

A Call to Action: Working Together to Solve North Carolina's Obesity Crisis

**With an opening address by Dr. Leah Devlin, State Health Director
North Carolina Division of Public Health**

**October 7 - 8, 2008
Sheraton Greensboro Hotel at Four Seasons
Koury Convention Center
Greensboro, North Carolina**

**3121 High Point Road at I-40
Greensboro, NC 27407
Phone: (336) 292-9161**

Guestrooms and meeting space are all under one roof.

**For additional information, contact the Moses Cone ~ Wesley Long Community Health Foundation
at 336 832 9555 or foundation@mosescone.com**

OVERVIEW

Who Should Attend: This event is expected to draw city and county planners, government officials, healthcare providers, school administrators and officials, physical education teachers and other fitness experts, community and neighborhood leaders and others interested in taking action on the obesity crisis.

Conference Goals: The overall goal of the conference is to galvanize local practitioners and policy makers to take action to tackle NC's obesity crisis. During this conference attendees will receive information that will help them to:

- implement practical and effective physical activity and nutrition programs;
- advocate for policy changes that support engaging in physical activity;
- evaluate physical activity and nutrition environments, and
- advocate for positive changes.

Brief overview of breakfast roundtables

Get Healthy Guilford, a Guilford County coalition focused on physical activity and nutrition will host eight breakfast roundtables on Wednesday, October 8. The roundtables will allow attendees to informally participate in discussions about tackling obesity in contextual settings which will include: built environment, schools, workplace well-

ness, faith-based communities, healthcare systems, individuals and families, neighborhoods/communities and public health.

Brief overview of breakout sessions

- Guidance on what data to use, where to find it and how to effectively use it with the right audiences to advance your agenda.
- Information on media outlets available and how health communicators can develop effective media messages to advocate for positive change.
- Community and hospital interventions for obesity identification and treatment.
- Information on effective programs to make fresh, nutritious food available to all.
- Policy changes to facilitate healthy eating and active living to combat the obesity epidemic.
- Obesity recognition in primary care settings and identification of successful ways to work with obese and pre-obese children to identify services and create a continuum of care.
- Interventions in faith-based settings
- Innovative strategies to fight obesity in school settings

KEYNOTE SPEAKERS

Richard J. Jackson, MD, MPH, formerly Adjunct Professor of Environmental Health and of City and Regional Planning at the University of California, Berkeley, is now director of the Graham Environmental Sustainability Institute for the University of Michigan. He served in many leadership positions in the California Department of Health Services, including a year as the State Public Health Officer during which he elevated the obesity epidemic issue and emergency preparedness to top public health priorities. In other leadership roles, he carried out investigations that led to strengthening farm worker health protection, food safety, and child health in California. His work led to the establishment of the California Birth Defects Monitoring Program and state and national laws that removed the licenses for a series of dangerous pesticides. He is also an internationally known environmental health expert and for nine years was director of the Federal Centers for Disease Control's (CDC) National Center for Environmental Health in Atlanta.



Dee Merriam is currently a community planner with the Centers for Disease Control in Atlanta, Georgia. In this role she is part of a CDC team that is charged with the development of research and the dissemination of knowledge about how the built environment affects public health. She serves as a leader on public health issues of concern within the urban planning field and as the established contact for public health practitioners regarding issues relating to urban planning. A master's level architect, Merriam was formerly the Planner for parks, open space and greenways for the City of Atlanta where she served as Project Manager for Project Greenspace. This is an ambitious initiative by the City of Atlanta to create an integrated green infrastructure system that connects people to parks, recreational facilities, greenways, and other "green" urban fabric elements such as streetscapes, plazas, stormwater management, and green roofs.

John J. Ratey, M.D., is an associate clinical professor of psychiatry at Harvard Medical School and has a private practice in Cambridge, Massachusetts. For more than a decade he taught residents and Harvard medical students as the Assistant Director of Resident training at Massachusetts Mental Health Center. He continues to teach psychiatrists as a regular instructor in Harvard's



Continuing Medical Education program.

Dr. Ratey was the recipient of the 2006 Excellence in Advocacy award from the non-profit group PE4Life, for his work to promote the adoption of regular, aerobic-based physical education. His recent book, **SPARK**, is the first volume to explore comprehensively the connection between exercise and the brain. It will change forever the way you think about your morning run—or, for that matter, the way you think.

