



## **Physicians for Healthy Communities – Central Valley Training**

Fresno/Madera County Medical Societies

1382 E. Alluvial, #106

Fresno, California 93720

**Saturday, September 16, 2006**

### **Welcome/Introductions**

**10:00 – 10:30 AM**

### **Central Valley Nutrition Network – Physicians Wanted!**

**10:30 – 11:30 AM**

*Nichole Mosqueda, Nutrition Network Manager, Central Valley Nutrition Network*

*Yolanda Randles, Prg. Coordinator, African American 5 a Day; Exec. Director, West Fresno Health Care Coalition*

*Terri Soares, Nutrition Education Coordinator, California Nutrition Network*

*Elizabeth Villalobos, Program Coordinator, 5 a Day—Power Play! Campaign*

- The Central Valley Nutrition Network and the Central Valley Health and Nutrition Collaborative will present a panel discussion of local projects and activities and outline opportunities for participants to become engaged in these projects.

### **School Wellness Policy Development – Fresno Unified Schools**

**11:30 – 12:15 PM**

*Helen Jones, MD*

*Edie Jessup, Hunger & Nutrition Project, Fresno Metro Ministry; Director, Central California Obesity Prevention Project—Fresno County*

- Helen Jones, MD and Edie Jessup will discuss the importance of organizational and environmental change in the fight against obesity and chronic disease in Fresno County. They will also present the development of the Wellness Policy adopted by Fresno Unified School District and the Obesity Provider Toolkit being developed with CMA.

### **Lunch: Integrating Local Approaches**

**12:15 – 1:00 PM**

- Participants will have the opportunity to meet with other physicians in their area and learn about community obesity prevention efforts.

### **Become a Physician Champion in the School System!**

**1:00 - 2:00 PM**

*Dexter Louie, MD, JD - Physician, Moraga School District School Board member*

- Dr. Louie will teach participants how to give presentations to students that grab their attention and teach valuable health lessons. Participants will learn fun and engaging techniques that resonate with school-aged audiences as well as strategies to successfully partner with local schools to encourage students to take their health and the health of their communities seriously.

### **Public Policies to Address Health Disparities**

**2:00 – 2:30 PM**

*Marty Martinez, MPP – California Pan Ethnic Health Network*

- Marty Martinez will present a description of the root causes of obesity, and policies that can address the epidemic by impacting societal factors that increase obesity.

### **Next Steps and Evaluation**

**2:30 – 3:00 PM**

The California Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The California Medical Association designates this educational activity for a maximum of 6 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. 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*.