NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION
ACKNOWLEDGEMENT

Funding for this project was made possible (in part) by the Centers for Disease Control and Prevention. The views expressed in written materials or publications do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.
Project Overview

Funding Agency: Centers for Disease Control & Prevention, Division of Community Health
Project Period: September 30, 2014 – September 29, 2017

FUNDING FRAMEWORK:

This cooperative agreement provides two categories of funding to national organizations:

1. Category A - Community Capacity Building and Implementation, and
2. Category B - Dissemination and Training

Category A

American Heart Association
American Planning Association
National WIC Association

Category A awardees will use at least 75% of their annual award to identify, fund, monitor, and support two groups of sub-recipients from among their chapters/affiliates. Each group, comprised of 15-20 chapters/affiliates, will be funded for two years. Category A awardees will use a process to identify and fund chapters/affiliates in communities that may have limited experience and/or capacity in working with multi-sectoral coalitions on community improvement initiatives. Selected chapters/affiliates will have 2-3 months to develop or strengthen their coalitions and examine community needs assessment data prior to implementing a 15-month locally-driven community action plan, or work plan, that addresses one (1) or more of the following chronic disease risk factors selected by their Category A national organization: tobacco use and exposure, poor nutrition, physical inactivity, or lack of access to chronic disease prevention, risk reduction, or management opportunities.

Category B

Directors of Health Promotion & Education
Society for Public Health Education

Category B awardees will develop and monitor the uptake and use of tools and trainings (e.g., educational guides, toolkits, newsletters, distance learning activities, etc.) to support the capacity building and local community policy, system, and environmental (PSE) improvements of Category A-funded chapters/affiliates and their community coalitions. Category B will be responsible for disseminating prevention messages, community health and Category A awardees’ successes and lessons learned to a variety of audiences (e.g., community-based entities, lay audiences, organizational leaders, and decision makers). Category B awardees will collaborate with CDC, and Category A awardees to convene annual, in-person, joint meeting to train Category A staff and the leadership teams from their chapters/affiliates’ coalitions (i.e., persons responsible for convening and/or leading the local coalitions).
SHORT-TERM OUTCOMES
As part of their local evaluation plan, Category A awardees and sub-recipients will be responsible for measuring short-term outcomes that are essential for building community infrastructure to complete population-based efforts. Short-term outcomes include:

1. Increased collaboration between national and community partners
2. Increased community capacity to implement policy, systems, and environmental improvements (e.g., multi-sectoral coalition, community data, community action plan (CAP))
3. Increased messages on the importance of policy, systems, and environmental improvements

INTERMEDIATE OUTCOMES
As part of their local evaluation plan, Category A awardees and sub-recipients will be responsible for measuring intermediate outcomes. Monitoring progress on intermediate outcomes provides an opportunity for awardees to make adjustments to strategies that might increase long-term health impact. All Category A awardees will be expected to ensure that their sub-recipients measure and report short-term outcomes that are relevant to the chronic disease risk factors that are the focus of their community action plans. Intermediate outcomes include:

1. Increased access to smoke-free or tobacco-free environments;
2. Increased access to environments with healthy food or beverage options;
3. Increased access to physical activity opportunities;
4. Increased opportunities for chronic disease prevention, risk reduction or management through clinical and community linkages; and
5. Positive changes in attitudes, beliefs, knowledge, awareness, and behavioral intentions for relevant strategies (optional outcome)

LONG-TERM OUTCOMES
As part of the National Organization Evaluation Plan, CDC will be responsible for measuring long-term outcomes. Because available data are typically not adequate to measure these changes in an individual community, CDC will identify communities with similar strategies and aggregate available data (e.g., from BRFSS) from multiple communities, as possible. Long-term outcomes include:

1. Reduced exposure to secondhand smoke;
2. Increased daily consumption of fruit;
3. Increased daily consumption of vegetables;
4. Increased consumption of healthy beverages;
5. Increased physical activity; and
6. Increased use of community-based resources related to better control of chronic disease.

OVERALL IMPACT
As part of the National Organization Evaluation Plan, CDC will be responsible for estimating impact. CDC will model changes in impact based on performance monitoring and intermediate outcome data. Impact includes:

1. Reduce rates of death and disability due to tobacco use by 5%;
2. Reduce prevalence of obesity by 3%; and
3. Reduced rates of death and disability due to diabetes, heart disease, and stroke by 3% in the implementation area.
MEETING OBJECTIVES

• Build sub-recipients knowledge about and skills to implement evidence-based PSE strategies that address the following disease risk factors: tobacco use and exposure; poor nutrition; physical inactivity; and lack of access to chronic disease prevention, risk reduction, and management opportunities.

• Provide clarity on the project period and annual objectives for the National Implementation & Dissemination for Chronic Disease Prevention initiative.

• Define expectations and project timeline (i.e. reporting, evaluation, etc.) for sub-recipient organizations.

• Provide opportunities for sub-recipients to interact based on disease risk factors and geographic location.

