



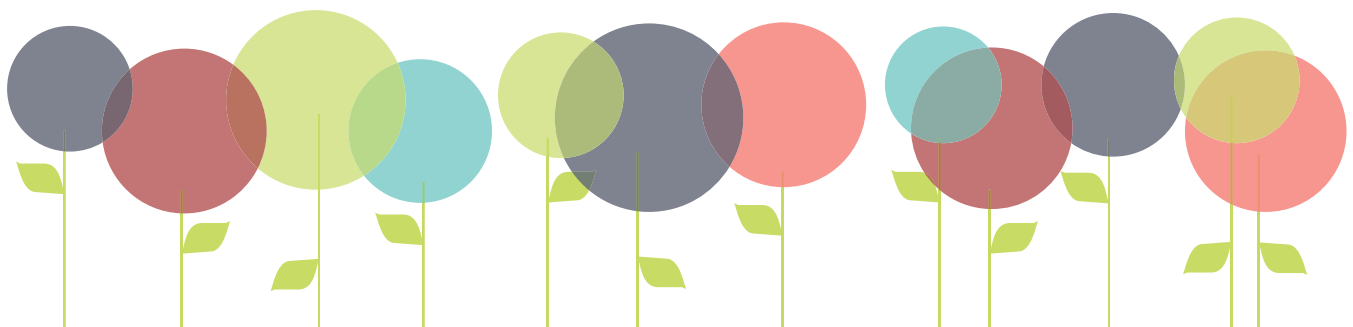
Alaska Alliance for Healthy Kids

Working Together for Good Nutrition
and Active Lifestyles for Our Children

Childhood Obesity Prevention & Child Health Summit 2013

September 16 & 17, 2013

Alaska Native Heritage Center
Anchorage, Alaska



Welcome

Thank you for coming!

Welcome to the first annual Childhood Obesity Prevention & Child Health Summit presented by the Alaska Alliance for Healthy Kids! We are pleased to have assembled an amazing group of presenters and activities focused on setting a path to address the prevalence of childhood obesity in Alaska. We hope you will walk away from the conference with a clear understanding of how you can help Alaska's children grow up in healthy home, school and community environments where they can eat healthy and nutritious food, play every day, and maintain a healthy weight throughout their lives. At this Summit you will:

- Be energized by nationally recognized and local speakers working in obesity prevention and public health, social marketing, local food promotion, and health economics.
- Learn about the Alaska Alliance for Healthy Kids Strategic Plan to Address Childhood Obesity and how to work together to solve this public health problem.
- Build action plans to move the state toward reducing the prevalence of childhood obesity.
- Get to know peers and find opportunities to collaborate and leverage resources.

We look forward to bringing the alliance together to achieve our vision of healthy Alaska kids!



Karol Fink, MS, RDN, Program Manager
Alaska Department of Health and Social Services
Obesity Prevention and Control Program

Thank you to our sponsors

The Summit would not have been possible without the generous support from our Sponsors. You will hear from many of these organizations throughout the event and learn more about their work to build a healthier Alaska.

HOST



TEAM CAPTAIN



ALASKA NATIVE TRIBAL
HEALTH CONSORTIUM



United Way of Anchorage

BALANCED BREAKFAST



SHOW AND TELL



AGENDA Day 1 : Monday, September 16

The first day of the Summit will focus on introducing participants to issues associated with childhood obesity, unveiling the new Alaska Alliance for Healthy Kids Strategic Plan to Address Childhood Obesity in Alaska, and discussing current challenges and opportunities in our state for making positive change. Summit participants will receive copies of the plan, learn about the four priorities, and hear from national and local experts working in the field.

7:45 & 8:15 **Shuttles Leave the Clarion Suites** *Hotel Entrance*

8:00 12:00 **Registration & Check-In** *Front Lobby*

8:30 9:00 **Breakfast** *Gathering Place*

9:00 9:05 **Welcome & Opening Remarks** *Theater*

Kerre Shelton, *Director, Division of Public Health, Alaska Department of Health and Social Services*

The Alaska Department of Health and Social Services considers obesity to be the predominate public health threat of this generation. Addressing and preventing childhood obesity will help to keep all Alaska kids healthy, as well as reducing the heavy economic and social burden of obesity on our state.

