Southern California HEAL Learning Community

October 9, 2012
Westin Pasadena

We will model and celebrate healthy eating and active living;
We will be inspired to launch into implementation with active partner commitments;
We will gain knowledge and skills needed to successfully implement our selected strategies;
We will understand the importance of school/community partnerships to address childhood obesity.
We will actively engage with our peers from across Southern California.
Welcome

Morning Keynote and Discussion

10:45 am – 12:15 pm
Concurrent Morning Breakout Sessions

12:15 – 1:15 pm
LUNCH

1:15 – 2:45 pm
Concurrent Afternoon Breakout Sessions

Afternoon Keynote, Networking, and Physical Activity Break

4:30 – 6:00 pm
Networking Reception
Do you know who works in your field or loves the same recreational activities you do? Meet new faces and identify new connections in this interactive game.
Kaiser Permanente Welcome

Angela Corón
Community Benefit Managing Director
Morning Keynote

The Honorable Michele Martinez
City Councilmember of Santa Ana

Councilmember Martinez will share her personal story of healthy eating and active living advocacy, highlight the environmental and policy changes in the City of Santa Ana and reflect on the power of change through resident mobilization and coalition building.
HEAL Table Discussion

How will your site mobilize community residents, youth, and other stakeholder advocates for a key policy strategy? Table discussion will be followed by reflections on your questions and ideas by Councilmember Martinez.
Concurrent Morning Breakout Sessions

**Fountain III – Changing Food Environments in School and Daycare Settings**
Transforming school food environments will be essential to reversing trends in childhood obesity. In this session, we will start with a success story from Ventura, hear key lessons for overcoming school-based barriers in Antelope Valley, and conclude with a call for attention to the licensed childcare provider community from Lemon Grove. This important discussion will be framed around the importance of policy change to sustain environmental transformation.

**Fountain IV – Neighborhoods that Encourage Movement: Parks, Bikeways, and Walkways**
Active living communities are places where people of all ages and abilities have a range of travel choices including walking, biking, driving, and public transportation to help them stay connected and healthy. In an active community, streets are built for people not cars. Neighborhoods are designed with parks, recreational facilities, and retail within walking distance. This conversation will highlight the strategies Riverside, Kern, and Antelope Valley are planning to be able to implement “neighborhood transformations” that create active community environments.

**San Rafael – Healthy Eating Active Living in (and beyond) Clinical Settings**
Clinical settings represent a small but important piece for implementing healthy eating and active living. This session will focus on three very different clinical strategies for your HEAL toolkit: Ventura will discuss an integrated clinical approach to obesity intervention; Long Beach will highlight clinic partnerships for healthy lifestyle prescriptions; and Ontario will advocate for promotoras to significantly increase the impact of clinical services. The discussion will focus on creative ideas for clinic-service integration with community-based prevention efforts.
Lunch and Networking

Please join us for lunch in the Fountain Terrace.
Fountain III – Strategies for Increasing Physical Activity in School Environments
Kids spend most of their time in or around school. In this session, we will learn about Whittier and Hollywood High School’s proposed strategies to increase youth physical activity, beyond the confines of PE classrooms. The discussion will span strategic partnerships for joint use agreements, engaging parents as advocates for physical activity, and safe routes to school. The participants will also reflect on policy initiatives aimed at sustaining school-focused environmental changes.

Fountain IV – Neighborhood Food Access: Corner Stores, Restaurants, and Community Gardens
Where does your community shop for fresh produce, low-fat dairy, whole grains, and other healthy foods? The term “food deserts” describes neighborhoods that have limited access to healthy foods. Join the conversation as we discuss strategies to increase the availability of and access to affordable nutritious food in the Long Beach, Ventura, and Ontario HEAL Zones.

San Rafael – Tips, Lessons Learned, and New Ideas for HEALing Communications
Effective communications will be essential to successful HEALing. This workshop will start with tips for building a strong communications foundation within your coalition, highlight experiences from Northern California’s Madera HEAL Zone, and discuss effective ways to develop media and messages that resonate with your target audiences. The importance of culturally competent communications strategies will frame this discussion.
PlayWorks Afternoon Break

Please join us for some fun and games with PlayWorks!

Please return at 3:15 pm for Networking Break!
Afternoon Welcome

Healthy Schools as Instigators of Community Change

Peggy Agron
Kaiser Permanente

Peggy Agron, National Director for the Kaiser Permanente Healthy Schools Initiative, will challenge us all to move out of our comfort zones – and into serious implementation – in our efforts to reverse childhood obesity trends!
Closing Remarks

Dr. Edward Ellison
Kaiser Permanente
Networking Reception

Please join us for a networking reception in the Fountain Terrace.