• Introduce resources that will be available to sub-recipients through the National Implementation & Dissemination for Chronic Disease Prevention initiative.
Agenda

MONDAY, MARCH 16, 2015

LOCATION

American Heart Association National Conference Center, 7272 Greenville Ave, Dallas, TX 75231

7:30 AM

Bus transportation from hotel lobby to AHA National Center

8:00 AM - 6:00 PM

Registration/Hospitality

8:30 AM - 8:35 AM

Welcome

Location: Hafner Auditorium
Presenter: Mark Schoeberl, Executive Vice President, Advocacy & Health Quality, American Heart Association

8:35 AM - 9:05 AM

Realizing the Vision of Healthier Communities

Location: Hafner Auditorium
Description: This session will provide an overview of CDC’s Division of Community Health and the imperative of the community approach to building a healthier nation. In addition, presenters will provide an overview of the National Orgs FOA requirements and highlight accomplishments of the previous Healthy Communities initiatives in addressing PSE change strategies.

Presenters: Dr. Leonard Jack, Jr., Director, Division of Community Health
Robert E. Bailey, II, Chief, Program Development and Implementation Branch of Community Health

9:05 AM - 10:05 AM

Dreams and Visions of Success

Location: Hafner Auditorium
Description: Each national organization will share information about its proposed approach to this project and introduce its sub-recipient communities.

Presenters: Jill A. Birnbaum, Vice President, State Advocacy and Public Health, American Heart Association
Anna Ricklin, Manager, American Planning Association
Martelle Esposito, Public Policy Nutritionist, National WIC Association
Dr. Susan Goekler, CEO, Directors of Health Promotion and Education
Melanie Wells, Assistant CEO, Society for Public Health Education
10:05 AM - 10:15 AM  What Lies Ahead

<table>
<thead>
<tr>
<th>Location</th>
<th>Hafner Auditorium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>This session will provide an overview of the entire meeting agenda and highlights of the day’s events.</td>
</tr>
<tr>
<td>Facilitator</td>
<td>David Gibbs, Senior Associate, Community Initiatives</td>
</tr>
</tbody>
</table>

10:15 AM - 10:30 AM  Break

10:30 AM - 11:30 AM  Partnerships & Coalitions: Igniting the Road to Success

<table>
<thead>
<tr>
<th>Location</th>
<th>Hafner Auditorium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>This session will present principles for developing effective multi-sector partnerships and coalitions.</td>
</tr>
<tr>
<td>Presenter</td>
<td>Dr. Fran Butterfoss, President, Coalition Works</td>
</tr>
</tbody>
</table>

11:30 AM - 12:45 PM  Sub-recipient Team Activity (Working Lunch)

<table>
<thead>
<tr>
<th>Location</th>
<th>Hafner Auditorium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>The individual sub-recipient teams will use this time to discuss internally how the information covered during the previous sessions will be integrated into their project.</td>
</tr>
<tr>
<td>Presenter</td>
<td>David Gibbs, Senior Associate, Community Initiatives</td>
</tr>
</tbody>
</table>

12:45 PM - 1:00 PM  Break

1:00 PM - 2:00 PM  Assessing Where We Are

<table>
<thead>
<tr>
<th>Location</th>
<th>Hafner Auditorium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>This session will describe the methods, tools and resources that are available to assist sub-recipient communities with conducting a comprehensive needs assessment.</td>
</tr>
</tbody>
</table>
| Presenters     | Dr. Joyce Buckner-Brown, Health Scientist, Research, Surveillance, and Evaluation Branch  
                    Dr. Steve Owens, Director of Health Equity, Directors of Health Promotion and Education |
2:00 PM - 3:00 PM
Keys to Developing a Strong Community Action Plan (CAP)
- Location: Hafner Auditorium
- Description: This session will provide more information about each of the key components of the CAP.
- Presenters: Dr. Joyce Buckner-Brown, Health Scientist, Research, Surveillance, and Evaluation Branch
  Aisha Penson, Public Health Advisor, Program Development and Implementation Branch
  Elizabeth Hartig, Project Coordinator, American Planning Association
  Laura King Hahn, Sr. Program Manager, American Heart Association
  Martelle Esposito, Public Policy Nutritionist, National WIC Association

3:00 PM - 3:15 PM
Break / Transition

3:15 PM - 4:30 PM
Category A Working Meeting
- Description: During this time sub-recipients will work with their respective Category A National Organization.

