



## 6TH BIENNIAL CHILDHOOD OBESITY CONFERENCE

*Celebrating Success and Moving Toward Health in All Policies*



Photo by Tim Wagner for HEAC

# Registration Brochure

JUNE 28 – 30, 2011 | SAN DIEGO, CALIFORNIA

[www.Childhood-Obesity.net](http://www.Childhood-Obesity.net)

*The Nation's Premier Conference on Childhood Obesity!*

Hosted by California Department of Public Health

University of California, Berkeley, Dr. Robert C. and Veronica Atkins Center for Weight and Health

The California Endowment | Kaiser Permanente

## You're Invited!

“This is truly a wonderful conference. It’s where people at the cutting edge of obesity prevention come to connect, share strategies and get reenergized for the work ahead.”

– Loel Solomon, Vice President, Community Health Kaiser Permanente

The California Department of Public Health, the University of California, Berkeley, Dr. Robert C. and Veronica Atkins Center for Weight and Health, The California Endowment and Kaiser Permanente are pleased to announce the 6th Biennial Childhood Obesity Conference scheduled for June 28 - 30, 2011, at the Manchester Grand Hyatt in San Diego, California.

The Childhood Obesity Conference is the nation’s largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend. The

Conference will showcase the latest research, evidence-based best practices and policy/environmental change strategies. Topics will incorporate Health in All Policies through the built environment, transportation and agriculture.

This year’s Conference promises more workshops, mini plenaries and networking opportunities than ever before! Over the course of three days, attendees will have the opportunity to hear from more than 100 leading experts from around the country. For detailed information on the Conference, please visit [www.Childhood-Obesity.net](http://www.Childhood-Obesity.net).



**Register  
Today!**



Photo by Tim Wagner for HEAC

## Who Should Attend?

- Public health professionals
- Health care professionals
- Education community
- Early childhood and after school providers
- Parent and youth-based organizations
- Policymakers
- Community and business leaders
- Food system professionals
- Parks and recreation planners and providers
- Urban and rural planners
- Academic researchers
- Philanthropic organization leaders
- Registered dietitians

## Conference Goals

- Convene diverse stakeholders to share knowledge, build partnerships, strategize and promote best practices in providing all children access to a healthy diet and plentiful opportunities for physical activity.
- Share and celebrate successes in beginning to reduce overweight and obesity among children and recognize leaders for their contributions.
- Examine the causes and consequences of ongoing health disparities and continue to share and develop cutting-edge strategies to understand and reduce inequities, particularly in high-risk, low-income communities.
- Continue to build the movement of scientists, practitioners, elected officials, residents, parents, youth and other stakeholders to embrace the concept of Health in All Policies in order to change social norms and practices so that healthy eating and physical activity become easy choices for all children.
- Discuss and develop emerging research, exemplary community-based efforts, effective policy strategies and other efforts to promote and sustain healthy eating and physical activity practices among children.



## CEUs

Pending approval, Continuing Education Units (CEUs) will be offered for the following licenses/certifications:

- Registered Nurses (BRN) - \$55 additional fee applies
- Marriage and Family Therapists (BBS) - \$55 additional fee applies
- Licensed Clinical Social Workers (BBS) - \$55 additional fee applies
- Licensed Physicians (CME) - \$10 additional fee applies
- Registered Dieticians and Registered Dietician Technicians (RD and RDT)
- Certified Health Education Specialists (CHES)

## EXHIBITORS

Exhibitor registration is \$550 (non-profit) and \$800 (commercial) and includes admittance of one person to staff the exhibit, nametag, one 6' table, one chair, signage and all Conference meals and materials. All additional exhibit staff who would like to attend the Conference must pay an attendee registration fee of \$350 (on or before June 13, 2011) or \$400 (after June 13, 2011). A \$75 charge will be charged for electrical access. Requests must be in advance and noted on the application form. On-site electrical access requests will not be accommodated.

Applications must be received by March 31, 2011. Specific information on exhibiting will be distributed with letters of acceptance in mid-April.

## POSTER PRESENTERS

Poster sessions offer your organization an opportunity to spotlight your program's creative efforts to address childhood obesity. Poster presentations should display information on the interventions and strategies employed by your project. Presenters may illustrate their projects by displaying photos, diagrams or program poster/banners on free-standing poster boards (approx. 4' x 5') provided. All text should be large enough to read comfortably. During assigned time periods, presenters informally discuss their poster with Conference attendees.

