

CHAMPION PROVIDERS TRAINING

July 11 & 12, 2014

Hotel Kabuki

1625 Post St, San Francisco, CA 94115

Imperial Room A & B



AGENDA | DAY 1 Friday, July 11, 2014

<i>Breakfast is on your own.</i>	
8:00 A.M.	Registration and coffee
9:30 A.M.	Opening Remarks Dean Schillinger, MD, University of California, San Francisco (UCSF) Center for Vulnerable Populations
9:40 A.M.	Welcome John Talarico, DO, MPH, Chief, Nutrition Education and Obesity Prevention Branch, California Department of Public Health
9:55 A.M.	Plenary Session The Power of a Physician in the Community - Working Upstream to Make a Difference Rishi Manchanda, MD, MPH, HealthBegins
10:45 A.M.	Obesity Prevention: Evidence Based Policy, System and Environmental Approaches Hilary Seligman, MD, MAS, UCSF Center for Vulnerable Populations
11:15 A.M.	WORKING LUNCH (Prepaid by participants) Developing a Network of Champion Providers Pod Leaders from UCSF: Liz Goldman, MD; Margaret Handley, PhD, MPH; Alicia Fernandez, MD; Dean Schillinger, MD; Hilary Seligman, MD, MAS
12:45 P.M.	Communications Training Mike Miller & Paula Hamilton, Brown-Miller Communications Skills Session 1 - Identifying and Segmenting Your Audience Skills Session 2 - Developing Messages that Resonate Skills Session 3 - Working Successfully with the Media
3:45 P.M.	BREAK
4:00 P.M.	Skills Session 4 Discussion: Working with Community Groups and Coalitions Facilitator: Asbury Jones, MPA, Public Health Institute Experts: Carmen Bogan, MBA; Aracely Rosas; Leah Shahum
5:00 P.M.	Community Work Plan Development Alicia Fernandez, MD, UCSF
5:30 P.M.	Adjourn
6:30 P.M.	Dinner Group Reservations - <i>Please sign up at the registration table if you would like to join a small group for a casual dinner at an area restaurant. Meet in lobby at 6:30 for a 7:00 reservation.</i>

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AGENDA | DAY 2 Saturday, July 12, 2014

<i>Breakfast is on your own.</i>	
9:00 A.M.	Welcome and coffee Dean Schillinger, MD, UCSF Center for Vulnerable Populations
9:05 A.M.	Community Work Plan Review Alicia Fernandez, MD, UCSF
9:15 A.M.	Skills Session 5 Discussion: Engaging with Local Health Departments Facilitator: Mike Miller, Brown-Miller Communications Experts: Bonnie Broderick, MPH, RD; Steve Baldwin, MS, RD; Dean Sidelinger, MD, MEd
10:15 A.M.	BREAK
10:30 A.M.	Skills Session 6 Writing for Change Alice Chen, MD, MPH and Louise Aronson, MD, UCSF
12:00 P.M.	WORKING LUNCH (Prepaid by participants) Skills Session 7 Amplifying Your Voice: A Performance by Youth Speaks Facilitator: Dean Schillinger, MD, UCSF Center for Vulnerable Populations Performers: Yosimar Reyes and Monica Mendoza, Poets, Youth Speaks Followed by a Discussion with Brandon Santiago, Lead Artist, Youth Speaks
1:20 P.M.	Skills Session 8 Discussion: Engaging Policy Makers to Advance Policy, Systems and Environmental Change Facilitator: Dean Schillinger, MD, UCSF Center for Vulnerable Populations Experts: Councilmember Michael Kasperzak; Jeff Ritterman, MD; School Board Member Kathryn Ramirez
2:20 P.M.	Plenary Session Championing Change: Approaching Societal Problems at Multiple Levels Steven Schroeder, MD, Director, Smoking Cessation Leadership Center, UCSF
2:50 P.M.	Community Work Plan Wrap Up Alicia Fernandez, MD, UCSF
3:15 P.M.	Closing Remarks Dean Schillinger, MD, UCSF Center for Vulnerable Populations
3:30 P.M.	Adjourn