<table>
<thead>
<tr>
<th>Location</th>
<th>Organization</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hafner Auditorium (A1)</td>
<td>APA</td>
<td>Large group</td>
</tr>
<tr>
<td>Hafner Auditorium (A2)</td>
<td>National WIC</td>
<td>Large group</td>
</tr>
<tr>
<td>Atrium, P11, P12</td>
<td>AHA</td>
<td>Small groups</td>
</tr>
</tbody>
</table>

4:30 PM - 4:45 PM
Break / Transition

4:45 PM - 5:00 PM
Highlights of the Day, Questions & Answers, and Announcements
- Location: Hafner Auditorium
- Moderator: David Gibbs, Senior Associate, Community Initiatives

5:00 PM - 5:30 PM
Buses depart from AHA National Center transporting participants to hotel

6:00 PM - 6:45 PM
Welcome Reception for Sub-recipients and National Orgs
- Location: Skyline Ballroom, Double Tree by Hilton

6:45 PM - 7:30 PM
Buses depart from hotel transporting participants to North Park Center Mall for dinner options

8:45 PM - 9:15 PM
Buses depart from North Park Center Mall transporting participants to hotel
TUESDAY, MARCH 17, 2015

7:30 AM - 12:00 PM
Bus transportation from hotel lobby to AHA National Center begins

8:00 AM - 8:15 AM
Welcome Back
Location: Hafner Auditorium
Description: This session will provide highlights of the day’s events.
Facilitator: David Gibbs, Senior Associate, Community Initiatives

8:15 AM - 9:15 AM
Measuring our Success and Improving our Performance
Location: Hafner Auditorium
Description: This session will provide an overview of the specific measures and outcomes for National Orgs and sub-recipient program activities.
Presenter: Dr. Joyce Buckner-Brown, Health Scientist, Research, Surveillance, and Evaluation Branch

9:15 AM – 10:45 AM
Sustaining PSE Change
Location: Hafner Auditorium
Description: This presentation will provide an overview of strategies sub-recipients can use to ensure that PSE change strategies implemented during this project have a lasting impact in their local communities.
Presenter: Leslie Mikkelsen, Managing Director, Prevention Institute

10:45 AM - 11:00 AM
Break

11:00 AM - 11:45 AM
Anti-Lobbying Overview
Location: Hafner Auditorium
Description: This session will provide information about CDC’s anti-lobbying guidelines.
Presenters: Joanna L. Stettner, Senior Attorney, HHS, Office of the General Counsel, Britney Bennett, Public Health Analyst, Office of Policy and Partnerships

11:45 PM - 1:30 PM
Category A Working Meeting (Working Lunch)
Description: During this time sub-recipients will work with their respective Category A National Organization.

<table>
<thead>
<tr>
<th>Location</th>
<th>Organization</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hafner Auditorium (A1)</td>
<td>AHA</td>
<td>Large group</td>
</tr>
<tr>
<td>Hafner Auditorium (A2)</td>
<td>APA</td>
<td>Large group</td>
</tr>
<tr>
<td>Atrium, P11, P12</td>
<td>National WIC</td>
<td>Small groups</td>
</tr>
<tr>
<td>Session</td>
<td>Description</td>
<td>Location</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>A1</td>
<td>Coalition Strategies: Keys to an Effective Coalition</td>
<td>P14</td>
</tr>
<tr>
<td>A2</td>
<td>Increasing Access to Environments with Health Food and Beverage Options</td>
<td>P11</td>
</tr>
<tr>
<td>A3</td>
<td>Promoting Tobacco-free Environments</td>
<td>P17</td>
</tr>
<tr>
<td>A4</td>
<td>Increase Opportunities for Chronic Disease Prevention through Community-clinical Linkages</td>
<td>P14</td>
</tr>
<tr>
<td>A5</td>
<td>Health and Health Equity</td>
<td>Location</td>
</tr>
<tr>
<td>A6</td>
<td>Communication Strategies: Effectively Sharing Your Messages &amp; Stories</td>
<td>Location</td>
</tr>
</tbody>
</table>
4:30 PM – 4:45 PM  Break / Transition

4:45 PM – 5:00 PM  Highlights of the Day, Questions & Answers, and Announcements
   Location  Hafner Auditorium
   Facilitator  David Gibbs, Senior Associate, Community Initiatives

5:00 PM – 5:30 PM  Buses depart from AHA National Center transporting sub-recipients to hotel

6:45 PM – 7:30 PM  Buses depart from hotel transporting participants to North Park Center Mall for dinner options

8:45 PM – 9:15 PM  Buses depart from North Park Center Mall transporting participants to hotel

WEDNESDAY, MARCH 18, 2015

6:45 AM – 7:30 AM  Check out of Hotel; bring luggage to AHA

7:30 AM  Bus transportation to Meeting Facility

8:15 AM – 8:30 AM  Welcome Back
   Location  Hafner Auditorium
   Description  This session will provide highlights of the day’s events.
   Facilitator  David Gibbs, Senior Associate, Community Initiatives

8:30 AM – 9:00 AM  Critical Next Steps: Mapping out the Next 3 Months
   Location  Hafner Auditorium
   Description  This session will provide sub-recipients an opportunity to review and prioritize deliverables that are due within the first 90 days of the award.
   Presenters  David Gibbs, Senior Associate, Community Initiatives
   Lorraine Reed, Acting Team Lead, Program Development and Implementation Branch

9:00 AM – 9:15 AM  Break / Transition

9:15 AM – 11:00 AM  Working/Breakout Session: Category A Grantees by National Organization
   Description  During this time sub-recipients will work with their respective Category A National Organization.

