2016 Sub-recipients
Technical Assistance Workshop

New Orleans Marriott Hotel
555 Canal Street, New Orleans, LA
April 25-27, 2016

NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION
Dear Workshop Participants,

Congratulations on your funding award and welcome to this 2016 Technical Assistance Workshop of the National Implementation and Dissemination for Chronic Disease Prevention initiative. We are delighted that you have joined us and look forward to these next few days to get to know you and your enthusiastic and dedicated team.

The work on which you are embarking, funded by the Centers for Disease Control and Prevention, is critical to improving the health of individuals and communities across the nation. Chronic diseases are responsible for 7 out of 10 deaths each year, and treating people with chronic diseases accounts for 86% of our nation’s health care costs. Although chronic diseases are among the most common and costly health problems, the good news is that they can be effectively controlled and managed.

Your team is one of 97 sites across the country funded over two years to improve nutrition, enhance community linkages for clinical care, increase physical activity, and reduce tobacco use and exposure. To address these chronic disease risk factors, you will be implementing policy, system, and environmental improvements to make healthy living easier where people live, learn, work, and play. Harnessing the power of community engagement and diverse sector community leaders is vital to sustainable community change and improvement.

This workshop is designed to empower you with new information, skills, networks, and resources to achieve success. We look forward to working with you over the next several days and the coming months to make healthier living a reality. Take advantage of this time to enhance your community action plan, network with other teams, ask questions, and ponder the possibilities of a single candle, a single spark to catalyze healthy communities and a healthy nation!

SINCERELY,

American Heart Association
American Planning Association
Directors of Health Promotion and Education
National WIC Association
Society for Public Health Education
Program 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 might 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 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, and distance learning activities) 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 awardees will be responsible for disseminating prevention messages, community health successes and Category A awardees’ 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 meetings 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
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:

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

INTERMEDIATE OUTCOMES
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:

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

LONG-TERM OUTCOMES
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:

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

OVERALL IMPACT
CDC will be responsible for estimating impact. CDC will model changes in impact based on performance monitoring and intermediate outcome data. Impact includes:

- Reduced exposure to secondhand smoke;
OVERALL MEETING GOALS

- Increased capacity of local coalitions to initiate, implement and sustain policy, system and environmental improvements that lead to healthier and more equitable communities.
- Increased knowledge and skills in addressing the following disease risk factors: tobacco use and exposure; poor nutrition; physical inactivity; and lack of community-clinical linkages.
- Increased opportunities for peer learning and cohort-strengthening activities within and across Category A national organizations.
- Increased knowledge and awareness of expectations and available resources among local coalitions.

Each team is encouraged to:

- Identify at least two ways its coalition can initiate, implement and sustain policy, system and environmental changes that lead to healthier and more equitable communities.
- Identify at least two new approaches to address one or more of the following disease risk factors: tobacco use and exposure; poor nutrition; physical inactivity; and lack of community-clinical linkages.
- Identify at least two peers that are working in similar disease risk factor areas to exchange ideas.
- Identify at least two sources of resources and/or technical assistance.
# Agenda

## MONDAY, APRIL 25, 2016

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:00 AM - 6:00 PM</td>
<td>Meeting Registration / Hospitality</td>
<td>Preservation Hall Entrance</td>
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<tr>
<td>12:00 PM – 2:00 PM</td>
<td>Category A Working Meeting</td>
<td>American Heart Association Studio 2</td>
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<tr>
<td></td>
<td>Description</td>
<td>American Planning Association Studio 3-4</td>
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<td>National WIC Association Studio 6</td>
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<tr>
<td>2:00 PM – 2:30 PM</td>
<td>Conference Opening / Welcome</td>
<td>Galerie 2-3</td>
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<tr>
<td>2:30 PM – 3:15 PM</td>
<td>Showcase – Part One</td>
<td>Galerie 2-3</td>
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## Conference Opening / Welcome

**Presenters**

Elaine Auld, MPH, MCHES, Chief Executive Officer, Society for Public Health Education

Leonard Jack, Jr., PhD, MSc, MCHES, Director, Division of Community Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Councilmember LaToya Cantrell, District B New Orleans

David Gibbs, Senior Associate, Community Initiatives

## Showcase – Part One

**Presenters**

Melanie Duckworth, PhD, Acting Branch Chief (Detail), Program Implementation Development Branch, Division of Community Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Nicolette Warren Powe, DrPH, MS, MCHES, Director of Health Equity, Society for Public Health Education

Cheryl Welbeck, MBA, Project Director, Directors for Health Promotion and Education
3:15 PM – 3:30PM
Break
Location
Studio Foyer

3:30 PM – 4:00 PM
Showcase – Part Two
Location
Galerie 2-3
Description
The second part of the showcase includes an introduction from each Category A partner. Each organization will share information about its approach to this project as well as a multimedia component featuring success stories and experiences from cohort one.
Presenter
Jill Birnbaum, JD, Vice President, State Advocacy & Public Health, American Heart Association
Laura King Hahn, Senior Program Manager, ANCHOR Partnerships Program, American Heart Association
Anna Ricklin, AICP, MHS, Planning and Community Health Center Manager, American Planning Association
Martelle Esposito, MS, MPH, Government Affairs Manager/CDC Community Partnerships Grant Director, National WIC Association

4:00 PM – 4:15 PM
Break

4:15 PM – 4:45 PM
Team Time / Ice Breaker
Location
Galerie 2-3
Description
This portion of the program is designed to allow teams to debrief and discuss how today’s presentations are applicable to their work.
Facilitator
David Gibbs, Senior Associate, Community Initiatives

4:45 PM – 5:00 PM
Close-Out / Wrap-Up / Logistics
Location
Galerie 2-3
Description
This portion of the program provides a summary of today’s events, highlights of tomorrow, and logistics.
Presenters
Elaine Auld, MPH, MCHES, Chief Executive Officer, Society for Public Health Education

5:15 PM – 6:30 PM
Networking Event
Location
Riverview 2 (18th Floor)
## TUESDAY, APRIL 26, 2016

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Presenter</th>
<th>Description</th>
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<tbody>
<tr>
<td>8:00 AM – 5:30 PM</td>
<td>Registration / CE Desk</td>
<td>Preservation Hall Entrance</td>
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<tr>
<td>8:45 AM – 9:00 AM</td>
<td>Welcome to Day 2 / Thought for the Day</td>
<td>Galerie 2-3</td>
<td>Monte Roulier, President, Community Initiatives</td>
<td>National Implementation and Dissemination for Chronic Disease Prevention is part of the growing movement to build healthy, vibrant communities. By intentionally integrating equity into community-based work, place-based strategies offer a new way to engage community members, build coalitions, and approach policy, system, and environmental change. The session will orient attendees to this broader conversation, identifying key themes and shared characteristics of the work. The session will also include time for teams to discuss opportunities and challenges in their target communities.</td>
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<td>9:00 AM – 10:00 AM</td>
<td>Our Role Within a Larger Place-Based Movement</td>
<td>Galerie 2-3</td>
<td>Monica Hobbs Vinluan, JD, Senior Program Officer, Robert Wood Johnson Foundation</td>
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<tr>
<td>10:00 AM – 10:15 AM</td>
<td>Break</td>
<td>Studio Foyer</td>
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<td>10:15 AM – 11:30 AM</td>
<td>What Do We Know About Leading Local Movements?</td>
<td>Galerie 2-3</td>
<td>Carter Headrick, Director, State and Local Obesity Policy, American Heart Association</td>
<td>Creating change is exciting—and challenging—work. How do coalitions move from a shared vision to an action plan? How do organizational relationships expand to multi-sector partnerships? This session will highlight experiences of and lessons learned from leaders who have implemented change in communities across the country. Discussing a range of chronic disease risk factors as well as unique local circumstances, the panel will provide insights for coalitions and individual leaders to consider.</td>
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<td>Molly Kimball, RD, CSSD, Nutrition Manager, Ochsner Health System, Elmwood Fitness Center; Founder, Eat Fit NOLA</td>
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<td>Chris Sherwin, Director, State and Local Tobacco Policy, American Heart Association</td>
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<td>Sarah Hope, Design Planner in Capital Development, City of Baltimore</td>
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11:30 AM – 12:15 PM
**Keeping within the Legal Lines**

