

THE NEXT STEP



Partnerships for Change:

Individuals & Families, Neighborhoods & Communities, Organizations & Systems

Hosted by the Milwaukee County Nutrition and Physical Activity



Friday, October 2nd, 2009
Tommy G. Thompson Youth Center
Wisconsin State Fair Park
West Allis, Wisconsin

Join other community organizations, businesses, health and education professionals as we come together for a day of learning, networking and celebrating!

- Learn about exciting, best practice health initiatives in our community
- Network with other professionals with your same interests
- Forge new collaborations to enhance physical activity and good nutrition
- Celebrate our relationships, accomplishments, and plans for a healthier future

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MORNING KEYNOTE SPEAKER

“Teamwork Concepts”

Keith Tozer, Head Coach and Vice-President of Soccer Operations for the Milwaukee Wave

Keith Tozer will illustrate the strength and advantages of working as a team to accomplish change.

Key points include:

- Creating the motivational environment most conducive to building a winning team
- Meeting the challenges of change is no longer a choice for people, it's a way of life!
- Getting off the sidelines and into the game is about courage and choosing to change.

Keith created Teamwork Concepts to support his tradition of service and giving back to the community in order to encourage motivation, leadership and communication in the workplace. Through motivational speeches and interactive workshops, Keith takes his coaching and leadership legacy from the soccer field to the boardroom. Already considered one of the top speakers in the nation, Keith offers not only motivational tactics, but tools needed in today's competitive environment.

LUNCHEON KEYNOTE SPEAKER

Caroline Carter, Raw Food Chef & Owner of eden's market

In 2005, at the young age of 46, Caroline was awakened to the delicious world of meals prepared using plant-based ingredients, but she also discovered its power to heal her body, mind and spirit. So in 2006 Caroline went on a raw foods journey., she lost nearly 80 pounds and developed a passion for showing others how to prepare and integrate raw foods into their diet. She joined forces with her daughter, Shenita Ray, and in 2007, eden's market was born.

eden's market's mission is to **create** healthy food products that taste delicious by using whole vegetables, nuts, seeds, herbs, spices, and natural sweeteners, to **teach** children and adults how to prepare nutritious meals, and to **educate** others about the importance of integrating natural and whole foods into their diet for improved health. Caroline Carter, the founder of eden's market, struggled with obesity and other chronic diseases for most of her adult life because she did not understand how important integrating plant-based foods such as whole vegetables, leafy greens, fruits, nuts and seeds were to her overall health.

ABOUT MCNPAC

The Milwaukee Country Nutrition and Physical Activity Coalition's (MCNPAC) mission is to improve our community by promoting healthy eating and physical activity. MCNPAC will accomplish this mission by:

- Providing an effective structure for networking and collaboration.
- Building member capacity to be successful change agents for healthy eating and physical activity.
- Raising awareness of and promoting wellness (based on assessment, mapping, research and program evaluation).
- Fostering efficient use of resources and implementation of best practices.
- Advocating for policies, funding, and environmental changes that lead to healthy eating and physical activity.



Conference Schedule Overview

7:30 am – 3:00 pm	Registration
7:30 am – 9:00 am	Continental Breakfast
8:00 am- 2:30 pm	Exhibit Hall Open
9:00 am – 9:15 am	Opening Remarks
9:15 am – 10:15 am	Keynote Address Keith Tozer, Head Coach, Milwaukee Wave
10:15 am – 10:45 am	Break / Exhibit Hall / Networking
10:45 am – Noon	Morning Breakout Sessions
Noon-1:00 pm	Lunch and Luncheon Keynote Caroline Carter, Raw Food Chef, eden's market Collard Green Roll-Up by Caroline Carter Tenderloin Tips with noodles, steamed vegetables, green salad and dessert Or Pasta Primavera, green salad and dessert
1:00-1:30 pm	Exhibits and Physical Activity Exhibit Hall viewing & networking Taking Steps Scavenger Hunt at State Fair Park Group Walk and Movement Sessions
1:30-2:15 pm	Afternoon Breakout Sessions I
2:15-2:30 pm	Break / Exhibit Hall / Networking
2:30-3:15 pm	Afternoon Breakout Sessions II
3:30-4:00 pm	Closing: Moderated Discussion and Action Planning Michelle M. Smith-Beckley, RD CD, Community Dietitian, NEW Kids Program, Children's Hospital of Wisconsin President-Elect, Milwaukee County Nutrition & Physical Activity Coalition
4:15-5:00 pm	BYO Wine and Cheese Reception

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Morning Breakout Session One 10:45 am—11:05

Getting to Blast Off: NEW Kids™ PMD Toolkit up and going

Charlie Gaebler, MD, MHPE. Assistant Professor of Pediatrics, MCW Downtown Health Center

Participants will gain an appreciation of the need to develop distilled and easy to use guidelines for point of care use when implementing a Health Habit Screening (HHS) form for the assessment, prevention and treatment of overweight/obese pediatric and adolescent patients.

