

Childhood Obesity 2010

The Next Generation of Prevention and Management



San Francisco

CHILDHOOD OBESITY TASK FORCE



2.27.2010

Saturday | 8–5PM

Milton Marks Conference Center

Register Now

Childhood Obesity 2010

February 27, 2010

Saturday from 8–5PM

Milton Marks Conference Center

455 Golden Gate Avenue, San Francisco, CA 94102

Early Bird Registration: Through December 17, 2009

Continuing medical education and continuing education units available.

Purpose of Training:

To address the science behind obesity and provide a science-based foundation for understanding the complex issues of childhood obesity.

To give participants practical tools to implement at their work sites.

There are four program tracks, Nutrition, Physical Activity, Community and Family, Cutting Edge and a special program organized by the California Department of Health Care Services, Medi-Cal Managed Care Division, and the Bay Area Managed Medi-Cal Plans.

Participants may follow one track or choose sessions based on their interest. The special 2 session program, CMAF Child and Adolescent Obesity Provider Tool Kit Train the Trainer Program requires advance registration (see registration form).

Agenda

8-8:30 AM	Sign-in CME/CEU/Excibits/Networking
8:30-8:40 AM	Welcome and Introduction <i>Robert Lustig</i>
8:40-9:30 AM	Teaching Breakfast <i>Andrea Garber</i>
9:30-9:40 AM	Break and Stretch
9:40 to 11 AM	Honey We Blew Up the Kids: Looking at the science and built-environment issues related to childhood obesity <i>Robert Lustig & Richard Jackson</i>
11-11:10 AM	Physical Activity with video

BREAKOUT SESSION 1

11:10-12:10PM	Nutrition Track: Starting Obesity Prevention Efforts in Infancy: The Role of Breastfeeding and Baby Behavior <i>M Jane Heinig</i> Physical Activity Track: Energy Expenditure <i>Louise Greenspan</i> Community and Family Track: Cultural Influences <i>Lorrene Ritchie</i> Cutting Edge Track: Prenatal Influences <i>Naomi Stotland</i>
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12:10 -1PM	LUNCH Affinity Groups and Networking
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BREAKOUT SESSION 2

1- 2:15PM	Nutrition Track: Nutrition Education: Working with Diverse Populations <i>Elizabeth Baca</i> Physical Activity Track: The Science of Exercise <i>Kristine Madsen</i> Family and Community Track: Adverse Childhood Experiences and Obesity <i>Nadine Burke</i> Cutting Edge Track: Motivational Interviewing <i>Robert Schwartz</i> Special Program Track: CMAF Child and Adolescent Obesity Provider Tool Kit Train the Trainer Program <i>Elizabeth Edwards, Seleda Williams, Mary De Busman, Elizabeth Mayer Armstrong, Harvinder Sareen, Irene Reveles-Chase</i>
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2:15 -2:20PM	Stretch Break
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BREAKOUT SESSION 3

2:20-3:20PM	Physical Activity Track: Hands on School and After School Interventions Physical Activity Track: Working with Diverse Populations <i>Christine Kennedy, Giancarlo Scalise</i> Family and Community Track: Adolescent Challenges <i>Carolyn Jasik</i> Cutting Edge Track: Emotional Brain Training <i>Laurel Mellin</i> Special Program Track: CMAF Child and Adolescent Obesity Provider Tool Kit Train the Trainer Program <i>Elizabeth Edwards, Seleda Williams, Mary De Busman, Elizabeth Mayer Armstrong, Harvinder Sareen, Irene Reveles-Chase</i>
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3:20-3:30 PM	Stretch and Afternoon Snack Break
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BREAKOUT SESSION 4

3:30-4:30PM	Nutrition Track: Working with Parents and Caregivers around Food Choices <i>Janet Green and partners</i> Physical Activity Track: SPARK Preschool Curriculum <i>Bernadette Garcia-Roger</i> Community and Family Track: Diverse Families Beliefs about Weight and Health Community and Family Track: Shape-Up San Francisco <i>Christina Goette</i> Cutting Edge Track: Brief Office Interventions <i>Mary DeBusman, MS, RD and Partners</i>
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CLOSING SESSION

4:30-5PM	Putting It all to Use: Making Sense Out of what you learned today Raffle and Evaluation
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Registration for training includes breakfast, lunch, afternoon snack, and CME/CEU's and conference materials.

All Registration is in advance. There is no on-site registration. Those paying by check may use the hard copy registration form or may register online. Those who choose to pay by credit card must register on line.

Visit www.sfbreastfeeding.org/events/CO2010 for more information about the training and registration.