<table>
<thead>
<tr>
<th>Location</th>
<th>Organization</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hafner Auditorium (A1)</td>
<td>AHA</td>
<td>Large group</td>
</tr>
<tr>
<td>Hafner Auditorium (A2)</td>
<td>National WIC</td>
<td>Large group</td>
</tr>
<tr>
<td>Atrium, P11, P12</td>
<td>APA</td>
<td>Small groups</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Location</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>11:00 AM – 11:15 AM</td>
<td>Break / Transition</td>
<td>Hafner Auditorium</td>
</tr>
<tr>
<td>11:15 AM – 12:30 PM</td>
<td>What's Next?</td>
<td>Hafner Auditorium</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Meeting Adjourned, Buses depart from AHA Conference Center transporting participants to Dallas airports</td>
<td>Hafner Auditorium</td>
</tr>
</tbody>
</table>
Speaker Bios

MONDAY, MARCH 16, 2015

8:30 AM - 8:35 AM Welcome

Mark Schoeberl, MPA

As Executive Vice President of Advocacy and Health Quality, Mark Schoeberl is responsible for the strategic planning and direction of the American Heart Association’s public policy program, government affairs activities and community-based advocacy initiatives. This includes managing the AHA’s DC-based policy research, grassroots and legislative and regulatory advocacy operations as well as overseeing the technical assistance and support provided to the organization’s state and local advocacy staff. In 2010, Mr. Schoeberl assumed executive leadership responsibility for the Association’s health care systems and clinical quality improvement initiatives, including the AHA’s Get with the Guidelines and Mission: Lifeline. Prior to joining the AHA in 2002, Schoeberl was a deputy and executive staff director for the Iowa Department of Public Health.

Schoeberl, an Iowa native who now resides in Plano, Texas, received a Bachelor’s of Arts in Political Science from Simpson College (Indianola, Iowa) and a Master’s of Public Administration from Iowa State University. Mark is the Immediate Past Chair of the National Forum to Prevent Heart Disease and Stroke (Atlanta), a member of the board for the Campaign to End Obesity (Washington, DC), and served as a consumer representative for the National Association of Insurance Commissioners.

8:35 AM - 9:05 AM Realizing the Vision of Healthier Communities

Leonard Jack, Jr., PhD, MSc

Dr. Leonard Jack, Jr., currently serves as Director of the Division of Community Health (DCH) within the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention (CDC). Prior to returning to the CDC, Dr. Jack served in various capacities at Xavier University of Louisiana as Associate Dean for Research; Director, Center for Minority Health, Health Disparities, Research and Education; Endowed Chair of Minority Health and Health Disparities Research; and Professor in the Division of Clinical and Administrative Science in the College of Pharmacy. In addition, Dr. Jack was the founding Chair of the Department of Public Health Science in College of Arts and Sciences at Xavier University of Louisiana. Dr. Jack held the Jim Finks Endowed Chair of Health Promotion at the Louisiana State University Health Sciences Center’s (LSUHSC) School of Public Health. He served as Associate Dean of the School of Health Sciences at Jackson State University. Dr. Jack worked at CDC for over 14 years, serving as a Senior Behavioral Scientist; Community Intervention Section Chief and Lead of the Applied Behavioral Research, Epidemiology, Surveillance, and Evaluation Team within the
Divisions of Cancer Prevention and Control and the Division of Diabetes Translation (DDT). He has published more than 90 peer-reviewed manuscripts and/or book chapters. He served as Editor-in-Chief of the journal, Health Promotion Practice.

He currently holds three adjunct appointments at the rank of Professor in the Department of Public Health Sciences at Xavier University of Louisiana; Global Community Health and Behavioral Sciences at Tulane University School of Public Health and Tropical Medicine; and the Department of Community Health and Preventive Medicine at Morehouse School of Medicine. He completed his undergraduate training in Community Health Education with a concentration in Psychology and Biology at Virginia State University and his Master’s and Doctor of Philosophy degrees in Health Education at The Pennsylvania State University. His areas of research expertise include sociocultural aspects of disease management; family-and community-based research; program evaluation; psychosocial aspects of managing diabetes; men’s health; and minority health.

Robert E. Bailey, II

Robert E. Bailey II is an acting Branch Chief and Team Leader for the U.S. Centers for Disease Control and Prevention’s (CDC) Division of Community Health within the National Center for Chronic Disease Prevention and Health Promotion. In this role, he provides oversight to the development and implementation of multi-sectorial strategies and funding to support national networks, state, community, and organizational efforts to prevent chronic illness and promote health and wellness for Americans wherever they live, work, play, worship, and learn through community transformation and health equity initiatives.

Prior to joining the Division of Community Health, Robert led national partnerships, campaign, and mobilization efforts for CDC’s Division of HIV/AIDS Prevention (DHAP); managed the Tuberculosis Epidemiologic Studies Consortium within the Division of Tuberculosis Elimination, and worked as a public health analyst within DHAP’s Program Evaluation Research Branch. Prior to joining CDC, Robert served in leadership and consultative roles for non-profits and the private sector.