Tierra Para Nuestra Salud- Land for Our Health

Stephanie Calloway, MS. Community Health Organizer, CORE/EI Centro

This Fall, CORE/EI Centro began a small community garden in Mitchell Park as a way to build community and educate our volunteers and clients about the benefits of gardening. Utilizing community health promoters and asset-based community development we were able to create a successful project using resources we already had! We are planning to expand our volunteer base next season in conjunction with Mitchell Park's urban agriculture project.

The YMCA Healthy Lifestyle Village: Success Through Collaboration

Donna Bembenek, Senior Vice President, YMCA of Metropolitan Milwaukee

The YMCA Healthy Lifestyle Village, Brown Deer, is an integrative partnership between the YMCA of Metropolitan Milwaukee and Wheaton Franciscan Healthcare with the vision of providing a continuum of care that inspires people to achieve improved health in spirit, mind, and body. The goal is to identify the greatest disease prevention and wellness needs in the community and begin working on solutions to those concerns, combining the expertise of both organizations. This presentation will discuss how the combined organizations have begun to deliver a three staged approach of awareness, community education and long term behavior modification based on community need and partner strengths. This presentation will also discuss the growth and development process of a collaboration between two very unique organizations.

Implementing an Employee Wellness Program at a University

Mandi Weis, MS. Employee Wellness Coordinator, Marquette University

This presentation will describe the methods used to implement an employee wellness program in a university setting. The utilization of the Wellness Councils of America (WELCOA) benchmarks to promote a culture of wellness and healthy lifestyle choices for employees will be covered. Learn about the formation of a University Wellness Implementation Committee and how the committee will promote the mission and vision of the wellness initiative on campus.

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Morning Breakout Session 10:45 am— Noon

Note: This session spans all three morning breakout session times

Place Matters

**Virginia Zerpa-Uriona, Outreach Specialist of Community-Based Research,
Center for Urban Population Health**

A facilitated discussion will follow the viewing of the segment from Unnatural Causes...is inequality making us sick: *Place Matters*. This video provides a deeper exploration of how social and environmental conditions affect population health and how some communities are extending their lives by improving them.



Morning Breakout Session Two 11:10 am—11:30 am

LIVESTRONG™ at the YMCA

Joel Matthews, ACE Certified Personal Trainer, Program Manager, YMCA of Metropolitan Milwaukee

The presentation will encompass the LIVESTRONG™ at the YMCA program—from its inception to its long range goals including data presentation amassed from prior participants. A background will be given explaining the collaboration with the Lance Armstrong Foundation and YMCA of the USA. An overview is presented of how the LIVESTRONG™ at the YMCA program fits under the umbrella of a broader initiative to build on the YMCA's mission and history as a social innovator.

Well City Milwaukee: A Workplace Wellness Coalition

Michelle Spehr, MA, M.Ed., CHES. Intern, Well City Milwaukee

Well City Milwaukee is a coalition of over 50 Milwaukee area employers who have committed to a 3 year process of helping Milwaukee become a Well City USA— a designation awarded by the Wellness Councils of America (WELCOA). When a critical mass of Milwaukee employers implement comprehensive employee wellness programs, meeting established Well Workplace criteria, Milwaukee will be designated as a Well City USA. This session will explore who the leadership partners are, what the member employers are doing to implement model wellness programs, and discuss how this creative approach to workplace wellness can be transformational to the health of our city.

Salud de la Mujer: The Creation of a Nutrition Fotonovelas

Melanie S. Hinojosa, PhD. Educator & Project Director, Medical College of Wisconsin

There is an identified need for health literacy strategies to be culturally sensitive and linguistically appropriate. Objectives: the goal of our community based participatory research project is to demonstrate that active community involvement in the creation of health education fotonovelas that are relevant to culture, ethnicity, gender, social class and language can increase the health literacy of women in a disadvantaged community. The primary goal of this presentation is to describe our fotonovela health literacy intervention using an approach that directly involves the community in the development of health materials related to healthy eating.

