

**2012 NETWORK FOR A HEALTHY CALIFORNIA STATEWIDE CONFERENCE  
Agenda at a Glance**

**MONDAY, MARCH 5, 2012**

|                           |  |                   |
|---------------------------|--|-------------------|
| <b>7:00 - 5:00 p.m.</b>   | <b>REGISTRATION</b>  | <b>East Lobby</b> |
| <b>8:00 - 9:00 a.m.</b>   | <b>POSTER AND EXHIBIT SETUP</b>  | <b>East Lobby</b> |
| <b>8:30 - 10:15 a.m.</b>  | <b>OPENING PLENARY SESSION</b>   |                   |
|                           | Welcome and Conference Overview - Dr. Linda Rudolph (CDPH)   | <b>Ballroom</b>   |
|                           | Dignitaries' Remarks - Dr. Ron Chapman (CDPH), Dr. Will Lightbourn (CDSS), and Allen Ng (USDA)             | <b>Ballroom</b>   |
|                           | Keynote Presentation - Dr. Anthony Iton (The California Endowment)   | <b>Ballroom</b>   |
| <b>10:15 - 10:30 a.m.</b> | <b>PHYSICAL ACTIVITY BREAK</b>   |                   |
| <b>10:30 - 10:45 a.m.</b> | <b>POSTER AND EXHIBIT VIEWING</b>  |                   |
| <b>10:45 - 12:15 p.m.</b> | <b>MINI-PLENARY SESSIONS</b>   |                   |
| <b>MP1A</b>               | Leveraging the Movement: More Partners, More Success (TRACK 4)   | <b>202</b>        |
| <b>MP1B</b>               | Promising Policies and Practices for Increasing Community Access to Healthy Beverages (TRACK 1)            | <b>203</b>        |
| <b>MP1C</b>               | Growing Change: Youth in Action (TRACK 4)  | <b>204</b>        |
| <b>MP ID</b>              | You Too Can Work with Your City! (TRACK 4)   | <b>306</b>        |
| <b>12:15 - 1:45 p.m.</b>  | <b>LUNCH ON YOUR OWN</b>   |                   |
| <b>1:45 - 3:00 p.m.</b>   | <b>WORKSHOP SESSION ONE</b>  |                   |
| <b>1A</b>                 | CalFresh - Better Food for Better Living (TRACK 2)   | <b>306</b>        |
| <b>1B</b>                 | Breakthrough! Using Community Engagement Strategies to Achieve Healthier Eating (TRACK 4)                  | <b>315</b>        |
| <b>1C</b>                 | Champion Moms Join the Movement (TRACK 2)  | <b>203</b>        |
| <b>1D</b>                 | Healthy and Active Before 5 - Prevention of Early Childhood Obesity (TRACK 4)                              | <b>202</b>        |
| <b>1E</b>                 | Bet Your Bottom Dollar! Justifying Physical Activity Initiatives at the Worksite (TRACK 3)                 | <b>319</b>        |
| <b>1F</b>                 | Blazing Trails: The <i>Network's</i> First Full Scale Rethink Your Drink: The Statewide Campaign (TRACK 1) | <b>204</b>        |
| <b>3:45 - 5:00 p.m.</b>   | <b>WORKSHOP SESSION TWO</b>  |                   |
| <b>2A</b>                 | Farm to School and Beyond: Creating Healthy Food Service in Public Institutions (TRACK 2)                  | <b>302/303</b>    |
| <b>2B</b>                 | Water, Water Everywhere! Providing Free, Fresh Drinking Water to Your Students (TRACK 1)                   | <b>306</b>        |
| <b>2C</b>                 | Using <i>Let's Move!</i> Campaigns to Move Your Community to Action (TRACK 4)                              | <b>315</b>        |
| <b>2D</b>                 | Beautiful Roots: Health and Hair Care Practices of African American Women (TRACK 4)                        | <b>316</b>        |
| <b>2E</b>                 | Physical Activity in Schools-Taking Advantage of Every Opportunity (TRACK 3)                               | <b>319</b>        |
| <b>2F</b>                 | Healthy Kids Collaborating Across Programs (TRACK 4)   | <b>204</b>        |
| <b>2G</b>                 | Collaborating to Create a Statewide Media Campaign: Promoting Healthy Drink Choices (TRACK 1)              | <b>203</b>        |