*Location*: Galerie 2-3

*Description*: This session will provide information about federal anti-lobbying guidelines.

*Presenters*: Joanna L. Stettner, JD, Senior Attorney, Office of the General Counsel, Public Health Division, Centers for Disease Control and Prevention
Britney Bennett McWilliams, JD, MPH, Public Health Analyst, Division of Community Health, Office of Policy and Partnerships, Centers for Disease Control and Prevention

12:15 PM – 1:00 PM
**Working Lunch**

*Location*: Galerie 5-6

*Description*: During this working lunch, Category A organizations will meet with their individual cohorts to review project requirements and strengthen partnerships.

1:00 PM – 1:15 PM
**Break**

1:15 PM – 2:30 PM
**CONCURRENT SESSIONS I - LESSONS LEARNED FROM COHORT ONE**

*Description*: These sessions will highlight specific approaches of and lessons learned from coalitions funded during year one of the project. Conference attendees can choose to attend any Category A session, and/or elect to send one person from each of their teams to the different sessions. One does not need to be funded by the parent organization to attend the session.

**Session 1 A: APA – Plan4Health**

*Location*: Studio 2

*Description*: Plan4Health connects communities across the country, funding work at the intersection of planning and public health. Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliates, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. Coalitions work with communities to increase access to healthy food or increase opportunities for active living where residents live, work, and play.

*Presenters*: Kim Irwin, MPH, Executive Director, Health by Design
Paula Kreissler, MBA, CPA, Director, Healthy Living and Community Development, Healthy Savannah
Whitney Shephard, PE, LEED AP, Co-Founder, Transport Studio and Healthy Savannah
Lola Omolodun, MS, Public Health Planner, Metropolitan Area Planning Council and Inner Core Community Health Improvement Coalition
Accelerating National Community Health Outcomes through Reinforcing (ANCHOR) Partnerships Program is working in 15 locations around the nation to build healthier communities. The local ANCHOR projects are using the broad reach of the American Heart Association’s (AHA) nationally respected track record to draw on local expertise and home-grown collaborations to: clear the air of secondhand smoke; improve access to healthy, nutritious food; and increase opportunities for people young and old to get physically active.

Joan Enderle, MBA, Regional Campaign Manager Team Lead, American Heart Association ANCHOR North Dakota
Brittany Badicke, CHES, Regional Campaign Manager, American Heart Association ANCHOR Partnerships Program in Oregon
Lisa Sheretz, BA, Regional Campaign Manager for the American Heart Association ANCHOR Partnerships Program in Incline Village, Nevada and Douglas County, Nevada

WIC clinics provide an access point to prevention and health care services for millions of families in approximately 10,000 clinics across the country. WIC provides healthy foods, nutrition education, breastfeeding education and support, and referrals to clinical and community services. As a result, WIC families and staff have a wealth of expertise and insight to offer community coalitions or other groups working to improve the health of their communities. Using examples from the 17 WIC agencies across the country engaged in the National WIC Association’s (NWA) Community Partnerships for Healthy Mothers and Children (CPHMC) project, this session will discuss the roles that WIC agencies can play in transforming community health beyond the WIC clinic, as well as the best ways to approach WIC staff and clients to get them engaged in community-driven projects.

Sandy Matthews, Project Coordinator, Healthy Bites, Living Right
Sherrie Thomas, Med, Contractor, Impact Evaluators, Crescent City WIC
CONCURRENT SESSIONS II - SHARPENING YOUR SKILLS

These sessions are designed to sharpen skills for leading effective policy, system and environmental improvements for healthier communities. Conference attendees can choose to attend any session, and/or may elect to send one person from each of their teams to different sessions.

2:45 PM – 4:00 PM
Session II A: Coalition Maintenance and Community Engagement

Location
Studio 6

Description
This workshop will provide attendees the opportunity to reflect on their current coalition structure. While all attendees will have established a coalition before attending the skills workshop, maintaining coalition relationships and engaging community members are essential aspects of project implementation.

Presenter
Frances Dunn Butterfoss, PhD, MSEd, President, Coalitions Work

2:45 PM – 4:00 PM
Session II B: Ensuring Your Coalition Efforts Are Sustainable

Location
Studio 3-4

Description
This workshop will provide attendees with a framework, insights and strategies for ensuring their coalition efforts have a lasting, sustainable impact. Sustainability is more than finding additional resources (although this is important). The presenters will offer attendees key concepts to consider and execute now – at the beginning of the award period – to ensure maximum impact well beyond the funding period.

Presenters
Monte Roulier, President, Community Initiatives
David Gibbs, Senior Associate, Community Initiatives
Shawn McIntosh, Program Manager, Center for Public Health Policy, American Public Health Association

2:45 PM – 4:00 PM
Session II C: Being Your Coalition's Spokesperson

Location
Studio 2

Description
This concurrent learning session will provide attendees the opportunity to hear from the CDC Division of Community Health (DCH) Communications Team on acting as a spokesperson for their coalitions, as well as learning how to craft compelling messages and deliver them in a way that resonates with an audience. Attendees of this session will learn how to use message mapping tools and practice writing press releases to increase media coverage for their efforts.

Presenters
Shea Van Horn, Communication Technical Assistance Liaison, CDC Division of Community Health Communication Team (FHI 360)
Jessica Podlaski, Communication Technical Assistance Liaison, CDC Division of Community Health Communication Team (FHI 360)
Health inequities do not have a single cause, and public health alone cannot address such inequities. Partner with community, education, housing, media, planning and economic development, transportation, and business partners, and engage these sectors in coalition efforts. Such multi-sector partnerships can work to address the underlying community conditions that make healthy living easier, particularly in underserved communities. During this session, attendees will hear from the health care, education, law and media sectors on how to be engaged and approached for inclusion in local community health improvement efforts.