Registration Instructions			
Cost	Individual	Group*	Student**
Early Bird Registration Until 12.17.2009	\$85/person	\$75/person	\$50/person
Regular Registration Until 2.25.2010	\$100/person	\$75/person	\$50/person
<p>*5 or more registering and paying together **Copy of current valid student ID <i>If you are registering as a group each group member must fill out a registration form and all must be submitted together. You may make photo copy of the registration forms.</i></p>			

San Francisco Breastfeeding Promotion Coalition (SFBFPC)

SFBFPC, a 501 C 3 Nonprofit Corporation is the fiscal agent for the training. All payments by check should be made out to SFBFPC.

If you use the hard copy registration please include a completed registration form for each attendee included in your group. All requesting a student rate must include a copy of current valid student ID. We suggest you keep a copy of the registration form for records. You will receive a confirming e-mail for your hard copy submission.

If you register online and pay by check please include your confirmation number on your check.



San Francisco Childhood Obesity Task Force a Bay Area Community Collaboration



Registration Form

All fields on the Registration Form must be completed.

First Name _____ Last Name _____

Credential _____ Organization /Company _____

Address _____

City _____ State _____ Zip _____

Job Title _____

E-Mail Address: _____

Phone Number _____ Fax Number _____

 Accommodation

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CMAF Tool Kit Train the Trainer Special Program

Yes, please register me for the Special 2 sessions CMAF Tool Kit Train the Trainer Special Program.

I understand that I must attend both sessions, be willing and able to train primary care providers, will complete the initial pre-training Survey Monkey Survey, as well as a follow-up Survey Monkey Survey. These sessions are limited to 45 pre-registered and confirmed enrollees. There is no extra charge for this program. You will receive a special program confirmation by e-mail.

No

I request the following continuing education units:

MD/DO NP/PA RN/LVN LCSW/MFT RD/DTR CHES

License/Registration Number(s) if there is more than one please identify each.

Make check payable to SFBFPC. Mail Check to: SFBFPC 527 Baker Street., SF, CA 94117

Cancellation Policy:

Cancellations must be made in writing to gjthornton@comcast.net by February 15, 2010. All are subject to a \$25.00 administration fee. There will be no refund given after this date.

* Copy form for use for group registration using hard copy registration form.

Pay by Credit Card — register www.sfbreastfeeding.org/events/c0210

CME/CEU Information:

For Physicians: The Perinatal Advisory Council - Leadership, Advocacy, and Consultation (PAC/LAC) is accredited by the Institute for Medical Quality / California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. PAC/LAC takes responsibility for the content, quality and scientific integrity of this CME activity. This activity has been planned and implemented in accordance with the IMQ and the CMA's CME Accreditation Standards through the Joint Sponsorship of PAC/LAC and Anthem Blue Cross. PAC/LAC designates this educational activity for a maximum of 6.25 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

For Nurses: The Perinatal Advisory Council – Leadership, Advocacy and Consultation (PAC/LAC) is an approved provider by the California Board of Registered Nursing Provider Number CEP 5862. This course is approved for 8 contact hours of continuing education credit

For RD/DTR: Approval for Continuing Education Units are pending for Registered Dietitians and Dietetic Technician.

For LCSW/MFT: The California Board of Behavioral Sciences has approved the San Francisco Department of Public Health-Community Health Education Section-Provider #1389, as a Provider of Continuing Education for MFCC, MFT, and LCSW's.

For CHES: The Community Health Education Section and the San Francisco Department of Public Health has been designated as a multiple event provider of continuing education by the National Commission for Health Education Credentialing, Inc., Provider # CA0039.

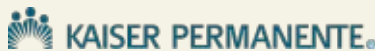
Learning Objectives:

- Participants will increase their science-based understanding of obesity.
- Participants will learn practical interventions that can be used in their practice.
- Participants will learn about the cultural issues related to food choices, physical activity, size and health
- Participants will learn about the cultural influences related to BMI, prevalence, co-morbidities, and genetics.
- Participants will be able to understand environmental issues related to obesity
- Participants will increase their knowledge about specific community challenges related to obesity and health disparities
- Participants will learn about how to use community resources with their patients and clients.

Who Should Attend:

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| Physicians | Recreation Directors and Staff |
| Physician Assistants | Youth Development Organization Staff |
| Nurse | Teachers |
| Nurse Practitioners | Clinic and physician office Staff |
| Health Educators | Community Health Workers |
| Nutritionists/Dietetic Technicians | Health Department Staff |
| Mental Health Practitioners | Health Plan Staff |
| Physical Education Specialists | Program Managers |
| Pre-school and Child Care Center staff | Community Based Organization Staff |
| Teachers | Policy Makers |
| | Other professionals with a strong interest in this issue |

Sponsor Logos:



MARK LENO
State Senator, 3rd District

