



NEWS

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Subject: Childhood Obesity Summit
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***San Diego County Childhood Obesity Initiative
Announces Summit Keynote Speaker – Coach Dale Brown***
*Florida’s Child Nutrition and Physical Activity Champion and
Two-time National Basketball Coach of the Year*

(SAN DIEGO, CA****) The San Diego County Childhood Obesity Initiative (Initiative) today announced Coach Dale Brown as the selected keynote speaker for the San Diego County Childhood Obesity Summit. The Summit will be at the Town & Country Hotel in Mission Valley, September 20, 2007.

The Initiative conducted a nationwide search for a knowledgeable and motivational speaker who is leading the effort to combat childhood obesity. Coach Dale Brown was a two-time National Basketball Coach of the Year while with Louisiana State University and most recently has been a key player in childhood obesity prevention efforts in the State of Florida. He is a hand-picked member of Shaquille O Neal’s “dream team” of experts on the Shaq’s Big Challenge television series that ran earlier this year. The program demonstrates how the team embarks on a crusade to help transform six obese middle school youngsters from Florida into healthy, fit kids – and along the way, demonstrates how other communities nationwide can help fight childhood obesity. His 30-minute presentation is entitled: Everyone has a Role to Play in Shaping a Healthy Future.

“We wanted to find a keynote speaker who understands what we are doing here in San Diego. Coach Brown gets it. He understands the environmental, social and local policy issues that contribute to the growing numbers of obese children in our communities. In our monthly planning meetings, his name kept coming up over and over again,” states Cheryl Moder, director of the Initiative. “What better choice than the man who convinced the Florida State Government to mandate physical education for all kids in k-5. Coach Brown is a leader and we are so pleased he is bringing his enthusiasm and experience to San Diego.”

The Summit will for the first time bring together individuals who want to impact childhood obesity by improving the social, cultural, and physical environment in San Diego County. Summit activities and presentations include nationally recognized speakers, collaborative networking opportunities, physical activity breaks, recognition awards and a healthy breakfast and lunch.

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A partial list of speakers include:

- ❖ Mark Horton, MD, MSPH, Director California Department of Public Health; California State Public Health Officer
- ❖ Supervisor Ron Roberts, Chair, San Diego County Board of Supervisors
- ❖ Supervisor Pam Slater-Price, San Diego County Board of Supervisors
- ❖ Dr. Randall Ward, Superintendent, San Diego County Office of Education
- ❖ George R. Flores, MD, MPH, Senior Program Officer, The California Endowment
- ❖ Christine Williams, MD, MPH, Co-Director, Healthy Start, LLC; Professor of Clinical Pediatrics, Director of the Children's Cardiovascular Health Center, Columbia University
- ❖ Glovioell Rowland, PhD, Executive Committee Co-Chair, Health Disparities Co-Chair, Network for a Healthy California; Assistant Pastor, Pastor of Health, Pasadena Church of God
- ❖ Kathleen Sellick, President, CEO, Rady Children's Hospital

Registration for the Summit is \$25.00 per person. For more information or to register for the Summit, the public can visit www.OurCommunityOurKids.org.

A complete event agenda follows:

***2007 San Diego County Childhood Obesity Summit
Working Together to Shape a Healthy Future
September 20, 2007***

Event Agenda

7:30 a.m.

Early Registration, Continental Breakfast & Exhibit Viewing

8:00 a.m.

Breakout Session 1

"Working Together to Implement School Wellness Policies"

The Schools and Before- and After- School Domain Breakout Session features a diverse panel of speakers who will discuss effective strategies for working together with community stakeholders to reduce childhood obesity. Speakers will highlight local models of successful collaboration with healthcare providers, private business, elected officials, and community groups to implement school district wellness policies. Participants will also receive a binder with free and low-cost tools and resources to improve student health and support school wellness policy implementation.