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**TUESDAY, MARCH 6, 2012**

**8:30 - 9:15 a.m. PLENARY SESSION**

Digitary Remarks - Dr. Linda Rudolph (CDPH)  
NEOP Presentation - Peggy Agron (CDPH)

**9:15 - 9:30 a.m. PHYSICAL ACTIVITY BREAK**

**9:30 - 10:00 a.m. POSTER AND EXHIBIT VIEWING**

**10:00 - 11:30 a.m. CAPACITY BUILDING FOCUSED SESSION ONE**

|      |  |         |
|------|--|---------|
| CB1A | Innovative Approaches for Impact and Outcome Evaluation (TRACK 2)  | 301     |
| CB1B | How SB 375 will Increase Local Participation in Planning, Zoning, and Active Transportation (TRACK 3)                      | 302/303 |
| CB1C | Procuring Health: Establishing Nutrition Guidelines for City/County Agencies (TRACK 2 - Repeat Session)                    | 305     |
| CB1D | Working WITH Youth: Empowering the Next Generation (TRACK 4)   | 315     |
| CB1E | Innovative Partnerships to Address Healthy Eating and Active Living in Low Income Neighborhoods (TRACK 4 - Repeat Session) | 316     |
| CB1F | A Win-Win-Win: Healthy Food Outlets, Healthy Store Profits: Healthy Communities (TRACK 2)                                  | 317/318 |
| CB1G | Change Happens: The Promotora Approach (TRACK 4)   | 319     |

**10:00 - 11:30 a.m. WORKSHOP SESSION THREE**

|    |   |     |
|----|---|-----|
| 3A | Obesity Prevention for California's Low Income School Children: Successful Programs from Around the State (TRACK 4) | 306 |
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**11:30 - 1:00 p.m. LUNCH ON YOUR OWN**

**1:00 - 2:30 p.m. CAPACITY BUILDING FOCUSED SESSION TWO**

|      |  |         |
|------|--|---------|
| CB2A | Making a Splash: Increasing Water Consumption by Young Children (TRACK 1)  | 301     |
| CB2B | Public Health Through Active Transportation: Engaging Key Players to Create Change (TRACK 3)                               | 302/303 |
| CB2C | Procuring Health: Establishing Nutrition Guidelines for City/County Agencies (TRACK 2 - Repeat Session)                    | 305     |
| CB2D | Increasing Access, Improving Health: EBT at Farmers' Markets (TRACK 2)   | 306     |
| CB2E | If We Build it, Will They Come? Policy, Practice, Norms and Education to Promote Healthy Behaviors (TRACK 4)               | 315     |
| CB2F | Innovative Partnerships to Address Healthy Eating and Active Living in Low Income Neighborhoods (TRACK 4 - Repeat Session) | 316     |
| CB2G | Ensuring a Healthy Media Environment for Children (TRACK 2)  | 317/318 |

**1:00 - 2:30 p.m. WORKSHOP SESSION FOUR**

|    |  |     |
|----|--|-----|
| 4A | Fresh Fruits and Vegetables: The Centerpiece of a Healthy School Environment (TRACK 2) | 319 |
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**2:30 - 3:30 p.m. CLOSING PLENARY SESSION**

|   |                 |
|---|-----------------|
| <b>Dr. Ron Chapman (CDPH) and Gil Sisneros (CDPH)</b>                   | <b>Ballroom</b> |
| <b>Champion for Change Gold Award Presentation</b>                      | <b>Ballroom</b> |
| <b>Champion for Change Silver Award Presentation</b>                    | <b>Ballroom</b> |
| <b>Ralph Bonitz Award for Excellence in Administration Presentation</b> | <b>Ballroom</b> |
| <b>Youth Presentation - Leaders for a Lifetime</b>                      | <b>Ballroom</b> |