AGENDA

TUESDAY, OCTOBER 7, 2008

- 2:00 - 7:00 p.m.Registration Opens
- 2:00 - 4:00 p.m.Exhibitor Setup
- 4:00 - 9:00 p.m.Exhibit Viewing
- 5:00 - 6:30 p.m.Opening Plenary Session
Opening address: Leah Devlin, DDS, MPH, North Carolina State Health Director
Keynote speaker: John J. Ratey, M.D.
- 6:30 - 9:00 p.m.Reception & Networking Activities

WEDNESDAY, OCTOBER 8, 2008

- 6:00 - 7:30 a.m.Walk/Run
- 6:30 - 7:00 a.m.Networking Physical Activity Session
- 7:00 a.m.Registration
- 7:00 a.m. - 3:30 p.m.Exhibit Viewing
- 7:30 a.m.Breakfast Roundtables
Hosted by the Get Healthy Guilford Coalition
- 8:45 - 9:45 a.m.Morning Plenary
Keynote speaker: Dr. Richard Jackson
- 10:00 - 11:30 a.m.Breakout Sessions
- BREAK/Physical Activity Session
- 11:45 - 1:00 p.m.Luncheon Plenary
Keynote speaker: Dee Merriam
- BREAK/Physical Activity Session
- 1:15 - 2:45 p.m.Breakout Sessions
- Refreshment Break/Exhibit Viewing
- 3:00 - 4:30 p.m.Closing Plenary
Funders Panel will discuss funding opportunities in the area of physical activity and nutrition and will be comprised of CEO's and program officers of sponsoring foundations.

HOW TO REGISTER

Registration materials are online at www.mcwlhealthfoundation.org, complete the registration form enclosed and mail to Post Office Box 87, Chapel Hill, NC 27514, or fax to 919-929-6504.

Tuesday Night Only

- **EARLY BIRD SPECIAL:** Register by August 11 for cost of \$50
- Register August 12 - October 6 and cost is \$60

Two-Day Registration

- **EARLY BIRD SPECIAL:** Register by August 11 for \$125
- Register August 12 - October 6 for \$135
- Onsite Registration is \$150

Group Discount for Two-Day Registration

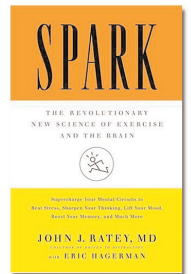
(More than 3 participants)

- Register by August 11 for \$115 per person
- Register August 12 - October 6 for \$125 per person
- **Cancellations** must be received in writing by September 19, 2008, and are subject to a \$50 fee. After September 19, substitutions will be accepted but refunds will not be provided. No-shows are not eligible for refunds.
- **Continuing Education Units:** Information on CEU's will be available at registration.
- **Exhibitors:** Exhibit registration is \$210 and includes admittance of one person to staff your exhibit, nametag, one 6' table, one chair, signage and a box lunch. All additional exhibit staff must pay a fee of \$125 on or before August 11, 2008, which will include a box lunch.

- A \$50 charge will be made for electrical access. Requests must be made in advance and noted on the registration form. On-site electrical access requests will not be accommodated.
- **Hotel Information:** Room rates at the Sheraton Greensboro Hotel at Four Seasons are \$125 single/double occupancy plus tax. For overnight accommodations, call the hotel directly at 336-292-9161. Please mention that you are attending the **A Call to Action: Working Together to Solve NC's Obesity Crisis** conference to receive group rates. After September 9, 2008, overnight accommodations are subject to availability at the prevailing rate.
- **Hotel Parking:** Parking is complimentary.
- **Dress Code:** CASUAL ATTIRE Please wear clothing and shoes comfortable for light exercise.

FREE BOOK

The first 250 registrants for the two-day conference will receive a complimentary copy of the bestselling book, **SPARK**, which reveals how exercise supercharges the brain to beat stress, sharpen thinking and enhance memory. Since **SPARK** was published there have been a number of new studies that support the premise that exercise improves cognition in school children. Most recently, a study from the CDC shows that, especially in girls, those who had the most physical activity per week consistently scored higher on tests, with the greatest impact on math scores.



REGISTRATION FORM Use this form to register for the 2008 **A Call to Action: Working Together to Solve NC's Obesity Crisis** conference to be held in Greensboro, NC. Fax completed form to 919-929-6504. For information call 336 832 9555 or visit foundation@mosescone.com

Full Name _____ First Name for Nametag _____ Degrees _____
Organization _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____ E-MAIL _____
Special Needs (Dietary/Disability) _____

- May we post your name and organization contact information on a web-based map to promote local networking and collaboration?
(Your contact information will not be used for resale purposes) ☐ yes ☐ no

CONFERENCE FEES Check one. Includes one reception, one breakfast, one lunch, physical activity sessions, and healthy snacks.