**Moderator**
Steve Owens, MD, MPH, MS, Health Equity Director, Directors of Health Promotion and Education

**Presenters**
Jeanne Mahoney, BSN, Senior Director, Providers’ Partnership, American College of Obstetricians and Gynecologists
Deanna Wathington, MD, MPH, FAAFP, Executive Dean, Petrock College of Health Sciences, Bethune-Cookman University
Thometta Cozart, MS, MPH, CHES, CPH, Communications Manager and National Public Health Information Coalition member, Directors of Health Promotion and Education
Susan Kendig, JD, ANP, President, Health Policy Advantage and Director of Policy, National Association of Nurse Practitioners in Women’s Health

**Category A Check-In’s**
During this session, Category A organizations will meet with their individual cohorts to reflect on topics discussed, address questions, and identify next steps.

**Adjourn for the day**
WEDNESDAY, APRIL 27, 2016

8:00 AM – 9:00 AM  Hotel check out

8:00 AM – 1:00 PM  Registration / CE Desk
Location  Preservation Hall Entrance

9:00 AM – 9:15 AM  Welcome to Day 3/Thought for the Day
Location  Galerie 2-3
Presenters  David Gibbs, Senior Associate, Community Initiatives
Monte Roulier, President, Community Initiatives

9:15 AM – 10:30 AM  Creating Inclusive & Equitable Communities
Location  Galerie 2-3
Description  Advancing health equity is an essential component of the National Implementation and Dissemination for Chronic Disease Prevention initiative. By articulating the moral imperative and practical necessity for incorporating equity into this project, this session will inspire coalitions to consider their own environments and language as they move toward the shared goals of the project. Understanding the individual perspective and the coalitions’ practices, attendees will consider how to use their own voices to pursue equity.
Presenter  Soma Stout, MD, MS, Executive External Lead for Health Improvement, Institute for Healthcare Improvement and Executive Lead, 100 Million Healthier Lives Leadership Team

10:30 AM – 10:45 AM  Break
Location  Studio Foyer

10:45 AM – 11:15 AM  Moving Forward: Next Steps & Final Reflections
Location  Galerie 2-3
Description  During this final network-wide session, there will be an opportunity for small and large group reflections.
Presenter  Susan Goekler, PhD, MCHES, Chief Executive Officer, Directors of Health Promotion and Education

11:15 AM – 11:45 AM  Pick up boxed lunches
Location  Studio Foyer
### Category A (Final Check-In)

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<th>Location</th>
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<tbody>
<tr>
<td>American Heart Association</td>
<td>During this final check-in, Category A organizations will meet with their</td>
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<tr>
<td>American Planning Association</td>
<td>individual cohorts to field final questions, reflect on the TA workshop</td>
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<tr>
<td>National WIC Association</td>
<td>and identify next steps in implementation.</td>
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**1:00 PM**

**Adjourn**

**1:30 PM - 2:30 PM**  
**National Organization Core Group Debrief**

**2:30 PM**  
**Adjourn National Organization Core Group**
Leonard Jack, Jr., PhD, MSc, MCHES

Dr. Leonard Jack, Jr., 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 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 the 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

Elaine Auld, MPH, MCHES

As CEO of the Society for Public Health Education (SOPHE), Elaine Auld oversees SOPHE’s portfolio of continuing education, journals, publications, meetings, cooperative agreements, and policy advocacy. She has spent more than 35 years in health education/health promotion, including health care, private enterprise, and national non-profit organizations. Ms. Auld has overseen SOPHE’s policy/systems change initiatives with CDC’s ACHIEVE and REACH programs, and HHS’ Communities Putting Prevention to Work. She was engaged in developing SOPHE’s Health Disparities Research Agenda in 2010 and SOPHE’s Youth Health Disparities Invitational Meeting in 2012. Ms. Auld has testified before Congress and has helped plan, implement and evaluate the Annual Health Education Advocacy Summit since 1998. She has published more than 40 peer-reviewed publications on workforce development, competencies, policy advocacy, and health educators’ roles in implementing the Affordable Care Act. Ms. Auld’s honors include the American Public Health Association’s Judith R. Miller Award (2003) and Sarah Mazelis Award (2007), SOPHE’s Distinguished Fellow Award (2008), The University of Michigan School of Public Health Alumna of the Year Award (2010), and the National REACH Coalition Health Disparities Champion Award (2010). She received her Master of Public Health degree from The University of Michigan School of Public Health and her undergraduate degree in community health education from Kent State University. She is a charter Master Certified Health Education Specialist (MCHES).

Leonard Jack, Jr., PhD, MSc, MCHES

Dr. Leonard Jack, Jr., 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 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 the 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 Division of Cancer Prevention and Control and the Division of Diabetes Translation. 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.

Dr. Jack 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 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.

LaToya Cantrell

Prior to her election as District “B” Councilmember in December 2012 and re-election without opposition in February 2014, LaToya Cantrell was a nonprofit management executive for over 10 years, gaining valuable experience in education reform, strategic planning, neighborhood revitalization, financial management, economic development and grass roots organizing. In the aftermath of Hurricane Katrina, Councilmember Cantrell led the citizens’ fight to save Broadmoor, which stands today as a national and global model in post-disaster recovery. As a community leader and elected official, Councilmember Cantrell is committed to always lending an ear to neighborhood concerns. In 2015, she championed an ordinance to prohibit smoking in bars, casinos, and most public spaces throughout the City of New Orleans. One of her more recent accomplishments is the Welcoming Cities resolution, which lists action steps for the city to take in order to become more inclusive of all diversities. One of Councilmember Cantrell’s priorities for the city pertains to housing affordability in New Orleans, as rent and homeownership costs have dramatically increased over the years. She currently chairs the New Orleans City Council’s Committee on Community Development. Councilmember Cantrell is a graduate of Xavier University of Louisiana, earning a bachelor’s of arts degree in sociology and she has completed executive management training at Harvard’s Kennedy School of Government.

David Gibbs

David Gibbs is Senior Associate for Community Initiatives, where he provides implementation support, leadership coaching, training, and technical assistance for local, regional, and statewide efforts to promote healthy, sustainable communities. Mr. Gibbs spent nine years working for
Melanie Duckworth, PhD

Dr. Melanie Duckworth is the Acting Branch Chief, Division of Community Health, Program Development Implementation Branch within the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention (CDC). Her CDC experiences include serving as the Associate Director for Senior Liaison Services within the Office of State, Tribal, Local, Territorial Support (OSTLTS), Customized Support for Health Officials Unit; Public Health Liaison Officer assigned to Office of Non-Communicable Diseases, Injury and Environmental Health (ONIEH); Senior Management Official (SMO) assigned to the Florida Department of Health (Tallahassee, Florida); and Health Scientist within CDC’s Global AIDS Program (GAP) assigned to the Ministry of Health in Pretoria, South Africa. Dr. Duckworth served as the regional advisor on activities related to HIV/AIDS prevention, with a specific focus on increased Voluntary Counseling and Testing (VCT) and supporting South Africa in developing prevention strategies, monitoring program implementation, evaluation, and identifying program priorities. She worked primarily with the South African National AIDS Control Program, USAID, Peace Corps and other CDC and U.S. federal agencies. Dr. Duckworth also spent several years as a Health Scientist within the Office of Global Health (OGH), Policy and Research Unit where she supported field activities and policy development programs throughout the Africa Region.

