

CT ACHIEVE Action Institute: Implementing Policy & Environmental Changes to Reduce the Risk of Cancer and Chronic Disease

August 31, 2011
Bishop Center, University of Connecticut, Storrs



AGENDA

Time		Presented by
8:30 – 9:00 am	Registration & Light Breakfast	
9:00 am	Welcome	Gregg Haddad , State Representative Lucinda Hogarty , Director Connecticut Cancer Partnership
9:20 – 10:40 am	Keynote Address	Mark Fenton
10:40 – 10:55 am	Break	
10:55 – 12:10 pm	---- Break-out Sessions ----	
	Community Design for Active Living Part 1: What? How? & Why?	Mark Fenton
	Leveraging Local Policy to Support Healthy Eating	Roberta Friedman , Yale Rudd Center
	Community Organizations: The Link to a Successful Mission	Cindy Barry , ACHIEVE Initiative, Ledge Light Health District Barbara Moore , Pioneering Healthy Communities, CT Alliance of YMCAs Rob Miller , ACHIEVE Initiative, Eastern Highlands Health District
12:10 – 12:40 pm	Lunch	
12:40 – 2:00 pm	Getting your (healthy) message across: Effective Public Health Messaging	Ed Walz , Spitfire Strategies
2:00 – 2:15 pm	Break	
2:15 – 3:30 pm	---- Break-out Sessions ----	
	Community Design for Active Living Part 2: Safe Routes to School	Sharon Okoye , CT Department of Transportation Charlie Chatterton , Eastern CT State University Sandy Fry , Capitol Region COG
	Healthy ConneCTions: Voices from Other Communities	Kevin Grunwald , ACHIEVE Initiative, Eastern Highlands Health District, Linda Colangelo , ACHIEVE Initiative, Northeast District Dept. of Health Jim O'Rourke , Healthy Communities Initiative, Greater Waterbury YMCA
	Optimal Defaults Through School Food Service: Dispelling the myths	Jackie Schipke , CT Department of Education
3:35 – 4:15 pm	Making the Connection: Healthy Kids Learn Better	Jean Mee , CT Department of Education
4:15 - 4:30 pm	Announcements & housekeeping Adjourn	

This conference made possible through funding from the Connecticut Cancer Partnership, the Connecticut Department of Public Health, and the Eastern Highlands Health District (EHHD). Conference was coordinated by the EHHD.

About Our Presentation Staff

Cindy Barry, MA: Senior Program Coordinator, Ledge Light Health District. Cindy is the lead coach for her agency's 2009 ACHIEVE Initiative funded by the National Association of City and County Health Officials.

Charlie Chatterton, PhD: Associate Professor, Health & Physical Education at the Eastern CT State University. Dr. Chatterton is known throughout New England as a strong advocate for the health and wellbeing of youth through the promotion of physical activity. He served on the CT State Department of Education's School Health and Mental Health Advisory Council, and was the chair of the Connecticut Governor's Committee on Physical Fitness. A resident of Vernon, CT, he recently completed his 41st marathon to bring attention to the 40 million people living in poverty.

Linda Colangelo: Education & Communications Coordinator, Northeast District Department of Health. Linda is the lead coach for her agency's 2009 ACHIEVE Initiative funded by the National Association of Chronic Disease Directors.

Mark Fenton: Nationally recognized public health, planning, and transportation consultant, he was host of the PBS television series "America's Walking," a manager at the University of North Carolina's Pedestrian and Bicycle Information Center, and an instructor in the walkable community workshop series of the Washington DC-based National Center for Bicycling and Walking. He's an adjunct professor at the Friedman School of Nutrition Science and Policy at Tufts University, and has written numerous books, including "The Complete Guide to Walking for Health, Weight Loss, and Fitness" (Lyons Press, 2008) and "Pedometer Walking" (Lyons Press, 2006). He is an entertaining, persuasive, and knowledgeable walking advocate, and one of the nation's foremost experts on its favorite exercise. The former editor-at-large of Walking Magazine is also a champion walker: From 1986 to 1990 Mark was a member of the US national racewalking team five times, he represented the US in several international competitions, and he coached the US team at the 1995 World Championships in Beijing. In addition, while training for the 1984 and 1988 Olympic Trials in the 50-kilometer (31-mile) racewalk he studied biomechanics and exercise physiology at the Olympic Training Center Sports Science Laboratory in Colorado Springs, Colorado.

Roberta R. Friedman, ScM: Director of Public Policy at the Rudd Center for Food Policy & Obesity at Yale University. She writes and disseminates resources to educate federal, state, and local policy makers and organizations on the science supporting those food and nutrition policies that have the potential to create real change.

Sandy Fry: Principal Transportation Planner at the Capitol Region Council of Government. Sandy's primary focus includes the areas of: Transit Planning, Bicycle and Pedestrian Planning, Transit Oriented Development.

Kevin Grunwald, MSW: Director of Human Services, Town of Mansfield, CT. Kevin is a member of the Eastern Highlands Health District's 2009 ACHIEVE Initiative leadership team (CHART).

Jean Mee, PhD: Consultant for physical education and comprehensive school health education, Connecticut State Department of Education, and adjunct professor in Central CT State University Department of Exercise Science and Physical Education where she teaches Adapted Physical Education. Jean is a member of the State Department of Education Child Nutrition and Coordinated School Health teams, and has promoted physically active learning for adults as well as youth for decades and is considered an expert on the subject.

Robert Miller, MPH, R.S.: Director of Health, Eastern Highlands Health District. Rob is a member of the Eastern Highlands Health District's 2009 ACHIEVE Initiative leadership team (CHART).

Barbara Moore, MS: Project Coordinator, Pioneering Healthier Communities – CT Alliance of YMCAs. Barbara currently serves as the CT Project Director for Pioneering Healthier Communities, Communities Putting Prevention to Work and Association Membership/Healthier Communities for the Central Connecticut Coast YMCA.

Sharon Okoye: Coordinator CT Safe Routes to School, CT Department of Transportation. Sharon manages the Connecticut Safe Routes to School (SRTS) Program, which is a federally funded program established to provide funding for bike/pedestrian infrastructure improvements and safety education for schools.

Jim O'Rourke: Executive Director of the Greater Waterbury YMCA. Jim is the Vice-Chair of the Bridge to Success Council for Waterbury, and serves as a faculty trainer for the YMCA of the USA.

Jackie Schipke, MBA, RD, SNS: Associate Education Consultant, Connecticut State Department of Education. Jackie provides technical support and training to School Nutrition Programs throughout the state of Connecticut. She has been involved with school nutrition since 1983, serving as the Director of Food Service for the Tolland Public Schools from 2000-2007.

Ed Walz: Vice President, Spitfire Strategies, Washington D.C. Ed leads a messaging project that helps state-based advocates from coast-to-coast strengthen children's health coverage policy, and is a frequent trainer for Spitfire's nonprofit and foundation clients on topics such as advocacy communication and message development. Bursting with energy, he provides great advice on how to frame your message so that it hits the mark!