



## Transforming California Communities

*HOW WILL WE GET THERE FROM HERE?*

Planning for Healthy People and Communities, Not Cars and Traffic

### **CPHA-N 2009 Annual Meeting and Training**

**Thursday, April 23, 2009**

**Location: Elihu Harris State Building**

1515 Clay, Oakland, CA

**7:30 am On-Site Registration and Continental Breakfast**

**8:30 am Welcome—Giorgio Piccagli, PhD, MPH; President, CPHA-N**

**8:45 am-9:30 am Opening—Road to Health and Equity**

**Tony Iton, MD, JD, MPH, Health Officer, Alameda County**

Dr. Iton will show how data, analysis, and other tools illuminate communities and neighborhoods with high burdens of disease and inequities; highlight how community and neighborhood design, whether intentional choices or not, contribute to or drive the disease in these environments; and discuss structural and policy changes to help reverse the tide of disparities and premature deaths.

**9:30 am-10:40 am Plenary—Putting Health in the Model**

**Lawrence Frank, PhD, AICP, ASLA, Professor and J. Armand Bombardier Chair in Sustainable Transport, University of British Columbia**

Dr. Frank will cover what recent research reveals about how land use and transportation designs and choices drive health choices and behaviors, which show that we are driving ourselves to disease. He will outline some of the strategies, and tools that can help put unhealthy design in reverse and place the public's health into the planning scenarios, decision models and choices to reverse the previous design of communities around cars and traffic, not people and walking.

**10:40 am-11:00 am Break**

**11:00am-12:00 am WORKSHOP A (running concurrently with Workshop B)**

**Lug Nuts and Bolts of Transportation Planning**

Speakers:

**Doug Johnson, Senior Planner, Metropolitan Planning Commission**

**Jeff Hobson, Deputy Director, TransForm (formerly TALC, the Transportation and Land Use Coalition)**

This workshop provides an overview of transportation planning with an emphasis on the connections and opportunities to promote neighborhoods and communities that make healthy living the easy choice. This session will identify the mandates, funding and planning processes and responsibilities from national to local community levels, and help identify opportunities and strategies for addressing health impacts in transportation planning and decisions.

**11:00am-12:00 am**      **WORKSHOP B (running concurrently with Workshop A)**

**Strengthening Public Health: The Key to Health Reform**

Moderator: **Ellen Shaffer**, PhD, MPH, Co-Director, Center for Policy Analysis

Speakers: **Deborah LeVeen** PhD, Professor Emerita, San Francisco State University

**Adele Amodeo**, MPH, Executive Director, California Public Health Association-North

**Giorgio Piccagli**, PhD, MPH, President, California Public Health Association – North

This workshop provides insight into the current national health reform debate, focusing on the public health perspectives to be incorporated into the health care services discussion.

**12:00 pm-1:15 pm**      **LUNCH**

**1:15 pm-2:30 pm**      **WORKSHOP C (running concurrently with Workshop D)**

**Getting Healthy While Going Places—How the Safe Routes to School Program and Policies for Complete Streets and Smart Mobility Take Us to the Streets**

Moderator: **Jeffery Rosenhall**, MA, Project Coordinator, Center for Physical Activity, EPIC Branch, California Department of Public Health

Speakers: **Barbara Alberson**, MPH, State and Local Injury Control, EPIC Branch, California Department of Public Health

**Chris Ratekin**, Chief, Community Planning Branch, Caltrans

This session will cover the latest updates on the California and national Safe Routes to School program and two recently developed policies and tools—all intended to increase safe, physically active transportation. Additionally, speakers will identify approaches to implementing these programs/policies in communities throughout California.

**1:15 pm-2:30 pm**      **WORKSHOP D (running concurrently with Workshop C)**

**Turning Things Around—Bringing People to Healthy Places; Not Moving Goods to People**

—Healthy Eating

—Public Transit’s Role In Making Neighborhoods Healthy

—Economic Development’s Role

Speakers: **Hannah Burton Laurison**, MA, Senior Associate, Public Health Law and Policy

**Tian Feng**, FAIA, FCSI, District Architect, San Francisco Bay Area Rapid Transit

**Elizabeth Deakin**, S.M, JD, Director of the University of California Transportation Center, Professor of City and Regional Planning and Design, UC Berkeley

These speakers will cover strategies and policies that build health and sustainability into the very fabric of neighborhoods and communities and how transportation can be woven into these policies and strategies.