Dr. Duckworth began her public health career in as a Presidential Management Intern (PMI), which provided her the opportunity to work within several different areas throughout CDC. Work with several other federal agencies included the National Institutes of Health, Indian Health Service, Department of Justice, Centers for Medicare and Medicaid Services, and the Substance Abuse and Mental Health Services Administration. Dr. Duckworth earned her undergraduate degree in psychology from Xavier University of Louisiana, and master’s in social welfare from the University of California at Berkeley. She completed her doctorate in social policy with a concentration on international health policy from Clark Atlanta University and recently obtained her master’s in
education with a focus on adult education and training development from Central Michigan University.

**Nicolette Warren Powe, DrPH, MS, MCHES**

Nicolette Warren Powe is the Director of Health Equity for the Society for Public Health Education (SOPHE). Her main duties are to address racial and ethnic community-based policy, system, and environmental changes to reduce the risk factors associated with chronic diseases and lead SOPHE’s additional efforts on health equity. Dr. Powe serves as the Project Director for the National Implementation and Dissemination for Chronic Disease Prevention project focused on building and strengthening the community’s ability to use population-based strategies that contribute to healthier populations. She is the former Principal Investigator of SOPHE’s Health Equity Project, “Sustainable Solutions for Health Equity,” which engaged the Racial and Ethnic Approaches to Community Health (REACH) Centers of Excellence for Elimination of Health Disparities and Action Communities (CEEDs) by empowering its chapters, community-based organizations and community members to reduce diabetes and related risk factors among African Americans/Blacks and American Indians/Alaskan Native populations. Dr. Powe is the former co-chair of the Office of Minority Health, Mid-Atlantic Regional Health Equity Council and National Commission for Health Education Credentialing, Division Board of Professional Development.

**Cheryl Welbeck, MBA**

As Project Director of the CDC National Implementation and Dissemination Grant at the Directors of Health Promotion and Education, Cheryl Welbeck provides administrative support for both grant- and DHPE-funded programs. Her responsibilities include overall grant administration, health equity, internships and fellowships. Ms. Welbeck has experience in the management of short- and long-term projects, logistics, office management and relationship building. She received a Bachelor of Science degree in psychology and a minor in African-American studies from Virginia Commonwealth University. She received a Master’s degree in business administration from Kaplan University with significant coursework in project management. Prior to her work at DHPE, Ms. Welbeck was a development and community manager for the National Sleep Foundation, Mid-Atlantic regional director for Global Impact, and development associate with Operation Smile.

**3:30 PM – 4:00 PM **

**Showcase – Part Two**

**Jill Birnbaum, JD**

Jill Birnbaum is the Vice President of State Advocacy & Public Health for the National Center of the American Heart Association (AHA). Ms. Birnbaum provides oversight and management of state government relations in all 50 states, along with the development and support of 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 of Voices for Healthy Kids, an advocacy initiative focused on changing public policies to reverse the nation’s childhood obesity epidemic (funded by the Robert Wood Johnson Foundation). She is the Principal Investigator for two CDC cooperative agreements: 1) The Million Hearts® initiative, which aims to prevent one million heart attacks and strokes by 2017 by aligning five leading public health organizations representing national, state, and local level strategies (funded by CDC’s Division for Heart Disease and Stroke); and 2) ANCHOR, which aims to accelerate prevention, population-based strategies, and policy and systems change to make the greatest impact on reducing health disparities (funded by 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.

Laura King Hahn

Laura King Hahn has specialized in health promotion, professional education and management during 16+ years of public health experience in local and state levels of government, within non-governmental associations and as a consultant. She is the Senior Program Manager of the ANCHOR Partnerships Program at the American Heart Association (AHA), which is supported by a Centers for Disease Control and Prevention (CDC), Division of Community Health (DCH) cooperative agreement. In this role, Ms. Hahn provides strategic oversight and management of population-based strategies to improve health across 15 local communities by implementing policy, system, and environmental improvements across three areas of focus: 1) tobacco use and exposure; 2) poor nutrition; and 3) physical inactivity. Ms. Hahn was the Program Initiatives Manager for the Collaborative for Heart Disease and Stroke Prevention, supported by the AHA’s cooperative agreement with the CDC Division for Heart Disease and Stroke Prevention. Prior to joining the AHA national office, she served as a Regional Director, Quality and System Improvement in AHA’s Western States Affiliate and was staff lead for AHA’s outpatient quality improvement initiative, The Guideline Advantage. Before relocating from Toronto, Canada to California in 2012, Ms. Hahn worked for the Government of Ontario - Ministry of Health Promotion and Sport (MHPS) as Project Lead in their Strategic Initiatives Division. In this role, she developed a policy submission for the five-year Smoke Free Ontario Strategy, a comprehensive approach to tobacco control featuring actionable evidence-based provincial policy and program priorities and initiatives. During her tenure at MHPS she secured renewed commitment from the provincial government for Ontario’s Healthy Communities Strategy, provided consultation to the Healthy Communities technical assistance resource center – Healthy Communities (HC) Links – and supported local health departments on Healthy Communities Ontario strategy and policy priorities.
Anna Ricklin, AICP, MHS

Anna Ricklin is the Planning and Community Health Center Manager for the American Planning Association (APA), where she works with members and partners to research, educate, and promote planning practice that improves public health through increased physical activity, healthy eating and access to health and human services. With a background in public health, transportation planning and nutrition, Ms. Ricklin is an emerging leader in applied research, strategic planning and coalition building for healthy communities. She has worked in the fields of health impact assessment, community outreach and active transportation, including transit and bicycle planning. In 2011, Ms. Ricklin joined APA with the aim of bringing together all aspects of planning to support human health. She has a Master’s of Health Science degree from the Johns Hopkins Bloomberg School of Public Health and an undergraduate degree in anthropology from American University; she lives in Washington, DC.

Martelle Esposito, MS, MPH

Martelle Esposito is the Government Affairs Manager/CDC Community Partnerships Grant Director at the National WIC Association (NWA), managing policy, advocacy and public health projects for the association. In her role, she lobbies Congress for WIC funding and positive policy changes, and builds relationships with national partners while representing NWA on several national coalitions and working groups. Ms. Esposito manages the Go-to WIC Project, which explores opportunities for synergies between WIC and health care, as well as ways to improve the WIC program’s experience and visibility. She also serves as the Director for the Community Partnerships for Healthy Mothers and Children (CPHMC) project, a three-year, CDC-funded project that aims to improve access to healthy foods and chronic disease prevention and management services in 32 communities across the country. Ms. Esposito graduated from Davidson College with a bachelor’s of science degree in Biology, and holds a Master’s of Science degree in nutrition with a concentration in food policy and economics from the Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy at Tufts University. She also holds a Master’s of Public Heath degree with a concentration in Health Services Management and Policy from the Tufts University School of Medicine.
TUESDAY, APRIL 26, 2016

8:45 AM – 9:00 AM  Welcome to Day 2/Thought for the Day

Monte Roulier
Monte Roulier is President of Community Initiatives (CI). As a consultant, coach, trainer and facilitator, he has helped hundreds of communities and a wide range of organizations, community partnerships, and national initiatives to develop change strategies resulting in healthier people and places. Prior to Community Initiatives (CI), Mr. Roulier’s eclectic work experience included: directing client education for a health informatics software firm; guiding the National Civic League’s renowned Healthy Communities Program; and serving as President of Service Adventures—service based adventure travel in Russian and Central Asia—where he also co-led a National Geographic sponsored team of scientists who discovered the world’s longest dinosaur track-way. He and the CI team also co-founded and curate the Community Commons www.communitycommons.org, a powerful platform that provides data, mapping, reporting and collaboration tools to advance the healthy, sustainable and equitable communities movement.