- | | |
|---|---|
| <input type="checkbox"/> Attendee Early Bird Registration Fee\$125 | <input type="checkbox"/> Attendee Late Registration Fee\$135 |
| <input type="checkbox"/> Attendee On-site Registration Fee\$150 | <input type="checkbox"/> Exhibitor Fee (on or before August 11)\$210 |
| <input type="checkbox"/> Tuesday Night Only\$50 | <input type="checkbox"/> Group Discount Fee (more than 3)\$115 |

Exhibitor Registration: Exhibit registration is \$210 and includes admittance of one person to staff your exhibit, nametag, one 6' table, one chair, signage and a box lunch. All additional exhibit staff must pay a fee of \$125 on or before August 11, 2008, which will include a box lunch.

- ☐ **Total amount paid:** \$ _____
- ☐ **Electrical Access:** A \$50 charge will be made for electrical access. Requests must be made in advance and noted on the registration form. On-site electrical access requests will not be accommodated.

☐ Check Enclosed (payable to MCWL Community Health Foundation) Amount \$ _____ Check # _____

☐ Charge my registration fees of \$ _____ to:

☐ Visa ☐ Mastercard (Note: American Express not accepted)

Card# _____ Exp. Date _____ Three-digit code _____

Name as it appears on card _____ Signature _____

Billing Address _____

SPONSORS



Moses Cone ~ Wesley Long
COMMUNITY HEALTH FOUNDATION



BlueCross BlueShield
of North Carolina

Foundation

An independent licensee of the Blue Cross and Blue Shield Association



PLANNING PARTNERS

Alliance for a Healthier Generation

American Heart Association

Be Active North Carolina

Get Healthy Guilford/YMCA of Greater Greensboro

NC Health Alliance

NC Network of Grantmakers

NC Prevention Partners

NC Physical Activity and Nutrition Branch,
NC Division of Public Health

THINGS TO DO

Greensboro offers a variety of cultural opportunities. For those occurring during your stay, please visit www.gotriadscene.com

FURNITURE SHOPPING

Purchase furniture at a 50% discount at the "Furniture Capital of the World" in nearby High Point. Furnitureland South, with over 800,000 square feet of meticulously decorated showrooms, is the largest furniture store in the world. Select your purchase and they will ship it home.

CENTER CITY PARK

This 1.9-acre park opened in December, 2006, after four years of planning and construction. **Located in the heart of downtown Greensboro**, it fills the block between North Elm and North Davie Streets, bordered on the south by West Friendly Avenue and on the north by the Renaissance Tower office building. Its central location complements and builds on the strengths of the nearby cultural and recreational facilities in the **Greensboro Cultural Center, Greensboro Historical Museum** and **YWCA**.

FOUR SEASONS TOWN CENTRE

One of the largest enclosed malls in the Southeast, offering over 200 major stores, with specialty shops and restaurants.

OLD SALEM

Experience the old fashioned Moravian Village founded in 1776 in Old Salem, one of the most authentic living history towns in the U.S.

THE VILLAGE AT NORTH ELM

Nestled on 35 acres between Greensboro's premier neighborhoods and only minutes from downtown, the Village combines the simplicity of yesterday with the highest design standards of today. This "main street" lifestyle center offers the area's finest collection of unique shops, restaurants, cafes and services, with offices above, and luxury apartments, all in a compact and intimate setting.

NORTH CAROLINA ZOO

Visit one of the top zoos in the country. Roam through the 300 acre African region to see more than 36,000 tropical plants, 800 exotic animals and exhibits that replicate their wild environment. Also visit the Sonoran Desert, Cypress Swamp and Rocky Coast.

CHINA, CRYSTAL AND FLATWARE SHOPPING

Replacements, Ltd, is the nation's largest retailer of active and discontinued china, crystal, flatware and collectibles. Shop from over three million pieces in a 225,000 square foot facility. A very interesting, complimentary tour begins every 30 minutes.

SEAGROVE POTTERIES

Witness the continuing tradition of pottery making that has been handed down for generations. Step back in time and view from over 80 different potteries, as they create different styles of pots and glazes.

GUILFORD COURTHOUSE NATIONAL MILITARY PARK

Over 200 acres of walking trails and memorials honor the site of one of the most pivotal battles of The Revolutionary War.



Moses Cone ~ Wesley Long
COMMUNITY HEALTH FOUNDATION

Post Office Box 4426, Greensboro, NC 27404-4426