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POLL #1

Are you attending this Web Forum:

a. Individually
b. In a group of 2-5 people
c. In a group of 6-10 people
d. In a group of more than 10 people
Crossing Sectors and Leading Change: Environmental Interventions Targeting Obesity

September 12, 2011
12:30 PM to 2:00 PM, Pacific Time
3:30 PM to 5:00 PM, Eastern Time
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Marion Standish
Program Director, Community Health
The California Endowment

As director for The Endowment’s Community Health and Elimination of Health Disparities program, Standish leads the foundation’s efforts to develop initiatives to address the health disparities and environmental factors that contribute to the poor health of underserved communities. In that capacity, Standish serves as lead officer on many of The Endowment’s major funding initiatives, including Healthy Eating Active Communities, Community Action To Fight Asthma and The Partnership for the Public’s Health.

Prior to joining The Endowment, Standish was founder and director of California Food Policy Advocates (CFPA), a statewide nutrition and health research and advocacy organization focusing on access to nutritious food for low-income families. Before launching CFPA, she served as director of the California Rural Legal Assistance Foundation, a statewide advocacy organization focusing on health, education and labor issues facing farm workers and the rural poor. Standish serves on the board of directors of the Food Research and Action Center, and the San Francisco Community Boards Program.

Website: www.calendow.org
Allen Cheadle, PhD

Director, Center for Community Health and Evaluation
Senior Investigator, Group Health Research Institute

Allen Cheadle is director of the Center for Community Health and Evaluation (CCHE) and a senior investigator at the Group Health Research Institute (GHRI). He has worked with CCHE for more than 15 years on a range of projects through his affiliation with GHRI as a research professor in the University of Washington School of Public Health. His interests and evaluation experience include policy and environmental approaches to obesity.

For the past several years Allen has overseen the evaluation of Kaiser Permanente’s Community Health Initiatives in 30 communities nationwide. He seeks to continue and expand CCHE’s work in evaluating community initiatives, working with foundations to build the capacity of community-based organizations, and helping safety-net organizations improve the care they provide in underserved communities. He is particularly interested in advancing Group Health’s ability to benefit the broader community.

Website: http://www.grouphealthresearch.org/
Loel Solomon joined Kaiser Permanente’s Community Benefit Program in 2003 and serves as Kaiser Permanente’s Vice President for Community Health. In that position, Dr. Solomon works with other health plan and medical group leaders to establish the strategic direction for Kaiser Permanente’s multi-faceted approach to community health, supports community health efforts being implemented throughout Kaiser Permanente’s eight geographic regions and leads development of national partnerships to advance those ends. He serves on the Steering Committee of the Healthy Eating/Active Living Convergence Partnership, and leads the Kaiser Permanente Community Benefit program’s overall evaluation effort.

Dr. Solomon previously served as Deputy Director of the California Office of Statewide Health Planning and Development (OSHPD) for Healthcare Quality and Analysis, and served as a senior manager at the Lewin Group in Washington, D.C., as a member of Senator Edward Kennedy’s health staff and on President Bill Clinton’s Task Force on National Healthcare Reform.

Website: https://www.kaiserpermanente.org/
Sarah Samuels is President of Samuels & Associates, a public health evaluation, research and policy consulting firm created in 1994, which has pioneered efforts to measure and assess changes in the food and physical activity environments.

Dr. Samuels has designed philanthropic initiatives, conducted policy related research and designed multi-site program evaluations. She was instrumental in developing major foundation initiatives, including Project LEAN, and has been the lead evaluator for The California Endowment’s Healthy Eating Active Communities (HEAC) and the Central California Obesity Prevention Program (CCROPP). She serves as Co-Principal Investigator on several Robert Wood Johnson Foundation Healthy Eating Research (HER) awards, including: the California School Nutrition Standards Study, the Child Nutrition Commodity Foods Project, California Child Care Food Assessment, and the Evaluation of a Full Service Grocery Store in a Low Income Community. Dr. Samuels is the PI of an NIH Small Business Award (SBIR) to develop FoodBEAMS, an electronic food and beverage monitoring and reporting tool. She is a founding member of the Strategic Alliance to Promote Healthy Food and Physical Activity Environments and serves on the board of California Food Policy Advocates the IOM Planning Committee on Community Perspectives on Obesity Prevention and the CDC Committee on Community Measures.

Website: www.samuelsandassociates.org
Web Forum Agenda

1. Carmen Nevarez, MD, MPH
   *Introduction and Welcome*

2. Marion Standish
   *Opening Comments and Framing the Issue*

3. Sarah Samuels, DrPH
   *Lessons Learned from the Evaluation of Community Wide Obesity Prevention Programs*

4. Allen Cheadle, PhD and Loel Solomon, PhD, M.P.P
   *Kaiser Permanente’s Community Health Initiative: Overview and Results from Northern California*

5. Q&A and Discussion
POLL #2

Which of the following approaches aimed at eliminating food deserts do you think could be successfully implemented at the local level?

a) Incentives that encourage or reward corner grocery store owners/operators to increase the availability and quality of fresh fruits and vegetables.

b) Ordinances that limit the number of fast-food establishments in communities that do not have grocery stores within a specified geographic area.

c) Social marketing campaigns aimed at educating consumers about healthy food choices.
POLL #3

How strongly do you believe that policies limiting sugar, fat, and salt content to specific levels, in all food and beverages served or sold in public schools, will help to reduce childhood obesity rates?

a) Very Strongly
b) Strongly
c) Somewhat Strongly
d) Not Strongly
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POLL #4

The economic downturn has created concentrated areas of blight in low income and working class neighborhoods across the nation. Physical activity advocates are beginning to promote the conversion of blighted areas into inviting spaces for physical activity. How effective do you consider the involvement of community members in the design and conversion process to utilization of these spaces for physical activity?

a) Very effective  
b) Effective  
c) Somewhat effective  
d) Not effective
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