9:00 AM – 10:00 AM  Our Role Within a Larger Place-Based Movement

Monica Hobbs Vinluan, JD
Monica Hobbs Vinluan is a Senior Program Officer at the Robert Wood Johnson Foundation (RWJF). She joined RWJF in 2015 as part of the childhood obesity team. Her work focuses on supporting policy strategies to help children achieve a healthy weight. Prior to joining the foundation, Ms. Vinluan directed YMCA of the USA’s Healthier Communities Initiatives, which catalyzed community and state level leadership teams to advance policies that allow people to make healthy choices where they live, learn, work, and play. She has spent her career advocating for strategies that help individuals and communities live well, including policy issues connected to physical activity, healthy eating, and health equity. Ms. Vinluan has served as a government relations professional on a variety of health and well being issues for fifteen years and has been a professional advocate for health promotion issues for two decades. Her experience includes working for a U.S. Senator, and serving as a child and family advocate, a Regulatory Counsel, a Legislative Counsel and lobbyist. She completed her Juris Doctorate at the American University Washington College of Law and graduated with a bachelor’s degree in political science from Virginia Tech. Her hobbies include playing with her family, volunteering in her children’s school and being outdoors.

10:15 AM – 11:30 AM  What Do We Know About Leading Local Movements?

Carter Headrick
Carter Headrick is Director of State and Local Obesity Policy for the American Heart Association (AHA)’s Voices for Healthy Kids initiative. Mr. Headrick and his team work with AHA staff and public health coalitions in all 50 states to pass and implement state and local policies to promote healthy eating and
physical activity. Prior to joining the AHA, Mr. Headrick developed an expertise in tobacco policy during eleven years at the Campaign for Tobacco-Free Kids. As Director of Grassroots, Mr. Headrick built a national network of over 400,000 grassroots volunteers to counter the tobacco industry and advocate for policy change at all levels of government. Mr. Headrick also served three years as a regional advocacy representative. In that role, he provided technical assistance to tobacco prevention coalitions in 36 states on winning policy change campaigns. He has been a featured speaker at dozens of local, state, national and international conferences regarding best practices for effective policy change campaigns. He is a past member of the steering committee for the Safe Routes to School National Partnership and is a past president of America Walks. In addition to his public health work, Mr. Headrick has managed political campaigns in four states. He also worked seven years as a radio announcer, producer, and news reporter. When not creating public policy change, Mr. Headrick enjoys jazz, blues, hiking and cooking. He is also an avid soccer and basketball fan. He lives with his family in Colorado.

**Molly Kimball, RD, CSSD**

Molly Kimball is the nutrition program manager at Ochsner Health System | Elmwood Fitness Center, where she and her team of dietitians work with clients in reducing body fat, building lean muscle, endurance training, disordered eating, and incorporating nutrition into real-world eating. As nutrition columnist for NOLA.com|The Times-Picayune and wellness expert for WGNO News (with a weekly segment on Good Morning New Orleans, Get the Skinny with Molly), Ms. Kimball covers the latest trends in the nutrition and fitness industries. She is the founder of Ochsner’s Eat Fit NOLA, a non-profit initiative that collaborates with local restaurants and chefs to develop and feature menu items that are nutritious and delicious.

**Chris Sherwin**

Chris Sherwin is the Director of State and Local Tobacco Policy with the American Heart Association (AHA). He oversees the AHA national tobacco team and provides strategic consulting services to AHA government relations staff on tobacco policy issues. He has been with the AHA since 2006, also serving in the roles of National Advocacy Consultant and Vice-President of Advocacy for the Pacific Mountain Affiliate. Prior to that, Mr. Sherwin was the Executive Director of the Colorado Tobacco Education and Prevention Alliance (CTEPA) for 6 years. Under his leadership, CTEPA helped numerous communities in Colorado pass strong clean indoor air laws, successfully advocated for funding for tobacco control programs, and initiated and helped lead the statewide campaign in 2004 that raised Colorado’s tobacco tax by 64 cents per pack. Mr. Sherwin was also a leader in the passage of the Colorado Clean Indoor Air Act in 2006. He has over 22 years of experience in the field of policy advocacy and public health. He holds a bachelor’s of science in Management from Bellevue University.
Sarah Hope

Sarah Hope is a Design Planner working in Capital Development for the City of Baltimore. She has a Master’s degree in Landscape Architecture from Morgan State University, where her interest in food policy and public health issues blossomed. In her current position with the Department of Recreation and Parks, Ms. Hope manages all non-traditional Capital projects working with stakeholders to develop strategies for implementation through shared research, partnership facilitation, and fundraising. She focuses on design-centered solution that increased access to physical activity and promotion of health and wellness. Ms. Hope implements cross-sector collaboration by creatively evaluating challenges and identifying shared goals. During her 5 years with the department she has worked to demystify government process, eliminating barriers to grass roots efforts. She serves on three non-profit boards, all focused on the development and appreciation of public space. In her free time Ms. Hope enjoys gardening and cooking, and is currently converting a school bus to serve as a mobile culinary arts classroom for inner city youth.

11:30 AM – 12:15 AM Keeping within the Legal Lines

Joanna L. Stettner, JD

Joanna Stettner is a Senior Attorney with the HHS, Office of the General Counsel, Public Health Division, Centers for Disease Control and Prevention Branch. She earned her undergraduate degree from the University of Michigan and her J.D. from Emory University School of Law. Ms. Stettner 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 McWilliams, JD, MPH

Britney Bennett McWilliams serves as a public health analyst within the Division of Community Health (DCH), Office of Policy and Partnerships (OPP) at the Centers for Disease Control and Prevention (CDC). In this role, she works on risk mitigation, issues management and policy matters. Mrs. McWilliams has also worked as an account manager in CDC’s Program Performance and Evaluation Office. She served as a summer fellow in the CDC Public Health Law Program in 2012. Mrs. McWilliams has a Bachelor of Arts degree in both Public Relations and Psychology from the University of Georgia, a Juris Doctor from the University of Georgia, and a Master of Public Health with a concentration in Public Health Policy and Management from Georgia State University.
Session I A: APA – Plan4Health

Kim Irwin, MPH

Kim Irwin is the Executive Director of Health by Design, which convenes the Indiana Citizens’ Alliance for Transit (ICAT), the Indiana Complete Streets Coalition, the Indiana Safe Routes to School Partnership and Indiana Walks. Through these coalitions, more than 300 organizational partners are working to ensure that communities throughout Indiana have neighborhoods, public spaces and transportation infrastructure that promote physical activity and healthy living. Ms. Irwin provides staff leadership, strategic direction, and programmatic and administrative coordination for these initiatives. She has a Master of Public Health from the Indiana University School of Medicine and an undergraduate degree from Northwestern University.