Breakout Session 2

"Community-Based, Faith-Based and Youth Organizations on the Move"

The Physical Activity Breakout Session is perfect if you're looking for new partners and resources, live demonstrations, and promising practices to help you and your organization put physical activity in motion. Join us for the launch of two new exciting resources: the San Diego and Imperial County Physical Activity database and the Prescription Card Initiative! Don't miss out!

(more)

General Session Begins at 9:30 a.m.

9:00 a.m.

Registration, Continental Breakfast & Exhibit Viewing

9:30 a.m.

Introduction

Dr. Nick Yphantides, Co-chair, San Diego County Childhood Obesity Initiative, Emcee

9:35 a.m.

Welcome & Opening Remarks

Ron Roberts, Chairman, San Diego County Board of Supervisors

Pam Slater-Price, San Diego County Board of Supervisors

9:45 a.m.

"Shaping A Healthy Future" Awards

Jean Shepard, Director, County of San Diego Health and Human Services Agency

Wilma Wooten, MD, MPH, County of San Diego Public Health Officer

10:15 a.m.

Schools and Before- and After-School Providers Domain Presentation

"Building Healthy Schools & Bright Futures"

Randolph Ward, EdD, San Diego County Superintendent of Schools

Jack O'Connell, California State Superintendent of Public Instruction (Video Address)

10:45 a.m.

Businesses Domain Presentation

"Growing Good Nutrition through Successful Collaborations"

Jeff Rossman, Chef, Owner, Terra Restaurant, Terra Catering, Shalom Kosher Catering

11:15 a.m.

Physical Activity Break "What Up Warm Up" & Exhibit Viewing

Kelly Breaux, Master Trainer, KidTribe

11:30 a.m.

County and City Governments Domain Presentation

"Design Matters: What Local Governments Can do to Create Healthy, Livable Communities"

Paul Zykofsky, BArch, MUP, AICP, Director, Land Use and Transportation Programs, Local Government Commission

12:00 p.m.

Luncheon

12:15 p.m.

Healthcare Systems and Providers Domain Presentation

"The Future of Childhood Obesity Prevention"

Mark Horton, MD, MSPH, Director, California Department of Public Health; California State Public Health Officer

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Loel Solomon, PhD, National Director, Community Health Initiatives and Evaluation, Kaiser Permanente

Kathleen Sellick, President, CEO, Rady Children's Hospital

1:15 p.m.

Physical Activity Break "I Like to Move It" & Exhibit Viewing

Kelly Breaux, Master Trainer, KidTribe

1:30 p.m.

Community-Based, Faith-Based and Youth Organizations Domain Presentation

"Body & Soul: Health Ministry in African American Churches / Preventing Obesity!"

Glovioell Rowland, PhD, Co-Chair, Executive Committee & Co-Chair, Health Disparities, Network for a Healthy California; Assistant Pastor, Pastor of Health, Pasadena Church of God

2:00 p.m.

Media Outlets and the Marketing Industry Domain Presentation

"The Role of Media & Advertising in Childhood Obesity Prevention and Current Efforts at the National Level"

Eileen Espejo, Principal Associate, Children & the Media, Children Now

2:30 p.m.

Coronado Speed Spinners

2:45 p.m.

Childcare and Preschools Domain Presentation

"Obesity Prevention for Preschools: Healthy Start and Animal Trackers"

Christine Williams, MD, MPH, Founder and Director, Healthy Start, LLC; Vice President and Medical Director, Healthy Directions

3:15 p.m.

Physical Activity Break "Hooper Size It" & Exhibit Viewing

Kelly Breaux, Master Trainer, KidTribe

3:30 p.m.

Keynote Presentation

"Everyone has a Role to Play in Shaping a Healthy Future"

Dale Brown, Florida's Child Nutrition and Physical Activity Champion; Two-time National Basketball Coach of the Year

4:00 p.m.

Closing Remarks

"Inspiration to Move Forward & Take Action"

George Flores, MD, MPH, Senior Program Officer, Disparities in Health, The California Endowment

4:30 p.m.

Adjournment

(Event activities are subject to change.)