Applications must be received by March 31, 2011. You must be registered for the Conference to apply. Specific information on displaying posters will be distributed with letters of acceptance in mid-April.

## SPONSORS

The Childhood Obesity Conference brings together a wide variety of partners working toward the common goal of reducing the nation's childhood obesity rates. Make your commitment known by becoming a sponsor. No matter what your budget, we can develop a sponsorship package for you.

*For more information on these opportunities, please visit our website at [www.Childhood-Obesity.net](http://www.Childhood-Obesity.net).*

## REGISTRATION

Conference registration fee:

- \$350 (on or before June 13, 2011)
- \$400 (after June 13)

Conference registration includes one reception, one lunch, two continental breakfasts, snacks and all conference materials.

You must register for pre-conference sessions in addition to the Conference. Pre-conference sessions vary in cost. Space is limited so register early.

## CANCELLATIONS

Cancellations must be received in writing by June 13, 2011, and are subject to a \$50 fee.

After June 13, substitutions will be accepted but refunds will not be provided.

No-shows will be billed the full registration fee.

**Register online at [www.Childhood-Obesity.net](http://www.Childhood-Obesity.net)**



## CONFERENCE LOCATION

**Manchester Grand Hyatt**  
**One Market Place**  
**San Diego, California 92101**

The Conference has obtained a special group rate of \$110 plus tax for single or double occupancy. To book your accommodations, call the Hyatt by directly at (619) 232-1234 and mention the 2011 Childhood Obesity Conference. The room block is filling up quickly so reserve your room now.

## HOTEL PARKING

Self parking for overnight guests is \$24 per day. Valet parking for overnight guests is \$34 per day. One block from the hotel, The San Diego Convention Center has daily parking available for \$10 per day (no overnight parking privileges).

## TRANSPORTATION

### Shuttle

Shuttle service arrangements to and from the Manchester Grand Hotel can be made through Super Shuttle at [www.supershuttle.com](http://www.supershuttle.com) or by calling (800) 258-3826. The cost of the shuttle is \$8 per person (one-way) to and from San Diego International Airport. Advance reservations (24 hours) are required from the hotel to the airport.

### Taxi

Taxi service is available at the San Diego International Airport on a first come, first serve basis from the lower level curb of all terminals. Approximate cost from San Diego International Airport to the Manchester Grand Hyatt Hotel is \$10-\$13 per cab (one-way).

### Amtrak

Located only five blocks from the Manchester Grand Hyatt, guests can travel from Los Angeles to San Diego with daily service approximately every two hours for \$40 round trip, unreserved. For scheduled service call (800) 872-7245.

### San Diego Trolley

From the hotel, simply cross the street to catch the trolley. The trolley provides access throughout downtown San Diego and into East County, including to Tijuana, Mexico, Fashion Valley and Mission Valley shopping centers, Old Town, and Qualcomm Stadium. The cost is \$2.50 each way. For more information, visit <http://transit.511sd.com>.

## Local Attractions

|                  |                       |
|------------------|-----------------------|
| Seaport Village  | Adjacent to the hotel |
| Gaslamp Quarter  | 1/2 mile              |
| Petco Park       | 1 mile                |
| San Diego Zoo    | 3 1/2 miles           |
| Balboa Park      | 3 1/2 miles           |
| Bazaar del Mundo | 4 miles               |
| SeaWorld         | 7 miles               |
| Belmont Park     | 8 miles               |
| Birch Aquarium   | 15 miles              |
| Legoland         | 33 miles              |
| Wild Animal Park | 33 miles              |



# Conference Agenda



## Tuesday, June 28, 2011

|                   |                               |
|-------------------|-------------------------------|
| 7:30 – 5:00 p.m.  | Conference Registration Opens |
| 7:30 – 12:00 p.m. | Pre-Conference Sessions       |
| 12:00 – 1:00 p.m. | Luncheon                      |
| 1:00 – 1:30 p.m.  | Welcome and Introductions     |
| 1:30 – 2:45 p.m.  | Plenary Session with Keynote  |
| 2:45 – 3:00 p.m.  | Physical Activity Session     |
| 3:30 – 5:00 p.m.  | Workshop Session One          |
| 5:00 – 6:00 p.m.  | Poster Session One Set-up     |
| 5:30 – 7:30 p.m.  | Exhibit Set-up                |