9:05 9:15 **Overview of the Summit, Day 1** *Theater*

Karol Fink, *MS, RDN, Program Manager, Alaska Obesity Prevention and Control Program*
Tanya Iden, *Managing Associate, Agnew::Beck*

9:15 10:15 **Breakfast Keynote** *Theater*

“Working with the Education Sector : Tips for Engaging in Rewarding Partnerships”

Amy Greene, MSSW, MPH, National Association of Chronic Disease Directors



Amy advises state health and education agencies in the area of creating healthy schools to maximize both the health and academic achievement for all students. Amy will share her research on the relationship of adolescents’ academic performance and health behaviors, provide lessons learned on common challenges partners face when approaching schools and tips for engaging in successful partnerships with the education sector.

10:15 10:30 **Break & Exhibit Tour** *Lobby & Main Floor*

Please take a few minutes to walk around, connect with other participants, and visit our sponsor tables for more information about their organizations!

10:30 11:00 **The Strategic Plan to Address Childhood Obesity!** *Gathering Place*

The Alaska Alliance for Healthy Kids has been working since May to develop a targeted strategic plan to address childhood obesity in Alaska. Hear more about the planning effort: the process, the plan’s goal and four priorities, and measures of success for future efforts by the alliance.

11:00 12:00 **Panel Discussion** *Gathering Place*

“The Plan’s Four Priorities and How We’re Doing Now”

Moderator : *Cindy Norquest, Program Director, Healthy Futures*

This panel discussion brings together five local professionals working in each of the priority areas identified in the Alaska Alliance for Healthy Kids Strategic Plan. They will discuss the importance of each priority and how they are related; what Alaskans are already doing; and opportunities for the group to align efforts to reduce childhood obesity in Alaska and creatively work together.



AGENDA Day 1 : Monday, September 16

Panelists and Representative Priority Areas :

Comprehensive Physical & Health Education

Melanie Sutton, *Health & Physical Education Curriculum Coordinator, Anchorage School District*

Healthcare Screening & Provider Interventions for Obesity Prevention

Cathy Stange, *CPNP, Pediatric Nurse Practitioner, Alaska Center for Pediatrics*

Access to Healthy Foods and Opportunities for Physical Activity

Martha Pearson, *Community Transformation Grants Manager, Southeast Alaska Tribal Health Consortium*

Educating the Public Using Social Marketing Strategies

Kathy Anderson, *MS, MPH, President, Pescatore Systems*

12:00 12:45

Healthy Alaska Lunch *Gathering Place*

Catering provided by Rob Kinneen, *Fresh49*

12:45 1:30

Presentation & Food Demonstration *Theater*

"Alaska's Food Culture : Observations from an Alaska Chef"

Rob Kinneen, Chef and Owner, Fresh49



Enjoy an exciting presentation and food demonstration by Rob Kinneen who will share his adventures around the state and what we can do to improve Alaska's food culture. Rob was born in Petersburg and is of Tlingit heritage. Working in the food industry since the age of 14, Rob has worked at several prestigious restaurants in Alaska and the Lower 48. He and his wife Carolyn founded Fresh49.com to pursue their passion for showcasing Alaska's food bounty, traveling across the state and the U.S. to combine contemporary cuisine with traditional Alaska foods.

1:30 4:00

Afternoon Breakout Sessions : Overcoming Barriers : Strategies to Move Forward

We will spend the rest of the afternoon in breakout sessions about the four priorities. Participants have the opportunity to discuss two priority areas in Sessions A and B (all four priorities will be discussed in each session). In these discussions, participants will look closer at their priority area. Facilitators will lead the conversation with participants to outline the challenges and opportunities that affect our ability to make progress in that area and think about how to define success for the efforts of the Alaska Alliance for Healthy Kids.

Attend sessions for your top two priorities and be ready to share your perspective with the group!



1:30 2:30

Breakout Discussions : Session A *Breakout Locations*

2:30 3:00

Wellness Break *Gathering Place*

Chandra Poe, *Fit4Mom and Certified Personal Trainer*

Chandra will lead the group in a brief activity session designed to be energizing and fun!

3:00 4:00

Breakout Discussions : Session B *Breakout Locations*

4:00 4:30

Closing Remarks & Preparing for Day 2 *Gathering Place*

Participants will return to the Gathering Place for closing remarks, an overview of the action planning activities for Day 2, and a brief evaluation of the event.

