful HEAL work you are all doing and many people shared with me how impressed they are with the work. Thanks to all of you for the contributions you are making to improving the health of your community.

EVENTS & LEARNING OPPORTUNITIES

Webinar, July 11, 10-11:30, “Ways to Increase Walking and Bicycling.” Public Health Institute Dialogue4Health series. Communities that support walking and biking help people be physically active, promote health and can lower health care costs. This Web Forum will showcase different “active transportation” initiatives that make walking and biking for daily travel an easier and more attractive option for children and adults. Presenters will highlight projects that had received funding from [Communities Putting Prevention to Work \(CPPW\)](#) grants focused on increasing physical activity and preventing obesity. Presenters: Nick Sims, [Safe Routes to Schools of Central Alabama](#); Vikrant Sood, [Bay Area Metropolitan Transportation Commission \(MTC\)](#), Oakland, California, Formerly the Public Health Planning Specialist at [San Diego Association of Governments \(SANDAG\)](#); Julia Murphy, [Office of Sustainability](#), San Antonio, Texas. **Register:** <https://publichealthinstitute.webex.com/publichealthinstitute/onstage/g.php?t=a&d=963771392>.

Webinar, July 23, 10:30-11:30, “Tips and Tricks for an Engaging PowerPoint Presentation.” From CALPACT and UC Berkeley School of Public Health’s Health Communication Matters Webinar Series. Ever wonder if your PowerPoint presentations show off your project or research to best effect? Here's your chance to find out! Public health professionals face common challenges in explaining complex information and data to diverse audiences. Whether you present for the community or your professional peers, are a frequent presenter or a novice, this webinar will help you transform PowerPoint "blah" into "ta-da." Build your health communication core competency. Walk away from this presentation with simple tips anyone (even YOU) can use to: critique your own slides, add visual interest, and connect with your audience.

Register: <https://cc.readytalk.com/cc/s/registrations/new?cid=icp62xpsswyk> .

RESOURCES

[The Art of Meaningful Video Stories](#). Making a video can be one of the cheapest and easiest ways you can increase your exposure. That being said, creating a video can be daunting and seemingly complex. Find tips to making a meaningful and compelling video store on the Lightbox Collaborative blog at www.lightboxcollaborative.com/art-of-meaningful-video-stories.

Prevalence of Obesity and Extreme Obesity in children aged 3–5 years. This study by Kaiser Permanente’s Division of Research examines Kaiser Permanente member data to understand trends in obesity in young children.

IN THE NEWS

Americans view obesity as a serious problem among both the overall public and among children and teens, and most people believe that local K-12 schools need to take a leading role in combating the epidemic, according to a [recent survey](#) conducted by Kaiser Permanente and Field Research. See the results and learn more at <http://xnet.kp.org/newscenter/pressreleases/nat/2013/061913-schools-preventing-obesity.html> .

It's summertime, but that's not always a good thing for low-income kids. See a recent op-ed (running today in the Oakland Tribune and other papers) by Yvette Radford of Kaiser Permanente and Jennifer Peck of the Partnership for Children and Youth about why "summer matters" and what we can do about it at http://www.insidebayarea.com/breaking-news/ci_23502429/beware-summertime-weight-gain-among-children .

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