## Wednesday, June 29, 2011

|                    |   |
|--------------------|---|
| 7:00 – 5:30 p.m.   | Registration                                    |
| 7:00 – 8:00 a.m.   | Continental Breakfast                           |
| 7:00 – 5:00 p.m.   | Exhibit and Poster Viewing                      |
| 8:00 – 9:30 a.m.   | Plenary Session with Keynote                    |
| 9:30 – 9:45 a.m.   | Physical Activity Session                       |
| 9:45 – 10:15 a.m.  | Break/Exhibit and Poster Viewing                |
| 10:15 – 11:45 a.m. | Workshop Session Two                            |
| 11:45 – 1:15 p.m.  | Lunch Break (lunch on your own)                 |
| 1:15 – 2:45 p.m.   | Workshop Session Three                          |
| 2:45 – 3:15 p.m.   | Refreshment Break/Exhibit<br>and Poster Viewing |
| 3:15 – 5:15 p.m.   | Mini-Plenary Session One                        |
| 5:30 – 7:00 p.m.   | Reception                                       |
| 6:00 – 7:00 p.m.   | Poster Session Two Set-up                       |

## Thursday, June 30, 2011

|                   |   |
|-------------------|---|
| 7:00 – 5:00 p.m.  | Registration                                    |
| 7:00 – 8:00 a.m.  | Continental Breakfast                           |
| 7:00 – 3:30 p.m.  | Exhibit and Poster Viewing                      |
| 8:00 – 9:30 a.m.  | Workshop Session Four                           |
| 9:30 – 9:45 a.m.  | Physical Activity Session                       |
| 9:45 – 11:45 a.m. | Mini-Plenary Session Two                        |
| 11:45 – 1:00 p.m. | Lunch Break (lunch on your own)                 |
| 1:00 – 3:00 p.m.  | Mini-Plenary Session Three                      |
| 3:00 – 3:30 p.m.  | Refreshment Break/Exhibit<br>and Poster Viewing |
| 3:30 – 5:00 p.m.  | Closing Plenary with Keynote                    |
| 3:30 – 5:00 p.m.  | Exhibit and Poster Breakdown                    |



## Keynote Speakers: Social Media Panel

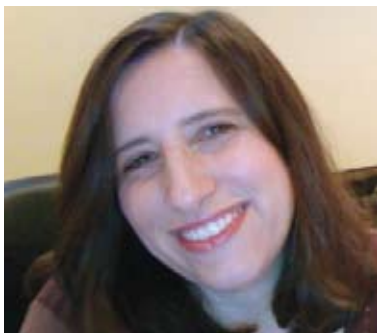
Are you wondering if “social media” is just a fad? Our panel of leading experts will discuss the power of social media and explore how Facebook, Twitter and blogs will shape the future of public health, healthcare, nonprofits, government and education.



**Jeanne Holm** is the evangelist for Data.Gov, a leading collaboration with educators, developers and international and state governments. She supports several DoD organizations in utilizing social media, creating collaborative structures and identifying emergent technologies.



**Martin Kearns** is an innovator in “netcentric” campaigns. He understands the convergence of new media, content, social activism and digital lifestyle. Kearns is the co-director of PreventObesity.net, an online resource supporting leaders working to change policies and environments to help children and families eat well and move more.



**Nedra Weinreich** is a social marketing consultant working with nonprofits and government agencies to affect positive health and social change. Weinreich specializes in developing social media strategies that build a movement around a cause and engaging people through traditional and digital media.



**Mary Lou Fulton**, panel moderator, is a program officer at The California Endowment, where she oversees communications and media grant-making. Fulton has 20 years of experience as a leader in the media and publishing industries.

# Track Descriptions

## Agriculture and Food Systems

The Agriculture and Food Systems Track explores the inter-relationship agricultural and food systems have on a community's physical, economic, social, and environmental health. Sessions spotlight national and local research, innovative policies, grassroots efforts, and emerging intervention strategies to combat health disparities, food insecurity, food access disparities, and environmental concerns through the science of farming and the lifecycle of our food.

## Basic and Applied Research

The Research Track offers the latest information on childhood obesity prevention research. Topics to be covered include: perinatal influences on the development of obesity, the impact of the built environment on youth physical activity, efforts to improve the effectiveness and application of childhood obesity research, and the most current research on whether or not all calories are truly the same. Each session links research findings with implications for policy and practice in the prevention of childhood obesity.