**2:30 pm-  
2:45 pm**      **Break**

**2:50 pm-  
4:05 pm**      **WORKSHOP E (running concurrently with Workshop F)**

**Follow the Money—The Latest on Transportation Stimulus Funding and Reauthorization**

Speakers: **Shireen Malekafzali**, MPH, Senior Associate, PolicyLink

**Therese W. McMillan**, Deputy Executive Director, Policy, Metropolitan Transportation Commission

This session will focus on the impacts of recent economic stimulus funding for transportation and speakers will highlight opportunities to improve the health and sustainability of communities

**2:50 pm-  
4:05 pm**      **WORKSHOP F (running concurrently with Workshop E)**

**New Opportunities to Put Health on the Bus—Legislative Action to Transform Transportation to Mitigate Climate Change**

Moderator: **Robin Salsburg**, JD, Senior Staff Attorney, Public Health Law and Policy

Speakers: **Carli Payne**, Transportation Program Director, TransForm (formerly TALC, the Transportation and Land Use Coalition)

**Julia Lave Johnston**, Senior Planner, Governor's Office of Planning and Research

This session will provide an update on the implementation of the Global Warming Solutions Act of 2006 (AB 32) Senate Bill 375--Redesigning Communities to Reduce Greenhouse Gases; and Strategic Growth Council and Climate Change Reduction (SB 732), focusing on the opportunities to promote healthier communities and sustainable transportation systems.

**4:10 pm-  
4:20 pm**      **Wrap up—Giorgio Piccagli, PhD, MPH; President, CPHA-N**

**4:30 pm-  
6:30 pm**      **Reception, Awards, and Annual Business Meeting hosted by California Public Health Association - North**

Reception to be held at:  
East Bay Community Foundation  
De Domenico Building  
200 Frank H. Ogawa Plaza  
Oakland, CA 94612

[Map](#) to Elihu Harris Building

[Map](#) to East Bay Community Foundation (short walking distance)

## Registration - April 23, 2009 Annual Meeting and Training

### REGISTRATION FEE

Please write in proper amount(s).

	\$110 Member
	\$165 Non-member, with courtesy one-year CPHA-N membership*
	\$85 Retiree
	\$85 Community public health worker
	\$90 Representative of small CBOs
	\$30 Student (full-time)
	Complimentary NCSOPHE/CPHA-N Joint Membership
	\$20 late registration fee (postmarked after April 13 or completed via website after April 16)
	Donation to support legislative advocacy
	TOTAL PAYMENT DUE

Please total the amount(s) due and make check or money order payable to: CPHA-N.

To use a credit card for payment, register via the internet at [www.cphan.org](http://www.cphan.org)

\*CPHA-N membership will be automatic unless you specify otherwise

### Please choose one from each set of concurrent workshops:

	Thursday Morning Session I Breakout	Select Workshop A or B
	Thursday Afternoon Session II Breakout	Select Workshop C or D
	Thursday Afternoon Session III Breakout	Select Workshop E or F

### Reception, Business Meeting and Awards (Complimentary)

	Yes, I plan to attend
	No, I don't plan to attend

NAME:

AGENCY:

TITLE:

ADDRESS:

PHONE

FAX:

E-MAIL:

SCHOLARSHIPS: A limited number of full or partial scholarships are available for those in need. Students who volunteer a minimum of two hours of their time can attend that day for free. Contact CPHA-N c/o Pam Weatherford, Event Organizer, 1201 Clayton Street, San Francisco CA 94114; pamweather@comcast.net

EXHIBITORS: Contact CPHA-N c/o Pam Weatherford, Event Organizer, 1201 Clayton Street, San Francisco, CA 94114; pamweather@comcast.net

CONTINUING EDUCATION: Continuing Education Credits for Nurses and Registered Dietitians are available. Approval pending for CHES units through NCSOPHE. Registration for credits will be completed on site only. There are estimated total of 5 contact hours for the day. Please check professional contact hours that you are requesting. Costs per contact hour will be \$5. Bring a check or cash to cover these continuing education unit costs. Note: California Board of Registered Nursing Continuing Education Provider Number: CEP4952.

Check one if interested in obtaining continuing education credits.

RN	<input type="checkbox"/>
CHES Units	<input type="checkbox"/>
RD units	<input type="checkbox"/>
Other	<input type="checkbox"/> _____ (specify)

This program is a designated event for CHES to receive up to 5 Category I contact hours in health education. SOPHE is designated as a provider of continuing education contact hours in health education by The National Commission for Health Education Credentialing, Inc.

CANCELLATION POLICY: Cancellation of paid registration must be made in writing to CPHA-N c/o Pam Weatherford, Event Organizer, 1201 Clayton Street, San Francisco, CA 94114 ([pamweather@comcast.net](mailto:pamweather@comcast.net)) and received no later than April 20th, 2009 in order to receive a refund, less a 15% processing fee. No refunds will be given after that date. Refunds will be mailed within twenty working days after the event. In the event that the conference is canceled, a full refund will be provided.

Mail form to:

CPHA-N

c/o Pam Weatherford, Event Organizer

1201 Clayton Street

San Francisco, CA 94114

For any other information or assistance, please call Ms. Weatherford at 415 564 7321 or email at [pamweather@comcast.net](mailto:pamweather@comcast.net). Thank you