Childhood Obesity Programming: An overview

Christopher J Simenz, PhD, CSCS*D. Clinical Associate Professor, Marquette University

Examination of current state of childhood obesity in Wisconsin and America and an examination of the multitude of factors that contribute. Suggestions of evaluation and programming ideas that can serve to positively impact childhood obesity at the individual, group, or agency level.



Morning Breakout Session Three 11:35 am—11:55 am

Synergy: A Place for Activity, Food and Development

Tracey Carey and Heather Ryan, Founding Members, Synergy

Synergy's mission is to be a place where people and their families can play, learn and grow – which supports healthy living practices, builds strong family connections, and supports sustainable communities. Synergy is a new type community center that will offer families a safe and inviting destination for indoor/outdoor recreation and fitness; food access and education, and economic and community development, catering to the specific needs of families. Heather and Tracey will provide an overview of the conceptual plan, initial partnerships and plans to make Synergy a reality.

Upholding Elder Health in Milwaukee Churches: Steps to Grow Church-Based Advocacy

Jeffrey Morzinski, PhD. Educator & Project Director, Medical College of Wisconsin

Elder Community Health Upholders (ECHU) is a Milwaukee-area partnership program composed of five organizations and nine urban, predominantly African American churches. The program has two main goals. First, to strengthen and expand the availability of elder health information and activities within member churches- a goal to be achieved primarily through ECHU volunteers who receive training and guidance to participate in and lead health projects (including nutrition and physical activity) aligned with their elders' needs. The second goal is to develop and promote elder health advocacy and policies that contribute to sustained community health within these nine church communities and beyond – a goal to be achieved through training and coalition-building with pastoral leaders.

Growing Power's Market Basket Program

Sarah Christman, Growing Power, Inc.

The Farm-to-City Market Basket Program consists of weekly deliveries of safe, healthy and affordable produce to neighborhoods throughout Milwaukee, Madison, and Chicago. This year-round program is run on a weekly basis, so that customers may engage at a pace that is right for them. Schools, Community Centers, and Churches coordinate customers and serve as drop-off and pick-up sites. Learn how to partner with Growing Power to start a Market Basket program with your organization!

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Afternoon Breakout Session One 1:30 pm—2:15 pm

The Built Environment and the Impact on Health in Milwaukee

Eric Gass, PhD. Public Health Research and Policy Director, City of Milwaukee Health Department

In 2007, the City of Milwaukee Health Department (MHD) initiated a citywide Community Health Assessment. This initiative is the most comprehensive health assessment ever undertaken by the City of Milwaukee, and will be used to help formulate our community's future public health goals and outcomes. MHD has chosen the health assessment model Mobilizing for Action through Planning and Partnerships (MAPP), developed by the National Association of City and County Health Officials and the Centers for Disease Control and Prevention. Results of this eighteen-month assessment process were compiled into a final Community Assessment report. The final report documents the process and results of four community assessments and the formulation of our nine action goals. One of the action goals focuses on how we can improve the built and natural environments to foster healthy behaviors and lifestyles. My report will share the assessment results focusing on the built environment, other urban infrastructure issues impacting Milwaukee, and the actions and policies developed by the Built Environment Action Team.

Exploration of Nutrition, Activity, and Lifestyle Choices of an Urban Hmong Population through a Community Based Participatory Research Process

David Nelson, PhD Instructor/Fellow, MCW Department of Community and Family Medicine & Peter Xiong, BS, job training specialist, Lao Family Community, Inc.

During our session, we will describe how many US families do not eat healthy diets or meet physical activity guidelines and those living in poor urban environments face additional challenges. Less than 25% of the US adult population eats the recommended five or more fruits and vegetables and less than half obtain regular physical activity. The discussion will emphasize how racial and ethnic groups are at greater risk for inadequate fruit and vegetable consumption and are less likely to achieve ample and regular physical activity. Those living in poor urban communities suffer from significant health disparities as compared to whites in issues such as higher rates of death from stroke and diabetes, heart disease, and stroke. Racial and ethnic groups are also at greater risk for being overweight and obese. The focus of the talk will be urban Hmong, many who came to the US seeking political asylum.

