

NPLAN Symposium 2013 Agenda

October 10 & 11, 2013

Location: Hotel Nikko, San Francisco, CA 25th Floor, Peninsula Room unless otherwise listed.

Theme: Current legislative battles and implications for the future of the movement

Agenda Topics - Day 1	Speakers & Moderators	Time
<p>Welcome and Introductions</p> <p>The Childhood Obesity Prevention Movement in 2013 Connecting the past and the future: Where are we winning and losing? How can we maximize our collective impact?</p>	<p>Marice Ashe ChangeLab Solutions</p>	<p>1:30 – 2:00</p>
<p>Public Opinion, Public Engagement & Public Health Policy</p> <p>Panelists will discuss research on public opinion about public health interventions; and what the research tells us about how to frame public health interventions as part of the democratic process. Presentations on the research will be followed by a debate on what's working and what's not in terms of connecting with the public on obesity prevention policy.</p>	<p>Dean Larry Wallack Portland State University</p> <p>Stephanie Morain Johns Hopkins School of Public Health</p> <p>Professor Lindsey Wiley American University School of Law</p> <p>Moderator: Maya Rockeymoore Leadership for Healthy Communities</p>	<p>2:00 – 3:15</p>
<p>Networking Break 3:15 – 4:00</p>		
<p>Policy Wins and Policy Fights – Part 1</p> <p>This panel will cover: (1) promising state-level obesity prevention strategies; and (2) examples of state and local policy wins focusing on lessons learned for the larger movement.</p>	<p>Carter Headrick American Heart Association</p> <p>Councilman Joe Cimperman Cleveland, OH</p> <p>Tom Merrill New York City Department of Health</p> <p>Moderator: Leon Andrews National League of Cities</p>	<p>4:00 – 5:00</p>
<p>Group Reactions</p> <p>Large group discussion about themes that emerged from the panels</p>	<p>All</p>	<p>5:00 – 5:20</p>
<p>Closing Remarks and Planning for Friday</p>	<p>Marice Ashe</p>	<p>5:20 – 5:30</p>
<p>Gather for Dinner 6:00</p> <p style="text-align: center;">Location: Golden Gate Room</p>		

Agenda Topics – Day 2	Speakers & Moderators	Time
Jog to the Ball Park (4-5 mile loop) Walk to the Ferry Building (2 mile loop)	Quang Dang Christine Fry	6:30 – 7:30
Continental Breakfast and Gathering	All	8:00 – 8:30
Welcome and Wake-up Activity	Marice Ashe	8:30 – 9:00
Plenary Session – New Partnerships and New Opportunities: Why community development finance institutions and public advocates are natural allies in the fight to address chronic disease	David Erickson Center for Community Development Investments, Federal Reserve Bank of San Francisco	9:15 – 10:15
Break		10:15 – 10:30
Breakout Sessions: Campaign Support Strategies	Location: Board Rooms, 25th Floor	10:30 – 12:00
Using an Equity Framework to Prioritize Active Living and healthy Eating Strategies	Shavon Arline-Bradley , NAACP Sara Zimmerman , ChangeLab Solutions	
In-Store Marketing: What strategies can be used to promote healthy foods in stores and reduce advertising of unhealthy foods?	Professor Jerome Williams , Rutgers University Ian McLaughlin , ChangeLab Solutions	
Improving the Nutritional Value of Restaurant Meals: A strategic discussion.	Carter Headrick , American Heart Association Christine Fry , ChangeLab Solutions	
Session TBD: There's space available in the event someone wants to lead a discussion on a topic other than the ones listed above.	Moderator(s): TBD Quang Dang , ChangeLab Solutions Location: Peninsula Room	
Networking Lunch and Stretch Break	Location: Bayview Room	12:00 – 1:30
Policy Wins and Policy Fights – Part II This panel will continue the wide-ranging discussion about challenges and opportunities. Some of the issues to be covered include: how to engage underserved and racial and ethnic communities; trends in active transportation; and emerging issues in the South.	Adolph Falcón National Alliance for Hispanic Health Councilman Ian Thomas Columbia, MO Mayor Chip Johnson Hernando, MS Moderator: Manel Kappagoda ChangeLab Solutions	1:30 – 2:45
Break		2:45 – 3:00
Reflections, Appreciations and Closing Remarks	Marice Ashe	3:00 – 3:30