Paula Kreissler, MBA, CPA

Paula Kreissler is the Director of Healthy Living and Community Development for Healthy Savannah in association with YMCA of Coastal Georgia. She volunteered with Healthy Savannah from its launch in 2007, prior to accepting her current position. In 2008, Ms. Kreissler received the Top Ten Working Women’s Entrepreneur of the Year Award from A Working Women In Need (AWWIN). Her business, Wound Care Clinic – ESU, won the 2008 Small Business of the Year Award from the Savannah Area Chamber of Commerce. In 2014 Healthy Savannah received the Gulfstream Community Involvement Award from the Savannah Area Chamber of Commerce. Ms. Kreissler graduated from Concordia University and recently earned an MBA in Sustainable Business; she also is a licensed Certified Public Accountant. The first 25 years of her career were spent primarily in operations management at FedEx. As a volunteer at Healthy Savannah, Ms. Kreissler was on the inaugural Board of Directors; she also led the Policy and Advocacy Committee, Steering Committee, Savannah Chatham Food Policy and the LEAN (Leadership-Exercise-Activity-Nutrition) Community Challenge. She is now the Project Lead on a Healthy Savannah/YMCA grant to reduce childhood obesity in the community.

Whitney Shephard, PE, LEED AP

Whitney Shephard co-founded Transport Studio, a Savannah-based planning and engineering firm, in 2013. She manages diverse projects for local and regional governments, non-profits, and private development firms. Her recent projects include food system needs assessments, active transportation strategic plans, complete streets policies, socioeconomic data analysis, strategic transit planning, subarea master plans, and long-range transportation planning for metropolitan planning organizations. Ms. Shephard has over fifteen years of planning and engineering experience in the Southeastern U.S. in both the public and private sectors. She holds bachelor’s degrees in architecture and civil engineering, and a Master of Science in Civil Engineering from the Georgia Institute of Technology. Ms. Shephard is a 2014 graduate of Leadership Southeast Georgia
and is a LEED Accredited Professional and a Registered Professional Engineer in Florida and Georgia.

Ms. Shephard’s passion for the built and natural environments extends beyond the planning profession. With her husband, Josh Yates, she co-owns Green Truck Neighborhood Pub, a Savannah restaurant that features local and organic farmers and craft American brewers. Together they support the local food movement and a variety of community organizations. Whitney serves on the Board of the Georgia Planning Association (GPA) and chairs the GPA Mentor Program. Ms. Shephard is a founding circle and board member of Sustainativity, a charity that provides for greener operations and built environments for their non-profit partners. She also serves on the board of Coastal Empire Society of Women Engineers, an organization that promotes STEM education; is a member of the Metropolitan Savannah Rotary Club; and was recently honored with the inaugural Service Above Self Award for the Greenbriar Children’s Center Garden installation. The garden provides a venue for education and access to healthy food for at-risk youth in the community. Ms. Shephard is an active volunteer for the Forsyth Farmers’ Market, Savannah-Chatham Food Policy Council, and Healthy Savannah, all of which promote access to healthy food and physical activity in the Savannah metro area.

### Lola Omolodun, MS

Lola Omolodun has served as a Public Health Planner with the Metropolitan Area Planning Council (MAPC) since early 2010. With a Master’s of Science degree in Public Health from the University of North Carolina, Ms. Omolodun has extensive experience in managing large, complex multi-agency public health projects both domestically and internationally, including the Region 4A Public Health Emergency Preparedness Coalition consisting of 34 communities. She also provided overall backstopping, coordination, and support to USAID-, CDC-, and UN-funded Human Resources for Health and HIV/AIDS projects in Southern Africa, Tanzania, Zambia, and Sudan, with combined budgets of almost thirty million dollars. She provided technical assistance and programmatic support to the Middlesex County Community Transformation Grant on all project priorities areas. Ms. Omolodun’s most recent work is providing overall management and support to the Plan4Health Inner Core Community Health Improvement Initiative to increase access to healthy foods.

### Session I B: AHA – ANCHOR

**Joan Enderle, MBA**

Joan Enderle is a Regional Campaign Manager Team Lead for the American Heart Association (AHA) ANCHOR Partnership Program in Bismarck/Mandan, North Dakota, with a focus on increasing healthy food and beverages with PSE change. Joan joined the AHA Midwest Affiliate in June 2006 as the Director of Go Red for Woman’s North Dakota Health Initiative, a $1.25 million foundation-funded project. This four-year project was multi-faceted and included a statewide public awareness campaign, a worksite based research study, events in 20 communities across the state (including three tribal communities), health
professional continuing education, and worksite wellness components. Ms. Enderle’s work with AHA has included positions in communications and serving as lead for the Mission: Lifeline public education campaigns in North Dakota and Minnesota. Prior to joining AHA, she worked for 24 years as a dietitian, certified diabetes educator and multi-department director in a community hospital. She transformed the cafeteria, vending and patient meal services to expand healthy food and beverage choices, making the healthy choice the easy choice. Ms. Enderle is a graduate of North Dakota State University, Fargo with a Bachelor of Science degree in Dietetics and received her MBA from University of Mary in 2009.

Brittany Badicke, CHES

Brittany Badicke is the Regional Campaign Manager for the American Heart Association (AHA) ANCHOR Partnerships Program in Oregon. Her focus is increasing physical activity opportunities for K-8 students. She works closely with school districts and physical educators to support their work, provide technical assistance, and share successes locally and statewide. Prior to joining AHA, Ms. Badicke was a Certified Nursing Assistant where she assisted licensed nursing personnel in the provision of nursing care. After meeting several patients suffering from preventable diseases, she realized her passion is in health promotion and disease prevention, leading her to pursue a degree in health education. She earned her Bachelor of Science in Community Health Education from Portland State University in Portland, Oregon and is a Certified Health Education Specialist (CHES). She lives in Oregon with her husband Brandon, their cat Lexie, and dog Marley. In her personal time, she enjoys exploring the outdoors and working on their new house.

Lisa Sheretz, BA

Lisa Sheretz is a Regional Campaign Manager for the American Heart Association (AHA) ANCHOR Partnerships Program in Incline Village, Nevada and Douglas County, Nevada. ANCHOR is supported by a CDC cooperative agreement that aims to amplify local efforts to clear the air of tobacco smoke, improve access to healthy foods, and increase physical activity for all people. In Nevada, ANCHOR works to expand smoke-free places and spaces where people live, learn, work, and play. Prior to joining AHA, Ms. Sheretz worked in tobacco education and control as a Lung Health Program Manager and Community Educator for the American Lung Association in Nevada. Her experiences include tobacco prevention, education, intervention and cessation. She received her undergraduate degree from Stanford University, majoring in English. Lisa lives in Reno, Nevada.

Session I C: NWA: Community Partnerships for Healthy Mothers and Children

Sandy Matthews, BA

Sandy Matthews is a Project Coordinator with Healthy Bites, Living Right project for a National WIC grant funded by CDC. She works with the St. Tammany Parish Hospital Community (STPH) Community
Wellness Center (CWC), which provides the Women, Infants, and Children Food Supplement Program (WIC), the Nurse Family Partnership Program for first-time pregnant moms who are Medicaid eligible, and Adult and Childhood Immunizations. Services are also provided to local businesses including employee blood screenings and biometrics. Ms. Matthews is a member of STPH Healing Arts Committee and also a member of the STPH Committee. She received the honor of being selected as a 2014 City Business Healthcare Hero, and was selected as 2014 STPH Ambassador. Ms. Matthews has a Bachelor of Arts Degree in Management.