9:05 AM - 10:05 AM  Dreams and Visions of Success

Jill A. Birnbaum, JD

Jill Birnbaum is the Vice President of State Advocacy & Public Health for the National Center of the American Heart Association. Ms. Birnbaum provides oversight and management of state government relations in all 50 states along with the development and support for the organization’s state public policy priorities. She manages and cultivates strategic alliances within the state advocacy and public health communities, including the Centers for Disease Control and Prevention.

Ms. Birnbaum is the Executive Director for Voices for Healthy Kids initiative, an advocacy initiative focused on changing public policies aimed to reverse the nation’s childhood obesity epidemic, funded
by the Robert Wood Johnson Foundation. She is the Principal Investigator two CDC cooperative agreements: 1. The Million Hearts® initiative aims prevent one million heart attacks and strokes by 2017 by aligning five leading public health organizations of national, state, and local level strategies, funded by the Division for Heart Disease and Stroke; and 2. ANCHOR will accelerate prevention, population-based strategies and policy and systems change that will make the greatest impact at reducing health disparities, funded by the CDC’s Division of Community Health.

Ms. Birnbaum completed her Juris Doctorate at Hamline University School of Law and graduated with a Bachelor’s degree in history/political science and English from Jamestown College. She currently resides in Rochester, MN.

Anna Ricklin, AICP

Anna Ricklin is manager of APA's Planning and Community Health Research Center. Ricklin first became aware of the connection between healthy living and the built environment when she worked promoting public transit, walking, and biking in Portland, Oregon. Later, she worked on transit planning and bike projects with the Baltimore City Department of Transportation before joining APA in December 2011. She has a Master of Health Sciences degree from Johns Hopkins University.

Melanie Wells, MPH

Melanie J. Wells, MPH is the Assistant Chief Executive Officer for the Society for Public Health Education (SOPHE) and works closely with the CEO to lead strategic health promotion initiatives that assure the long-term growth and sustainability of the organization. She has 16 years of experience and areas of expertise include: project management, grant administration, nonprofit governance, strategic planning, public outreach, and program design, evaluation, and implementation. Ms. Wells has managed a broad portfolio of public health projects for the following federal agencies: HRSA, CDC, NIH, NCI, AHRQ, and CMS focused on HIV/AIDS prevention, chronic disease patient navigation, minority health, and health disparities/health equity issues. Ms. Wells received her Bachelor of Science degree in Chemistry from the University of North Carolina at Chapel Hill and a Masters in Public Health from the University of South Florida.

Martelle Esposito, MS, MPH

Martelle Esposito is the Public Policy Nutritionist at the National WIC Association (NWA), managing policy, advocacy, and public health projects for the association. In her role, she advocates for WIC funding and positive policy changes, builds relationships with national partners while representing NWA on several national coalitions and working groups, manages the Go-to WIC Project, and serves as the Project Director for the Community Partnerships for Healthy Mothers and Children (CPHMC) project. Martelle also serves as a Part-Time Faculty Member at the Milken
Institute School of Public Health at the George Washington University, teaching Food Policy and Food Systems courses.

**Susan F. Goekler, Ph.D., MCHES, FASHA (aka Susan Wooley)**

As Chief Executive Officer of the Directors of Health Promotion and Education, Susan Goekler oversees the day to day operations of the national office and represents the association, its members who work in state health departments on health promotion and health equity, and the field as part of consortia and coalitions, in contacts with the media, and in advocacy work. She has also consulted on curriculum development, her area of professional expertise, as well as on grant writing and short term projects. She has presented at national, regional, state, and local school health-related conferences and has co-authored or co-edited several school health-relevant publications. Her publications include a chapter on family engagement that supports student success, a journal article on the relationship between school health councils and school health policies and programs in US schools that reported SHPPS data, and the book Health Is Academic: A Guide to Coordinated School Health Programs, which she co-edited.

Susan Goekler received her bachelor’s degree with honors in biology from Case Western Reserve University, a master’s degree in health education from the University of North Carolina at Greensboro, and a Ph.D. in health education from Temple University.

**10:05 AM – 10:15 AM**  
What Lies Ahead

**David Gibbs**

As Senior Associate with Community Initiatives, David provides technical assistance, strategy coaching, implementation support and training for local and regional efforts to promote healthy, sustainable communities.

He has 25 years in the development, implementation, and monitoring of programs and special initiatives for children, youth, families, and communities. His experience includes public and community health, youth development, access to primary healthcare for uninsured and under-insured populations; homeless-health and HIV/AIDS work; resident engagement, and community-building.

