Southern California HEAL Learning Community  
October 9, 2012  
Agenda

Objectives:
- 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 critical importance of school and community partnerships to address trends in childhood obesity; and;  
- We will actively engage with our peers from the Southern California HEAL Zone learning network.

8:00 – 8:30 am:  Pasadena Morning Walk  
Hotel Lobby  
Join Andrea Azuma from Kaiser Permanente and Rye Baerg of Safe Routes to School on a morning walk. Meet them at 8:00 am in the Westin hotel lobby or at 8:15 am at the Memorial Park Metro Station.

8:30 – 9:00 am:  Registration & Breakfast  
Fountain Foyer

9:00 – 9:15 am:  HEAL BINGO  
Fountain I/II  
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.

9:15 – 9:20 am:  Welcome  
Angela Corón, Kaiser Permanente

9:20 – 9:45 am:  Morning Keynote  
The Honorable Michele Martinez, City Council of Santa Ana  
Councilmember Martinez will share her personal story of healthy eating and active living advocacy, highlight environmental and policy changes in the City of Santa Ana, and reflect on the power of change through resident mobilization and coalition building.

9:45 – 10:30 am:  HEAL Table Discussions  
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.
10:30 – 10:45 am: BREAK
If you are a guest at the hotel, please check-out before 12:00 pm.

10:45 am – 12:15 pm: Concurrent Morning Breakout Sessions
The breakout sessions will provide an opportunity to discuss key aspects of your CAP strategies, learn what your peers are prioritizing, and discuss different approaches to implementation.

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.

Moderator:
Matthew Sharp, California Food Policy Advocates

Participants:
Melanie Briones, Community Health Improvement Partners
Sandy Curwood, Ventura Unified School District
Jean Varden, Antelope Valley Partners for Health

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.

Moderator:
Gayle Haberman, Los Angeles County Department of Public Health

Participants:
Michelle Kiefer, Antelope Valley Partners for Health
Mario Lara, City of Riverside
Mariel Mehdipour, Kern County Department of Public Health Services
**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.

**Moderator:**
Mercy Siordia, *Kaiser Permanente*

**Participants:**
Cristina Faiver, *The Children’s Clinic*
Cindy Reed, *Landon Pediatric Foundation*
Beverly Speak, *Kids Come First Community Health Center*

12:15 – 1:15 pm

**LUNCH**

Fountain Terrace

1:15 – 2:45 pm

**Concurrent Afternoon Breakout Sessions**
The breakout sessions will provide an opportunity to discuss key aspects of your CAP strategies, learn what your peers are prioritizing, and discuss different approaches to implementation.

**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.

**Moderator:**
Peggy Agron, *Kaiser Permanente*

**Participants:**
Jessica Meaney, *Safe Routes to School National Partnership*
Yasuein Reyes, *Hollywood High School*
Lori Tiffany, *YMCA of Greater Whittier*
Ryan Woodson, *Saban Free Clinic*
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.

Moderator:
Clare Fox, Los Angeles Food Policy Council

Participants:
Robin Godfrey, First 5 Ventura County
Susan Phillips, Pitzer College
Shawna Stevens, City of Long Beach Department of Health and Human Services

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.

Moderator:
Socorro Serrano, Kaiser Permanente

Participants:
Ivonne Der Torosian, Kaiser Permanente
John Guastaferro, Anaheim Family YMCA
Andres Rodriguez, Multicultural Communities for Mobility

2:45 – 3:15 pm: Physical Activity Recess
Join in on the fun and games with PlayWorks!

3:15 – 3:45 pm: NETWORKING BREAK

3:45 – 4:15 pm: 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!

4:15 – 4:30 pm: Closing Remarks
Dr. Edward Ellison, Kaiser Permanente

End of Convening

4:30 – 6:00 pm: Networking Reception
Fountain Terrace