Sherrie Thomas, MEd

Sherrie Thomas is a contractor who works for Crescent City WIC Services to write and manage grant projects, and to ensure they are implemented with the type of fidelity that will lead to continued progress and sustainability. She has over 20 years of experience in implementing, monitoring and evaluating grant projects. Her goal as a grant administrator is to build an agency’s capacity by integrating quality projects into existing systems using innovation. Ms. Thomas’ motto is “quality is in the small details, always!” She earned her bachelor’s degree from Sam Houston State University in Huntsville, Texas, and her master’s degree in education from Lamar University in Beaumont, Texas.

2:45PM – 4:00PM  CONCURRENT SESSIONS II - SHARPEN YOUR SKILLS

Session II A: Coalition Maintenance and Community Engagement

Frances Dunn Butterfoss, PhD, MSEd

Frances Dunn Butterfoss brings over 25 years of experience supporting partnerships, coalitions and collaborations in communities across the U.S., and is the president of Coalitions Work. Dr. Butterfoss is a Professor at Eastern Virginia Medical School (EVMS) and founding director of The Consortium for Infant & Child Health (CINCH) and Project Immunize Virginia (PIV). She 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 doctorate in health promotion and education from the Arnold School of Public Health at the University of South Carolina. Her books, Coalitions and Partnerships in Community Health and Ignite: Getting Your Community Coalition Fired Up for Change, are best sellers for academics and practitioners alike.

Session II B: Ensuring Your Coalition Efforts Are Sustainable

Monte Roulier - See bio under Tuesday, April 26

David Gibbs - See bio under Monday, April 25
Shawn McIntosh

Shawn McIntosh is a Program Manager with American Public Health Association’s (APHA) Center for Public Health Policy. In her current position, she works to increase awareness and use of system and environmental change prevention strategies across various sectors that influence chronic disease risk behaviors. Prior to joining APHA, Ms. McIntosh was the Director of Programs and Advocacy at the Maryland Chapter of the American Diabetes Association, where she led initiatives to enhance public awareness of the organization and its services, as well as represent its mission and priorities in state-wide advocacy efforts. She also directed salaried and volunteer staff in the execution of existing community outreach programs, and cultivated relationships with key community stakeholders to develop innovative diabetes prevention programs. Ms. McIntosh has over twenty-two years of experience in the non-profit community, with a focus on poverty issues, community development and health disparities.

Session II C: Being Your Coalition’s Spokesperson

Shea Van Horn

Shea Van Horn is a Communication Technical Assistance Liaison with CDC’s Division of Community Health (DCH). He has more than 15 years of experience in strategic communications, technical assistance and training, project management, social marketing, and digital and print materials development. Mr. Van Horn works on projects that focus on improving the quality of life for communities across the nation. For the past five years, he has provided technical assistance to DCH awardees in order to impact policy, system, and environmental improvements—focusing on hard-to-reach audiences such as Native Americans and those living in rural settings. He provides communication trainings, including webinar-based and in-person trainings, on topics such as public speaking, media relations, strategic communication planning, and message testing and development.

Jessica Podlaski

Jessica Podlaski is a Communication Technical Assistance Liaison with CDC’s Division of Community Health (DCH). She has more than 11 years of strategic communication experience working with health-minded organizations, and her areas of expertise include communications planning and execution, materials development, web development, and project management. Ms. Podlaski currently supports a variety of DCH awardees—including national public health organizations, state public health departments, community hospitals, and nonprofit organizations—as they develop strategic communication plans and activities for their community programs focused on physical activity, nutrition, preventive care, and tobacco-free environments.

Session II D: Diversifying Partnerships to Achieve Health Equity

Steve Owens, MD, MPH, MS

Steve Owens 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 with Directors of Health Promotion and Education (DHPE), 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, Dr. Owens provides health department staff trainings on integrating social determinants of health into projects and activities addressing chronic disease prevention and health promotion. Additionally, he oversees the placement of DHPE’s health promotion and policy fellows at state departments of health and interns from Minority Serving Institutions. Prior to joining DHPE, Dr. Owens led the Diversity Initiative for USAID’s Global Health Fellows Program. He 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, and a medical doctorate from the Brody School of Medicine at East Carolina University.

Jeanne Mahoney, BSN

Jeanne Mahoney is the Senior Director of American College Obstetricians and Gynecologists (ACOG) Providers’ Partnership, an initiative to enhance collaboration between women’s health care providers, public health and other national organizations involved with access to care, promotion of guidelines, and psychosocial issues affecting women’s health. In this capacity she directs the Alliance for Innovation in Maternal Health and develops initiatives between ACOG members and partners on maternal and women’s health, specifically: tobacco control, alcohol and other substance use, behavioral health, maternal morbidity and mortality, gestational diabetes, and women with disabilities. MS. Mahoney came to ACOG from the Massachusetts Department of Public Health where she was involved in coordinating risk reduction programs for women of reproductive age.

Deanna Wathington, MD, MPH, FAAFP

Deanna Wathington 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. Her research interests include health equity, health care disparities, community health, women’s health and diversity in the health professions. She has served as Principal Investigator and Co-investigator on federal, state, county, and foundation grants. Her scholarly work includes peer-reviewed articles, abstracts, book chapters and panel reports.
Thometta Cozart, MS, MPH, CHES, CPH

Thometta Cozart is the Communications Manager for Directors of Health Promotion and Education (DHPE). She has over 10 years of public health experience and 15 years of experience in public relations and health communications. Prior to working for DHPE, Ms. Cozart served as the Deputy Press Secretary for the Florida Department of Health in Tallahassee, Florida, as well as the Marketing Coordinator and Public Relations Manager for the department’s Women’s Health Program and Office of Minority Health. In these roles, she created, managed and implemented statewide health communications and promotion campaigns, such as Step Up, Florida’s obesity prevention campaign and activities for National Health Observances. She managed the public information officers of Florida’s 67 county health departments while working in the department’s Office of Communications. Ms. Cozart has been a member of the National Public Health Information Coalition since 2006. The Washington State and North Carolina native has a bachelor’s degree in mass communications from Bethune-Cookman College (now University), a master’s degree in public relations from Florida A&M University, and a master’s in public health from the University of South Florida. She is also certified in public health, health education and government meeting planning.