**10:30 AM – 11:30 AM**  
Partnerships & Coalitions: Igniting the Road to Success

**Fran Butterfoss, PhD**

Frances Dunn Butterfoss brings 20 years of experience supporting partnerships, coalitions and collaborations across the US and beyond, and is the founding president of Coalitions Work. Dr. Butterfoss is a Professor at Eastern Virginia Medical School (EVMS) and founding director and current board member of two coalitions: Consortium for Infant & Child Health (CINCH) and Project Immunize Virginia (PIV). Fran formerly directed the national Immunization Coalition.
Training Institute (1995-1998) and has significant experience in consulting and training worldwide on developing, sustaining and evaluating coalitions for health promotion and disease prevention. She has received substantial research support and has published widely. Dr. Butterfoss holds a PhD in health promotion and education from the Arnold School of Public Health at the University of South Carolina. Her textbook, Coalitions and Partnerships in Community Health, is fast becoming a best seller for academics and practitioners alike.

1:00 PM – 2:00 PM  Assessing Where We Are

Elizabeth Hartig, MA

Elizabeth Hartig joined the American Planning Association (APA) as a project coordinator for the Planning and Community Health Center in January 2015. Immediately prior, Elizabeth was a program officer with the Chicago Foundation for Women, leading the foundation’s volunteer grantmaking committee, managing the final evaluation plan for each proposal and supporting the foundation’s grantee community. Elizabeth received her master of arts in social administration from the University of Chicago’s School of Social Service Administration and has worked in a variety of direct service and administrative positions. Elizabeth completed her undergraduate degree at the University of Michigan.

Joyce Buckner-Brown, PhD, MHS, RRT

Joyce Buckner-Brown, PhD, MHS, RRT is a credentialed health care professional and health scientist with the Centers for Disease Control and Prevention (CDC) where she is a member of the Research, Surveillance, and Evaluation Branch. She received her Ph.D. in Public Administration with an emphasis in Health Care Policy/Management from Mississippi State University. She also has completed post-doctoral training at Johns Hopkins Bloomberg School of Public Health in Epidemiology and Biostatistics. Previously, Dr. Buckner-Brown was a tenured Associate Professor of Health Policy at Jackson State University where she taught undergraduate and graduate courses. Currently, she also holds an adjunct appointment as Professor in the School of Health and Rehabilitation Sciences at Indiana University. She has served on the editorial board of scientific journals and as a reviewer for many peer reviewed journals. Dr. Buckner-Brown has coauthored book chapters and many peer reviewed journal articles.

Steve Owens, MD, MPH

Steven Owens, MD MPH is a seasoned public health and family medicine trained physician with expertise in minority health issues – health equity and disparities, and public health workforce recruitment and development. As the Director of Health Equity, he provides technical assistance to state, local and territorial departments of health to address health inequities through using public health systems and environmental change tools, and geographic analysis of market research data to plan and inform effective health programs. With an emphasis on health equity, he provides health
department staff trainings on integrating social determinants of health into projects and activities addressing chronic disease prevention and health promotion. Additionally, Dr. Owens oversees the placement of DHPE’s health promotion and policy fellows at state departments of health. Prior to joining for DHPE, Dr. Owens led the Diversity Initiative for USAID’s Global Health Fellows Program. Dr. Owens received a master’s in biology from Hampton University, a master’s in public health with a focus on international health policy and management from Rollins School of Public Health at Emory University, his medical degree from the Brody School of Medicine at East Carolina University and trained in family medicine at Duke University AHEC.

Aisha Penson, M.Ed, CHES

Aisha Penson currently serves as a Project Officer in the Program Development and Implementation Branch within the Division of Community Health (DCH) in CDC’s National Center for Chronic Disease Prevention and Health. In this role, Ms. Penson provides programmatic oversight and technical assistance to local and national awardees that are funded to develop and implement multi-sectorial strategies that improve access to clinical and community resources; physical activity opportunities; healthy food and beverage options; and that reduce exposure to tobacco or secondhand smoke. Ms. Penson joined the division in 2004 and has served in numerous capacities to include providing guidance and support to hundreds of community based organizations, state and local health departments, and other agencies and their respective partners. Her professional achievements include conducting and presenting original research to national and local audiences. Ms. Penson holds a Master of Education in Health Promotion and Behavior from the University of Georgia.

TUESDAY, MARCH 17, 2015

9:15 AM – 10:45 AM Sustaining PSE Change

Leslie Mikkelsen, MPH, RD

Managing Director serves on the PI senior management team, supporting operations and development to advance the practice of primary prevention. Leslie oversees national training and technical assistance on community approaches to health equity, including the CDC’s CPPW and CTG initiatives. She has particular expertise in strategies related to food systems and the built environment. Leslie directs the Health Systems Transformation team, which develops model practices for healthcare-community prevention and promotes policies and payment mechanisms to support these practices. Leslie’s team is leading efforts to implement funding initiatives for community and rural health centers to adopt Community-Centered Health Homes practices, a model developed by Prevention Institute. She leads research and writing on payment mechanisms to support community prevention, including Wellness Trusts and other pooled funding mechanisms as well as Accountable Health Community models. She
co-founded and served as Project Director for the Strategic Alliance for Healthy Food and Activity Environments, a California coalition that advanced a multi-faceted environmental change agenda influencing state legislation. Leslie is the winner of the American Public Health Association Food and Nutrition Section 2008 Catherine Cowell Award for Excellence in Public Health Nutrition. She is a graduate of the University of California, Berkeley where she earned her Master of Public Health; Bachelor of Science, Nutrition and Food Science; and Bachelor of Arts, Political Science.