Promoting Physical Activity and Self-Management to People Living with Arthritis

Anne Kissack, MPH, RD. Program Coordinator, Wisconsin Arthritis Program

Arthritis is a chronic condition that affects one out of every four adults in Wisconsin. It is the leading cause of disability. The modifiable risk factors for arthritis are physical inactivity, poor nutrition, and injury. People with arthritis can see a marked improvement in their quality of life and pain through regular, moderate physical activity and skill development in managing daily symptoms.

Grantwriting: The Art and the Science

Joan Feiereisen & Caitlin Klister, Principal and Associate, Fund Development Corporation

Grantwriting is so much more than the actual writing proposal. In this presentation, we will explore the importance of research and networking, the cultivation process, finding the best match between project and funder as well as best practices in the completion of the proposal.



Afternoon Breakout Session Two 2:30 pm -3:15 pm

Eat SMART: A Boys and Girls Club-Based Teen Program

Amanda Lavoe, BA ,Eat SMART Program Manager & Laura Christenbury, MA., Eat SMART Educator, The Boys and Girls Clubs of Greater Milwaukee

The presentation will highlight the Eat SMART Program: a healthy eating and lifestyles curriculum that approaches nutrition holistically. It incorporates the nutritional, agricultural and biomolecular aspects of food science. The target audience for Eat SMART is inner-city, minority youth.

A Call to Action: The MCNPAC Role Modeling Action Guide

Yvonne D. Greer, MPH, RD, CD. Nutritionist Coordinator, City of Milwaukee Health Department, Adolescent Community Health Program and Past-President, Milwaukee County Nutrition & Physical Activity Coalition

Will review MCNPAC's Role Modeling Action Guide, the new evidence based obesity prevention guide that focuses on parental, caregiver, and peer role modeling of healthy eating and physical activity and issue a "Call to Action" to individuals and agencies to get involved in the implementation of the best practices identified. The Role Modeling Action Guide was developed by a team of MCNPAC coalition members participating in the Healthy Wisconsin Leadership Institute Community Teams program.

La Salud Encontró a Milwaukee!

Angelica Delgado Rendon, MS & Magdalisse Gonzalez, BA. Research Supervisor and Program Coordinator, Centro de la Comunidad Unida/United Community Center

The UCC Health & Research Department; our mission is to provide programs that promote the physical and mental well-being of UCC participants and their families with a focus on disease prevention, health research, and management of chronic conditions. In this presentation, we will share information about the research projects related to nutrition with academic, community, and non-profit organizations such as: the Healthy Latino Families & Schools Study (University of Wisconsin-Milwaukee & Medical College of Wisconsin), Salud de la Mujer Study (MCW), Cuidemos Nuestra Salud (NCLR), and the Milwaukee Urban Food and Fitness Initiative (MCW). Also, we will present preliminary data about the UCC Bruce Guadalupe Community School (K3-8) student population: weight status, fitness level, and nutrition intake.

United Neighborhood Centers of Milwaukee Nutrition and Physical Activity Project

Sarah O'Connor, Project Manager, United Neighborhood Centers of Milwaukee & David Nelson, PhD Instructor/fellow, MCW Department of Community and Family Medicine

United Neighborhood Centers of Milwaukee (UNCOM) is a collaborative of 8 urban Milwaukee neighborhood centers. For the past 3 years, these member agencies participated in the UNCOM Nutrition and Physical Activity Project, funded by the Healthier Wisconsin Partnership Program at the Medical College of Wisconsin. This session will review successes and challenges of the project and provide data collected during the 3-year project.

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General Conference Information

BYO Wine and Cheese Reception

Bring your favorite bottle of wine to share! Join us as we celebrate partnerships, the successful programs, and our second conference. We will provide the glasses, cheese, fruit and crackers. You may leave your contribution with our volunteers at the registration desk and we will serve it at the conclusion of the conference.

Exhibit Hall

Use your time between sessions to explore the Exhibit Hall! Learn about the many resources available from your colleagues. Free exhibit space is available to those registered for the conference.

Contact: Yvonne Greer at (414) 286-3619 or e-mail at ygreer@milwaukee.gov for more details.

Taking Steps Scavenger Hunt

Include physical activity and a bit of mystery in your day with a scavenger hunt of the Tommy G. Thompson Youth Center and the Wisconsin State Fairgrounds. Be sure to wear comfortable shoes and bring your best powers of deduction to ensure you or your team will locate all the clues.

