



**KAISER PERMANENTE®**



*Community*  
**PARTNERS®**

KAISER PERMANENTE SOUTHERN CALIFORNIA HEAL ZONE INITIATIVE

**FIRST LEARNING COMMUNITY AND INITIATIVE LAUNCH**

CENTER FOR HEALTHY COMMUNITIES  
1000 NORTH ALAMEDA STREET  
LOS ANGELES, CA 90012  
FIRST FLOOR – REDWOOD CONFERENCE ROOM

**AGENDA – JANUARY 19, 2012**

For our first Learning Community event we have three key objectives:

1. We will celebrate, motivate, and model healthy eating and active living;
2. We will identify expectations for the planning process and clarify our partner roles, and;
3. We will build a foundation for HEAL Zone learning and peer networking!

8:00 a.m.

**The Walking Conference Bus  
The Omni Hotel 3<sup>rd</sup> Floor Lounge Area near the Grand Avenue Exit**

Please meet at 8 am sharp for a 30 minute (1.5 mile) group walk hosted by Jessica Meaney of the Safe Routes to School National Partnership. On the way to The Center for Healthy Communities, we'll see the architecturally unique Disney Concert Hall, the "most filmed" Los Angeles City Hall, and the heart of *El Pueblo de Los Angeles*, historic Olvera Street. *Bring your walking shoes!*

8:30 a.m.

**Registration and Continental Breakfast  
Redwood Conference Room**

9:00 – 9:15 a.m.

**Speed Dating: Get Acquainted in this Fast-paced and Fun Exercise!**

9:15 – 9:30 a.m.

**Welcome and Opening Remarks**

Angela Corón  
Managing Director, Community Benefit, Kaiser Permanente Southern California

Dr. David Cuan  
Pediatrician, Kaiser Permanente Riverside Medical Center

9:30 – 10:00 a.m.

**Pathway to Change: KP Educational Theater Presentation**

Geraldine Farrell, Kaiser Permanente Southern California

10:00 – 10:45 a.m. **HEAL Zone Planning Process...or, *Building a Strong Foundation to Resist the Wolf!***

Ama Atiedu, Community Center Health Evaluation  
Mehrnaz Davoudi, Kaiser Permanente Southern California  
Judy Harper, Community Partners  
Clara Steimberg, Kaiser Permanente Southern California

Wondering about the HEAL Zone planning process? We'll clarify expected outcomes, provide suggestions for planning process priorities and identify who you can turn to for support. We'll also discuss the multiple levels of intervention needed in your HEAL Zone design.

10:45 – 11:00 a.m. **BREAK**

11:00 – 11:45 a.m. **Visioning Your Planning Phase.....or, *How Will You Build a Brick House?!***

In this group exercise, we'll ask each site to outline their vision for a successful planning process. Be prepared, we'll also ask you to consider what your "big bad wolves" look like, and how you'll build your house to resist the huffing and puffing!

11:45a.m. – 1:00p.m. **Informal Networking Lunch: Eat, Drink and Meet Your Tech Assist Partners!**

This is your opportunity to get to know counterparts at other sites as well as the technical assistance partners that will assist with sector specific activities. Participants are asked to please be seated at the table number indicated on their badge.

1:00 – 1:30 p.m. **An Environmental Approach to Understanding Health Inequities:  
The HEAL Zone Initiative Framework Part I**

Manal Aboelata, Prevention Institute

Why are there such stark differences in health and safety indicators across demographic groups and geographic places? What's the best way to approach change? A clear understanding of these differences by community members and partners in your coalition will be critical to the HEAL Zone success! This presentation will be a "teaser" for the Prevention Institute training offered to HEAL Zone participants.

1:30 – 2:00 p.m. **Re-Thinking Your CAP for Maximum Impact:  
The HEAL Zone Initiative Framework Part II**

Ama Atiedu, Center for Community Health and Evaluation

Now it's time to practice applying "the environmental change approach" to your site's draft Community Action Plan (CAP). Does your CAP prioritize environmental strategies? Are these strategies supported by policy, promotional, and educational strategies? This group exercise will give you a chance to practice analyzing your CAP and creating strong, synergistic strategies. Get ready to "pitch" – and take this tool home for practice with your coalition!

2:00 – 2:30 p.m. **Let's Break and Play!**

Michelle Barron, PlayWorks Los Angeles

Playworks will lead our group in some quick and fun games. Feel free to take these games home and share across your school, work and play sites!

2:30 – 2:45 p.m. **BREAK**

2:45 – 3:45 p.m. **Coalition Building and Community Engagement:  
Lessons Learned and Expected Challenges**

Talk Show Hostess: Judy Harper, Community Partners

Special Guests: Tracy Delaney, San Diego Department of Public Health

Cheryl Moder, Community Health Improvement Partners

Dana Richardson, Community Health Improvement Partners

Changing people and places is hard work – but can also be a lot of fun! How will you build a coalition to sustain your change efforts? What is the secret to balancing different organizational and community interests? How can we leverage a wide range of both private and public sector experience and resources? Why is community engagement so important for place-based work? Join us in an afternoon talk show with experienced coalition and community builders to explore these questions and more!

3:45 – 4:15 p.m. **Communicating about HEAL Zones: *An Overview***

Sandra Hernandez-Millett, Kaiser Permanente Media Relations

In this presentation, Sandra Hernandez-Millett will provide an overview of what makes for a successful media pitch. Don't know what we mean by a media pitch? Perfect! Your site spokespeople will be primed and ready for day two. Homework: Watch the news and be prepared to tell us why a story was your favorite.

4:15 – 4:30 p.m. **Closing Remarks**

Loel Solomon, PhD, Vice President Community Health, Kaiser Permanente

4:30 – 6:00 p.m. **Break**

6:00 – 8:00 p.m. **Networking Dinner – Hershey/Crocker Room**

Omni Hotel – Los Angeles

251 South Olive Street

Los Angeles, California 90012

Please join us for dinner and networking opportunities.