11:00 AM – 11:45 PM    Anti-Lobbying Overview

Shavon Arline-Bradley, MPH

Shavon Arline-Bradley is the Executive Vice President of Strategic Planning & Partnerships of the NAACP. For 5 years, she was the senior director of health programs for the NAACP where she was responsible for coordinating and planning the Association’s health agenda and program implementation efforts. Shavon has over 14 years of public health experience with previous positions in state government health and other non-profit management positions. She is an expert in health equity, public policy and advocacy, operations and stakeholder collaborative relationship building. Mrs. Arline-Bradley is currently a member of the Institute of Medicine Roundtable on Obesity Solutions a member of the AIDSVu national advisory committee in partnership with Emory. The New Jersey native is a public health advocate, motivational speaker and former track and field athlete earned her Bachelor of Science degree in Exercise Physiology and Masters of Public Health degree from Tulane University in New Orleans, Louisiana. Mrs. Arline-Bradley is currently enrolled at the Samuel Dewitt Proctor School of Theology at Virginia Union University pursuing a Masters of Divinity.

Joanna L. Stettner, JD

Joanna earned her undergraduate degree from the University of Michigan and her J.D. from Emory University School of Law. She is a Senior Attorney with the HHS, Office of the General Counsel, Public Health Division, Centers for Disease Control and Prevention Branch. Joanna is a member of the Public Health Promotion and Information Legal Team and primarily provides legal advice to the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP). She also provides guidance to the agency on a wide variety of legal issues including: grants regulations and policies; statutes and authorities affecting CDC; intellectual property; and collaborations with non-governmental partners. Ms. Stettner also provides training and education to CDC employees on legal issues affecting the agency and public health law.

Britney Bennett, JD, MPH

Britney Bennett serves as a public health analyst within the Division of Community Health (DCH), Office of Policy and Partnerships (OPP). In this role, Britney works on risk mitigation, issues management, and policy matters. Britney has also worked as an account manager in CDC’s Program Performance
and Evaluation Office (PPEO). She served as a summer fellow in the CDC Public Health Law Program (OSTLTS) in 2012. Britney has a Bachelor of Arts degree in both Public Relations and Psychology from the University of Georgia, a Juris Doctorate from the University of Georgia, and a Master of Public Health with a concentration in Public Health Policy and Management from Georgia State.

1:45 PM – 3:15 PM  
Closing the Gap Together: Communities, Practitioners, and Partners

Pattie Tucker, MPH, DrPH, RN

Pattie Tucker, BSN, MPH, DrPH, RN is the Acting Associate Director for Health Equity in the CDC National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Division of Community Health (DCH). She has more than 25 years of public health experience serving vulnerable population groups seeking health promotion and healthcare services at state and local health departments and at an urban public hospital. She has authored peer-reviewed publications, MMWR manuscripts, and book chapters addressing health disparities in vulnerable populations.

3:30 PM – 4:30 PM  
Concurrent Learning Opportunities

Session A2: Increasing access to environments with health food and beverage options,

Karen Shore, MPH

Karen Shore, MPH, is a Director at The Food Trust. She leads the Consulting and Technical Assistance team, which works with partners nationally and internationally to create healthy communities and expand access to healthy, affordable food for all residents. Karen has 18 years of experience in the intersection between consulting and public health. Her projects include managing the provision of technical assistance by The Food Trust to CDC grant awardees throughout the U.S.; leading the strategic planning, design, development, and implementation of state-wide, regional, and local healthy corner and rural store programs; helping communities establish successful farmers markets in low-income communities; and supporting strategic planning for non-profit organizations and foundations on topics related to healthy food access. Karen also led a major 18-month project with USDA Food and Nutrition Service to coordinate with a team of nationally-recognized experts from academia, public health, and industry to develop new in-store marketing strategies to effectively promote healthier foods to low-income SNAP participants, and works on Food Trust projects related to healthy food incentives. Prior to joining The Food Trust, Karen worked as a senior program manager on the global health team at Booz Allen Hamilton, where she oversaw multiple, mission-critical projects for the U.S. Food and Drug Administration and other operating divisions in the U.S. Department of Health and Human Services. She is a certified Project Management Professional (PMP). Karen received her Master’s in Public Health from Johns Hopkins, where she was aligned with the Center for a Livable Future.
Session A3: Promoting tobacco- and smoke-free environments

Onjewel Smith, MA

Onjewel Smith has worked in the nonprofit sector for more than 20 years helping organizations and communities build their capacity for sustainable change. She is a nationally-recognized trainer, conducting sessions on grassroots advocacy, coalition building, strategic planning, and fundraising.