4:45 & 5:15

Shuttles Leave the Heritage Center *Front Entrance*



AGENDA Day 2 : Tuesday, September 17

The second day of the Summit is all about action planning! Participants will work in breakout groups organized around the four priorities identified in the Strategic Plan to Address Childhood Obesity, building on the discussions from Day 1. Breakout groups will develop prioritized action plans to direct the efforts of the Alaska Alliance for Healthy Kids for the upcoming year. Participants will also see presentations by ISER economist Mouhcine Guettabi and internationally renowned author and filmmaker, Jean Kilbourne.

7:45 & 8:15 **Shuttles Leave the Clarion Suites** *Hotel Entrance*

8:00 9:00 **Day 2 Only Attendee Registration & Check-In** *Front Lobby*

8:30 9:00 **Breakfast** *Gathering Place*

9:00 9:15 **Welcome & Overview of Day 2** *Gathering Place*

Karol Fink, MS, RDN, Program Manager, Alaska Obesity Prevention and Control Program

Tanya Iden, Managing Associate, Agnew::Beck Consulting

Sponsor moment : Healthy Alaskans 2020

Lisa Aquino, MHS, Community Health Improvement Manager, Alaska Division of Public Health

9:15 10:15 **Breakfast Keynote** *Theater*

“An Economic Perspective on Investment Targeting Childhood Obesity Prevention”

Mouhcine Guettabi, University of Alaska Anchorage, Institute for Social and Economic Research



While there seems to be agreement that childhood obesity is a national problem, it is less clear whether appropriate funding is being devoted to combating it and how one can measure savings from such efforts. This talk will present an overview on the latest literature on obesity-related costs and the cost effectiveness of interventions to prevent or manage the problem. Dr. Guettabi is an assistant professor of economics at ISER specializing in regional and urban economics, health economics, and applied microeconomics, including the effects of various economic factors on obesity among Americans.

10:15 10:30 **Break & Exhibit Tour** *Lobby & Main Floor*

Please take a few minutes to walk around, connect with other participants, and visit our sponsor tables for more information about their organizations!

10:30 11:45 **Morning Breakout Session : Brainstorming & Prioritizing Actions**

Participants will choose their top priority and split into four breakouts in order to determine what actions the Alaska Alliance for Healthy Kids should take to make progress on each priority in the next year. Facilitators will guide the conversation as participants brainstorm ideas, consider what opportunities have been identified in Day 1 sessions, and prioritize these ideas to identify actions that are effective and achievable.

Attend the session about your top priority. You will have opportunities to view and comment on the other groups' work during the Gallery Walk.

 **Comprehensive Physical and Health Education**
Theater

 **Healthcare Screening & Provider Interventions for Obesity Prevention**
Hall of Cultures Bay 1

 **Access to Healthy Foods and Opportunities for Physical Activity**
Hall of Cultures Bay 2

 **Educating the Public Using Social Marketing Strategies**
Hall of Cultures Bay 3

11:45 12:00 **Gallery Walk to View Groups' Prioritized Actions** *Gathering Place*

12:00 12:30 **Healthy Alaska Lunch** *Gathering Place*

Catering provided by Rob Kinneen, Fresh49

AGENDA Day 2 : Tuesday, September 17

12:30 1:30 **Afternoon Keynote** *Theater*

“Falling in Love with Food : How Food and Sugary Drink Marketers Seduce Us”

Jean Kilbourne, Author and Filmmaker



Jean Kilbourne, creator of the renowned *Killing Us Softly: Advertising's Image of Women* film series, will present an engaging illustrated lecture about the techniques used by food and sugary drink marketers to target children and to make all of us feel that these products are our friends and lovers. Jean Kilbourne is internationally recognized for her groundbreaking work on the image of women in advertising and for her critical studies of alcohol and tobacco advertising, as well as the connection between advertising and several public health issues, including violence against women, eating disorders, and addiction. Her films, lectures and television appearances have been seen by millions of people throughout the world.

1:30 2:00 **Wellness Break : Get Outdoors!** *Lake & Crossroads*

StoryTRACKS Walking Storybook Activity, on loan from Best Beginnings

One of Best Beginnings' newest activities, StoryTRACKS is a “picture book on parade.” Take a short walk around the lake and follow along with the classic book *We're Going on a Bear Hunt*, by Michael Rosen and Helen Oxenbury. Learn more about StoryTRACKS and how to borrow a book at www.bestbeginningsalaska.org.

2:00 3:30 **Afternoon Breakout Session : Build Action Plans for the Four Priorities**

Now that the groups have identified the actions to achieve the four priorities, where should we start? Participants will return to their breakouts, re-examine the actions they chose in the morning, and begin mapping out a more detailed action plan : who could lead and support the work, what resources are needed, and what existing opportunities we can build upon.