Susan Kendig, JD, ANP

Susan Kendig is an attorney and women’s health nurse practitioner with over thirty years of experience in health care. As President of Health Policy Advantage, Ms. Kendig provides policy analysis, consultation and strategic development support for health care providers and community organizations responding to a rapidly changing health care environment. Her primary areas of focus include patient safety, primary care, and clinical integration, including Patient Safety Organization (PSO), Accountable Care Organizations and Medical Home initiatives. She is a teaching professor at the University of Missouri-St. Louis, where she coordinates the Women’s Health Nurse Practitioner program. A gubernatorial appointee to the Missouri Task Force on Prematurity and Infant Mortality, Ms. Kendig currently serves on the sub-committee charged with working to implement the task force recommendations. She is Policy Director for the National Association for Nurse Practitioners in Women’s Health (NPWH). She also serves on the American College of Obstetricians and Gynecologists’ (ACOG) Council for Patient Safety in Women’s Health, where she is co-leading development of the maternal mental health bundle. Ms. Kendig’s clinical practice has focused on caring for underserved populations, including women who are pregnant and at risk for substance use disorders, pregnant and parenting adolescents, and women with disabilities.
**WEDNESDAY, APRIL 27, 2016**

**9:15 AM – 10:30 AM**  
**Creating Inclusive & Equitable Communities**

**Soma Stout, MD, MS**

Soma Stout is the Executive External Lead for Health Improvement for the Institute for Healthcare Improvement and serves as Executive Lead of 100 Million Healthier Lives, which brings together hundreds of partners across communities to support 100 million people globally to live healthier lives by 2020. Dr. Stout also directs the Innovation Fellows Program at the Harvard Medical School Center for Primary Care and is Lead Transformation Adviser at the Cambridge Health Alliance (CHA). She is deeply committed to improving the health and wellbeing of underserved people and communities and has worked as a primary care doctor in the safety net for over 15 years. Previously, she served as Vice President for Patient Centered Medical Home Development at CHA, where she led a whole system transformation that garnered numerous national awards for achieving breakthrough results in the Triple Aim. In 2012, Dr. Stout was awarded the Robert Wood Johnson Foundation Young Leader Award for her contributions to improving the health of the nation.

**10:45 AM – 11:15 AM**  
**Moving Forward: Next Steps & Final Reflections**

**Susan Goekler, PhD, MCHES**

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. Dr. Goekler’s 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 U.S. schools, and the book *Health Is Academic: A Guide to Coordinated School Health Programs*, which she co-edited. She 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 doctorate in health education from Temple University.
Notes
# Schedule at a Glance

## Monday, April 25, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Room</th>
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<tbody>
<tr>
<td>10:00 am – 6:00 pm</td>
<td>Registration/CE Desk</td>
<td>Preservation Hall</td>
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<tr>
<td>12:00 pm – 2:00 pm</td>
<td>Category A Working Meeting – American Heart Association</td>
<td>Studio 2</td>
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<tr>
<td>12:00 pm – 2:00 pm</td>
<td>Category A Working Meeting – American Planning Association</td>
<td>Studio 3-4</td>
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<tr>
<td>12:00 pm – 2:00 pm</td>
<td>Category A Working Meeting – National WIC Association</td>
<td>Studio 6</td>
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<tr>
<td>2:00 pm – 2:30 pm</td>
<td>Conference Opening</td>
<td>Galerie 2-3</td>
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<tr>
<td>2:30 pm - 3:15 pm</td>
<td>Showcase – Part I</td>
<td>Galerie 2-3</td>
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<tr>
<td>3:15 pm – 3:30 pm</td>
<td>Break</td>
<td>Studio foyer</td>
</tr>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td>Showcase – Part II</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>4:00 pm – 4:15 pm</td>
<td>Team Time/Ice Breaker</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>4:15 pm – 5:00 pm</td>
<td>Close Out/Wrap Up Day I</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>5:15 pm – 6:30 pm</td>
<td>Networking Event</td>
<td>Riverview 2 – 18th Floor</td>
</tr>
</tbody>
</table>

## Tuesday, April 26, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 5:30 pm</td>
<td>Registration/CE Desk</td>
<td>Preservation Hall</td>
</tr>
<tr>
<td>8:45 am – 9:00 am</td>
<td>Welcome to Day 2</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Our Role within the Larger Place-Based Movement</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>10:00 am – 10:15 am</td>
<td>Break</td>
<td>Studio Foyer</td>
</tr>
<tr>
<td>10:15 am – 11:30 am</td>
<td>What Do We Know About Leading Local Movements?</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>11:30 am – 12:15 pm</td>
<td>Keeping within the Legal Lines</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>12:15 pm – 1:00 pm</td>
<td>Working Lunch</td>
<td>Galerie 5-6</td>
</tr>
<tr>
<td>1:00 pm – 1:15 pm</td>
<td>Break</td>
<td>Studio foyer</td>
</tr>
<tr>
<td>1:15 pm – 2:30 pm</td>
<td>Concurrent IA: APA Plan4Health</td>
<td>Studio 2</td>
</tr>
<tr>
<td>1:15 pm – 2:30 pm</td>
<td>Concurrent IB: AHA – ANCHOR</td>
<td>Studio 3-4</td>
</tr>
<tr>
<td>1:15 pm – 2:30 pm</td>
<td>Concurrent IC: NWA- Community Partnerships for Healthy Mothers and Children</td>
<td>Studio 6</td>
</tr>
<tr>
<td>2:30 pm – 2:45 pm</td>
<td>Break</td>
<td>Studio Foyer</td>
</tr>
<tr>
<td>2:45 pm – 4:00 pm</td>
<td>Concurrent IIA: Coalition Maintenance and Community Engagement</td>
<td>Studio 6</td>
</tr>
<tr>
<td>2:45 pm – 4:00 pm</td>
<td>Concurrent IIB: Ensuring your Coalition Efforts are Sustainable</td>
<td>Studio 3-4</td>
</tr>
<tr>
<td>2:45 pm – 4:00 pm</td>
<td>Concurrent IIC: Being Your Coalition’s Spokesperson</td>
<td>Studio 2</td>
</tr>
<tr>
<td>2:45 pm – 4:00 pm</td>
<td>Concurrent IID: Diversifying Partnerships to Achieve Health Equity</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td>Category A Check-ins: American Heart Association</td>
<td>Studio 2</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td>Category A Check-ins: American Planning Association</td>
<td>Studio 3-4</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td>Category A Check-ins: National WIC Association</td>
<td>Studio 6</td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Adjourn</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Activity</td>
<td>Room</td>
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<td>-----------------</td>
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</tr>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Hotel Checkout; store luggage</td>
<td>Lobby/Bellman</td>
</tr>
<tr>
<td>8:00 am – 1:00 pm</td>
<td>Registration/CE Desk</td>
<td>Preservation Hall</td>
</tr>
<tr>
<td>9:00 am – 9:15 am</td>
<td>Welcome to Day 3</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>9:15 am – 10:30 am</td>
<td>Creating Inclusive &amp; Equitable Communities</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>10:30 am – 10:45 am</td>
<td>Break</td>
<td>Studio Foyer</td>
</tr>
<tr>
<td>10:45 am – 11:15 am</td>
<td>Moving Forward: Next Steps &amp; Final Reflections</td>
<td>Galerie 2-3</td>
</tr>
<tr>
<td>11:15 am – 11:45 am</td>
<td>Pick up boxed lunches</td>
<td>Studio Foyer</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>Category A – Final Check-in American Heart Association</td>
<td>Studio 2</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>Category A – Final Check-in American Planning Association</td>
<td>Studio 3-4</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>Category A – Final Check-in National WIC Association</td>
<td>Studio 6</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Adjourn</td>
<td></td>
</tr>
<tr>
<td>1:30 pm – 2:30 pm</td>
<td>National Organization Core Group Debrief</td>
<td>Studio 8</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>Adjourn – Core Group</td>
<td></td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENT

Funding for this program 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.