Currently, Mrs. Smith serves as a Technical Assistance Consultant to the American Nonsmokers’ Rights Foundation’s Southern States Regional Project, providing technical assistance to local and state coalitions working to advance smokefree environments. Her many years working with coalitions have made her a highly-recruited advisor for various grassroots advocacy initiatives.

Session A4: Increase opportunities for chronic disease prevention through community-clinical linkages

Deanna Wathington, MD, MPH, FAAFP

Deanna Wathington, MD, MPH, FAAFP, is the incoming Executive Dean of the College of Health Sciences at Bethune-Cookman University. She is a professor, public health practitioner and family physician. She previously served as the Associate Dean for Academic and Student Affairs at the University of South Florida (USF) College of Public Health and as Director of Minority Health for the Florida Department of Health. Dr. Wathington has also served as the Associate Dean for Academic Enrichment at the USF College of Medicine where she provided instruction across all four years of the curriculum and maintained a busy family practice.

Dr. Wathington earned her doctorate of medicine from the University of Medicine and Dentistry of New Jersey – New Jersey Medical School (now known as Rutgers University – New Jersey Medical School), MPH from Temple University, and baccalaureate in zoology from Rutgers University. She completed residency training in Family Medicine at JFK Medical Center, NJ and Bayfront Medical Center, FL. Dr. Wathington is a Fellow of the American Academy of Family Physicians. Dr. Wathington’s research interests include health equity, healthcare disparities, community health, women’s health and diversity in the health professions. She has served as Principal Investigator and Co-investigator on federal and foundation grants. Her scholarly work includes peer-reviewed articles, abstracts, book chapters and panel reports.

Session A5: Planning for Systems Change

Arthi Rao, MLA

Arthi Rao has had a consistent research focus in Place and Health throughout her career. She is currently a doctoral candidate at Georgia Tech, focusing on Land Use Planning and Epidemiology. She has made primary research contributions to several Health Impact Assessments conducted at the Center for Quality Growth and Regional Development at Georgia Tech. She also assists health
organizations such as the American Cancer Society with geospatial analysis and program evaluation. Prior to attending Georgia Tech, she was a visiting assistant professor in the Department of Landscape Architecture at Clemson University. During her tenure there, she taught a variety of courses spanning design, graphics & technology at the undergraduate and graduate levels. She has published in journals and presented her work in conferences on the topics of Health Impact Assessment, Sustainability, walkability analysis, Regional Planning, therapeutic landscapes and multiculturalism. Another critical facet of her work is the incorporation of spatial thinking into Place and Health research at multiple scales. Arthi has extensive interdisciplinary education, practice and teaching experience in the built environment disciplines. She has a Master’s degree in Landscape Architecture form Penn State and a bachelor’s degree in Architecture from India. She has practiced as an architect in Bangalore, India.

Session A6: Communication Strategies: Effectively Sharing Your Messages & Stories
Suzanne (Suzi) Gates, MPH

Suzanne Gates, MPH, has worked in public health at the local, state, national, and international levels for more than 20 years. She is currently the communication team lead for the Division of Community Health assisting 90+ communities with using media to advance program objectives. Prior, Ms. Gates lead CDC's efforts to promote health insurance enrollment and preventive services as well as CDC’s response to Meaningful Use, facilitated CDC’s personal health record effort, and managed consumer health informatics projects. Since joining CDC in 1993, she has managed state communication for tobacco control, coordinated youth communication and health literacy efforts including CDC’s kids, parents and teachers web page (www.bam.gov), supported program communication efforts, co-led the $300 million VERB activity campaign and helped create CDC-INFO, CDC’s public, professional and emergency inquiry triage and response system. Ms. Gates worked at the Missouri and Louisiana state departments of health and is a Returned Peace Corps Volunteer. She graduated from the Tulane School of Public Health and the University of Missouri School of Journalism.

WEDNESDAY, MARCH 18, 2015

8:30 AM - 9:00 AM  Critical Next Steps: Mapping out the Next 3 Months
Lorraine Reed, JD, MA

Lorraine’s public health work began in HIV/AIDS prevention as a volunteer in 1997 and has expanded over the years to include her serving as a regional Capacity Building Assistance provider to CBOs offering HIV/AIDS prevention programming to African American communities. Additionally, Lorraine provided oversight of a regional capacity building center implementing strategies designed to strengthen the capacity of African-American and African-American serving CBOs located throughout nine northeastern states, Puerto Rico and the US Virgin Islands.
Lorraine is currently serving as the Acting Team lead for Team 1 in the Program Development and Implementation Branch (PDIB) in the Division of Community Health. She came to DCH from the National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention, Division of HIV/AIDS Prevention Program Branch where she served as a project officer. Prior to joining CDC, Lorraine worked at the Pasadena Public Health Department where her work focused on health access.

Lorraine has a Juris Doctorate and Master of Arts in Christian Education both of which have allowed her to transfer strong skill sets to her work in public health.