 **Comprehensive Physical and Health Education**
Theater

 **Healthcare Screening & Provider Interventions for Obesity Prevention**
Hall of Cultures Bay 1

 **Access to Healthy Foods and Opportunities for Physical Activity**
Hall of Cultures Bay 2

 **Educating the Public Using Social Marketing Strategies**
Hall of Cultures Bay 3

3:30 3:45 **Wellness Break & Return to Gathering Place**

3:45 4:15 **Share Action Plans** *Gathering Place*

Following an afternoon of planning in smaller groups, participants will come together and hear each group present their new action plan and how they would like to work toward their identified priority.

4:15 4:30 **Summit Next Steps & Closing Remarks** *Gathering Place*

Participants will hear closing remarks, learn about next steps after the Summit and how to get involved with the Alaska Alliance for Healthy Kids, and complete a brief event evaluation.

4:45 & 5:15 **Shuttles Leave the Heritage Center** *Front Entrance*



Announcements and Important Information

FILM SCREENING : Tuesday, September 17th
"ESCAPE FIRE: The Fight to Rescue American Healthcare"
Screening at 6:30 p.m., followed by panel discussion
UAA Fine Arts Building, Recital Hall 150, Alumni Loop, UAA Campus
Hosted by the Alaska Public Health Association, Alaska
Division of Public Health, Alaska Health Care Commission,
and University of Alaska Anchorage Masters of Public Health
Nursing Program and Institute for Healthcare Improvement.
The free event will begin with the film screening at 6:30 p.m.
and followed by a panel discussion until 9 p.m. Free parking
is available in front of the Fine Arts Building on Alumni
Loop. For more information and to RSVP, call Colleen
McNulty at (907) 334-2267.

VENUE INFORMATION

The Alaska Native Heritage Center, located at 8800 Heritage
Center Drive in northeast Anchorage, provides a unique
opportunity to experience Alaska's many diverse Native
cultures at one location. An educational and cultural
institution for all Alaskans, the Center provides programs in
both academic and informal settings, including workshops,
demonstrations, and guided tours of indoor exhibits and
outdoor village sites. To learn more, contact the Center at
(907) 330-8000 or visit www.alaskanative.net.

HOTEL INFORMATION

If you have reserved a room at the Clarion Suites® Downtown
and need to contact the hotel during the Summit, the front
desk can be reached at (907) 222-5005. The hotel is located
at 1110 West 8th Avenue, on the corner of L Street. An
airport shuttle is also available; call the front desk for more
information and to schedule pickup.

SHUTTLE SERVICE

Shuttle service is available from the Clarion Suites®
Downtown to the Alaska Native Heritage Center for both
Monday and Tuesday. The shuttle can accommodate up to
11 people and will be making two trips in the morning and
afternoon to transport attendees. You may use the shuttle
even if you are not a guest at the hotel, but we ask that
you RSVP to Agnew::Beck directly at (907) 222-5424 or
at registration if you need this service, to ensure we have
enough spots on the shuttles.

The hotel is located at 1110 West 8th Avenue, on the corner
of L Street. Shuttles depart and arrive at the front door of
the hotel.

Shuttle Schedule (both Monday and Tuesday)

Morning: pickups from hotel at **7:45 a.m.** and **8:15 a.m.**

Arrive at Heritage Center in 15 minutes.

Afternoon: pickups from Heritage Center at **4:45 p.m.** and

5:15 p.m. Arrive at hotel in 15-20 minutes.

SPECIAL THANKS TO OUR CATERER

Rob Kinneen, Alaskan chef and owner of Fresh 49, is not
only one of our speakers, but also prepared and provided
all of the wonderful meals at the Summit, using healthy
and (where possible) local foods. Rob is excited to be a
part of our event and to share some of his knowledge and
experiences of Alaska's rich food landscape.

NAMETAGS

The Summit is designed not only to educate participants
about childhood obesity, but also to help people from across
Alaska connect and collaborate to make positive change.
Please wear your nametag at all times, including meals, so
everyone (including coordinator staff) knows who you are!

SPONSOR TABLES

Our generous sponsors have exhibit tables set up in the front
lobby and between the Gathering Place and Hall of Cultures.
We encourage you to stop by their tables to say hello, pick
up informational materials, and learn more about their
organizations.

SILENCE YOUR CELL PHONE!