Physical Activity Included

Participate in a group walk on the fairgrounds or a movement session led by student exercise leaders from Marquette University Program in Exercise Science. All ability levels welcome, with the goal of a moderate level cardiovascular workout. Sessions will last approximately 30 minutes and will include a warm up and cool down period.

Continuing Education

We are not able to offer continuing education credits. We will provide you with a detailed agenda and a certificate of participation for you to forward to your accreditation organization to apply for credits on your own.

Locally Sourced Food

Locally sourced food will be featured during all the meals and breaks at the conference. If you have a local product you would like to donate, barter, sell, or recommend for the conference, please let us know!

Free Parking

The Youth Center is on the west side of the State Fair grounds. Enter at Gate 5 off of 84th Street.

Conference or Registration Information

Contact Kim Kringel, RN 414-427-7534

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SPONSORS

MCNPAC is grateful to the following financial sponsors for making this conference possible.



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Impact Strategies
Mt. Mary College
Well City Milwaukee



Conference Sponsors

Department of Family & Community Medicine, Medical College of Wisconsin
YMCA of Metropolitan Milwaukee



Conference Sponsor

Marquette University

Sponsorship Information

It is not too late to become a conference sponsor. A wide range of sponsorship opportunities exist with benefits scaled to your contributions. We welcome in-kind contributions as well. For more information please contact:

Janet McMahon
414-274-0756
jmcMahon@ymcamke.org

Heather Ryan
414-331-0847
heatherr3dmd@wi.rr.com

CONFERENCE PLANNING COMMITTEE

Thank you to all of the individuals who helped make this conference a reality!

Yvonne D. Greer, MPH, RD, CD, Nutritionist Coordinator, City of Milwaukee Health Department
Kim Kringel, RN, Public Health Nurse, Franklin Health Department
Janet McMahon, MPH, Associate Vice President, Healthy Lifestyles, YMCA of Metropolitan Milwaukee and Executive Director, Well City Milwaukee
David A. Nelson, PhD, Fellow and Instructor, Family and Community Medicine, Medical College of Wisconsin
Heather Ryan, Special Projects Consultant, Growing Power
Tami Schlickman, Coordinator, Milwaukee County Nutrition and Physical Activity Coalition
Christopher J Simenz, PhD, CSCS*D, Clinical Associate Professor, Practicum Coordinator in Exercise Science, Marquette University
Judy Springer, Ph.D. Instructor, Physical Education, Milwaukee Area Technical College
Michelle Smith-Beckley, RD CD, NEW Kids™ Program Community Dietitian, Children's Hospital of Wisconsin
Virginia Zerpa-Uriona, MPH, Outreach Specialist of Community-based Research, Center for Urban Population Health

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REGISTRATION FORM

Friday, October 2, 2009

**Tommy G. Thompson Youth Center
WI State Fair Park, West Allis, Wisconsin**

You can register online with a credit card or by mail with a check.
Links to online registration can be found at www.mcnpac.org

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Please share the following information to assist our planning committee and evaluation effort.

Age: _____

Gender: _____ Male _____ Female

Highest level of schooling:

_____ High School _____ Associates _____ Bachelors

_____ Masters _____ Doctorate (or other advanced practice degree)

Profession (select all that apply)

___ Academic (instructor / professor)

___ Community organizer

___ Community advocate

___ Exercise physiologist

___ Health educator

___ Physician

___ Nursing professional (RN, LPN)

___ Registered Dietitian

___ Student

___ Researcher

___ Public Health Professional

___ Fitness practitioner

___ Other

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REGISTRATION FORM Continued

Would you like your contact information to be included on the Participants List?

_____ Yes _____ No

DO you require a vegetarian meal? _____ Yes _____ No

Do you have any dietary, access, or other needs we can try to address? If so, please describe.

_____ EARLY BIRD Registration @ \$50/person, \$30 student rate (before 9/23/09)

_____ Regular Conference Registration @ \$60/person, \$35 student rate (after 9/23/09)

_____ Please reserve a free Exhibit Table for my organization!

_____ Total Enclosed

Make checks payable to **“Growing Power—MCNPAC Conference.”**

Mail the completed form and check to:

Attn: Heather Ryan,
Growing Power, Inc.
2223 N. 72nd Street
Wauwatosa, WI 53213

For additional conference information contact:

Kim Kringel, RN
414-427-7534

EARLY BIRD Registration due September 23, 2009

Since the registration fee is so low, we are unable to offer refunds.