## Built Environment, Land Use and Transportation

The Built Environment, Land Use and Transportation track will provide relevant, readily applicable information to bear on the relationship between childhood obesity and community environments. Track sessions will address ways communities are designed and function and their impact on children's access to healthy foods and physical activity levels, and identify promising strategies and tools for creating more healthful environments with an emphasis on lower socioeconomic communities. Environmental change and policy efforts to enhance the built environment in order to support healthy eating and active living will also be examined.



Photo by Tim Wagner for HEAC

## Community Nutrition and Physical Activity

The Community Track provides useful, in-depth information for preventing childhood obesity by addressing policy and environmental changes in low-income, culturally diverse communities. Sessions address myriad topics, including Health in All Places, rural communities, community partnerships, community safety, creating obesity prevention policy agendas and youth involvement and leadership.

## Early Childhood (0-5) Education

The Early Childhood Track focuses on the critical stage of human development in which the foundation is laid for later year behaviors. Child feeding practices, active play offerings, the preschool and childcare environments, the home environment, and community support are addressed. The track features a variety of promising policy changes, successful practices, education resources and interventions for promoting and supporting healthy eating and active play in children from infancy to five years. Sessions focus on innovative and successful strategies and policies for working with very young children, their families and the communities and environments impacting this age group.

## Healthcare Prevention Strategies

The Healthcare Track offers the latest clinical information on prevention and treatment guidelines for childhood obesity as well as emerging trends in the healthcare field, both inside the clinic walls and as partners in community prevention. Sessions in this track focus on emerging national healthcare reform efforts and its emphasis on prevention, health disparities among racially and ethnically diverse low-income children, tools and resources for meeting individual healthcare needs related to childhood obesity, and an examination of practices that elevate these practices to population health.



# Track Descriptions

## Marketing to Kids

The Marketing to Kids Track explores the impact of food and beverage marketing on the health of children and highlights current marketing and media strategies and policies that promote physical activity and healthier eating, including social media strategies. Sessions reveal a broad range of tactics targeting children, families and ethnic groups with messages that encourage the consumption of unhealthy foods and beverages, strategies to mitigate these unhealthy messages and explore the importance of social media on public health.

## School/After School Programs and Policies

The School and After School Track highlights promising nutrition and physical activity strategies, practices, and policies that address obesity prevention at the national, state, and local levels. Panelists will share successes and lessons learned in engaging diverse stakeholders to create and sustain healthy school and after school environments through school meals, nutrition education, and school polices including Joint Use and MVPA.



## Seven Tips to Gain Support to Attend

1. Explain in specific terms what you will gain by attending and how this will benefit your work, your organization's goals and the community.
2. Offer to prepare and deliver a briefing with Q&A to your colleagues and/or the leadership team to share what you learned so that others in your division will receive the benefits of your attendance too.
3. Share speaker handouts and other collected materials with your colleagues. As an attendee, you will have unlimited access to speakers' materials online.
4. Ask, "what is the cost of *not* attending?" in terms of your ability to stay abreast of new developments, research and perspectives; gain valuable tools; and form relationships that will help your organization accomplish its goals.
5. Prepare a plan showing how critical work will be accomplished and by whom while you are attending the conference.
6. Offer to share a room to reduce hotel expenses, and note that the conference is located in an easily accessible location with reasonable airfare and an extremely low hotel rate of \$110 per night for single or double occupancy.
7. Commit to sharing a conference report with your manager and the team. A conference report of one to three pages conveys key information about the conference to people who did not attend and ensures that you will transmit its value effectively to your organization.

## HOSTED BY:

California Department of Public Health

California Project LEAN

Network for a Healthy California\*

California Obesity Prevention Program

The WIC Supplemental Nutrition Program

University of California, Berkeley, Dr. Robert C. and  
Veronica Atkins Center for Weight and Health

The California Endowment

Kaiser Permanente



## MAJOR SUPPORTERS:

Anthem Blue Cross

W.K. Kellogg Foundation



## ADDITIONAL SUPPORTERS:

A World Fit for Kids!

American Cancer Society

Cedars-Sinai Medical Center

Dairy Council of California

First 5 California

First 5 San Diego

Health Net

Nemours

Public Health Institute

SPARK

UC Davis Division of Agriculture & Natural Resource

Western Growers



\* Principal funding provided by the USDA Supplemental Nutrition Assistance Program, known in California as CalFresh, through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net)

### Connect with us!