We would like to remind all participants to silence your cell
phone, and be discreet and find a quiet place to talk if you
need to take a call during one of the sessions. We recognize
that busy people need to stay connected to their office and
family, but we ask that you respect everyone's time together
during this important event!

NO RECORDING OR PHOTOGRAPHS DURING SESSIONS

Our speakers request that you do not make video or audio
recordings or take photographs during the presentations. Still
photography may be allowed after the presentations during
question and answer sessions, and during other activities.

PROMOTIONAL PHOTOGRAPHY

Photos may be taken by event staff and potentially used for
outreach and promotional materials for the Alaska Alliance
for Healthy Kids. Please notify staff if you do not wish to
have your photo used in any future publications, our website
or social media for the Alaska Alliance for Healthy Kids.

ALASKA ALLIANCE FOR HEALTHY KIDS

For more information about the
alliance, please visit our website:
www.akhealthykids.org



Agenda At-a-Glance



Day 1 : Monday, September 16

8:00	12:00	Registration & Check-In <i>Front Lobby</i>
8:30	9:00	Breakfast <i>Gathering Place</i>
9:00	9:05	Welcome & Opening Remarks Kerre Shelton, Director, Division of Public Health <i>Theater</i>
9:05	9:15	Overview of the Summit, Day 1 <i>Theater</i>
9:15	10:15	Breakfast Keynote “Working with the Education Sector: Tips for Engaging in Rewarding Partnerships” <i>Amy Greene, MSSW, MPH, National Association of Chronic Disease Directors Theater</i>
10:15	10:30	Break & Exhibit Tour <i>Lobby & Main Floor</i>
10:30	11:00	The Strategic Plan to Address Childhood Obesity! Overview of Process & Priorities <i>Gathering Place</i>
11:00	12:00	Panel Discussion The Plan’s Four Priorities <i>Gathering Place</i> <ul style="list-style-type: none">• Comprehensive Physical & Health Education• Healthcare Screening & Provider Interventions for Obesity Prevention• Access to Healthy Foods and Opportunities for Physical Activity• Educating the Public Using Social Marketing Strategies
12:00	12:45	Healthy Alaska Lunch <i>Gathering Place</i>
12:45	1:30	Presentation & Food Demonstration “Alaska’s Food Culture : Observations from an Alaska Chef” <i>Rob Kinneen, Fresh 49 Theater</i>
1:30	2:30	Breakout Discussions : Session A <i>Theater & Hall of Cultures</i> Overcoming Barriers : Strategies to Move Forward
2:30	3:00	Wellness Break Led by Chandra Poe, Fit4Mom, Certified Personal Trainer <i>Gathering Place</i>
3:00	4:00	Breakout Discussions : Session B <i>Theater & Hall of Cultures</i> Overcoming Barriers : Strategies to Move Forward
4:00	4:30	Closing Remarks & Preparing for Day 2 <i>Gathering Place</i>

Day 2 : Tuesday, September 17

8:00	9:00	Day 2 Only Attendee Registration & Check-In <i>Front Lobby</i>
8:30	9:00	Breakfast <i>Gathering Place</i>
9:00	9:15	Welcome & Overview of Day 2 <i>Gathering Place</i> Sponsor Moment : Healthy Alaskans 2020
9:15	10:15	Breakfast Keynote “Potential Savings from Reducing Childhood Obesity” <i>Theater</i> <i>Mouhcine Guettabi, University of Alaska Anchorage, Institute for Social and Economic Research</i>
10:15	10:30	Break & Exhibit Tour <i>Lobby & Main Floor</i>
10:30	11:45	Morning Breakout Session : Brainstorming & Prioritizing Actions <i>Theater & Hall of Cultures</i>
11:45	12:00	Gallery Walk to View Groups’ Prioritized Actions <i>Gathering Place</i>
12:00	12:30	Healthy Alaska Lunch <i>Gathering Place</i>
12:30	1:30	Afternoon Keynote “Falling in Love with Food : How Food and Sugary Drink Marketers Seduce Us” <i>Jean Kilbourne, Author and Filmmaker Theater</i>
1:30	2:00	Wellness Break : Get Outdoors! StoryTRACKS <i>Lake & Crossroads</i>
2:00	3:30	Afternoon Breakout Session : Build Action Plans for the Four Priorities <i>Theater & Hall of Cultures</i>
3:30	3:45	Wellness Break & Return to Gathering Place
3:45	4:15	Share Action Plans <i>Gathering Place</i>
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