

HEAL NH Conference

Creating a Culture of Health

October 12, 2016

8:00am - 4:00pm

Church Landing at Mill Falls

281 Daniel Webster Highway, Meredith, NH



The HEAL Conference serves as a gathering to celebrate, learn, and engage with people in New Hampshire working to promote and support equitable access to healthy foods and safe places to play and be active. With this meeting we will discuss what it means to create a culture of health in New Hampshire through engaging partners, advocating for change, and learning from successful initiatives.

- Gain skills and tools for promoting a culture of health.
- Understand the connection between health and where people are born, grow, live, work and age.
- Identify and engage community partners.
- Create action!



Dr. Maya Rockeymoore, President and CEO of Global Policy Solutions

Featuring Keynote Presentation by Dr. Maya Rockeymoore

President and CEO of Global Policy Solutions, Dr. Maya Rockeymoore will describe the current culture of health in our country - one that focuses on sickness instead of wellness.

As "activists on the ground" participants will learn steps to advocate for and support changes in policies, systems and environments that provide equitable opportunities for everyone to live a healthy life. Emphasis will be on approaches for improving access to healthy foods and opportunities to be active.

A panel of New Hampshire experts will then help bridge Rockeymoore's vision to our local landscape. Afternoon workshops will follow.

In addition to the generous support from our funders, the HEAL NH Conference is sponsored by:



Conference Agenda

8:00 - 8:30am

Registration and Continental Breakfast

8:30 - 8:45am

Welcome and Opening Remarks

- Karen Voci, President, Harvard Pilgrim Health Care Foundation

8:45 - 9:15am

Healthy People Healthy Places: Second Year Progress

- Terry Johnson, Director, HEAL NH, Foundation for Healthy Communities

9:15 - 10:30am

Keynote Presentation: Creating a Culture of Health

- Introduction by Gail Garceau, President, HNH Foundation
- Keynote Presentation by Dr. Maya Rockey Moore, President and CEO of Global Policy Solutions

10:30 - 10:45am

Break, Exhibits and Networking

10:45 - 11:45am

NH Leaders Respond

- Moderated by Shawn LaFrance, Foundation for Healthy Communities
- Bobbie Bagley, Director, Nashua Public Health & Community Services
- Yvonne Goldsberry, President, Endowment for Health
- Miriam "Mim" Nelson, Deputy Chief Sustainability Officer and Director of the UNH Sustainability Institute
- Will Stewart, President, Greater Derry Londonderry Chamber of Commerce

11:45am - 1:00pm

Lunch, Exhibits and Networking

12:00 - 12:45pm

Optional Activities

- Guided Meredith Sculpture Walk (bag lunch provided)
- Chair Massage onsite

1:00 - 2:10pm

Afternoon Workshop Session 1

- Healthy People, Healthy Places, Healthy Economies
- Create Action! Building and Sustaining Effective Collaborations
- Got Data? Tools and Approaches to Use It
- Cultivating Fruit and Vegetable Rx Programs From the Ground Up

2:20 - 3:30pm

Afternoon Workshop Session 2

- Advocacy Tools: 7 Steps to Creating an Initiative
- Framing your Message
- Plan4Health Nashua: A Model for Integrating Planning and Public Health at the Local Level
- All-Star Approaches to Feeding our Communities

3:40 - 3:50pm

Conference Wrap Up

- Katie Robert, President, NH Public Health Association

3:50 - 4:00pm

Raffle (Attendees must be present to win)

Registration Information

\$45 Early bird fee: Register by September 23rd

\$55 Online Registration September 24th - October 4th

\$60 at the door

Student: \$25 in advance, \$30 at the door

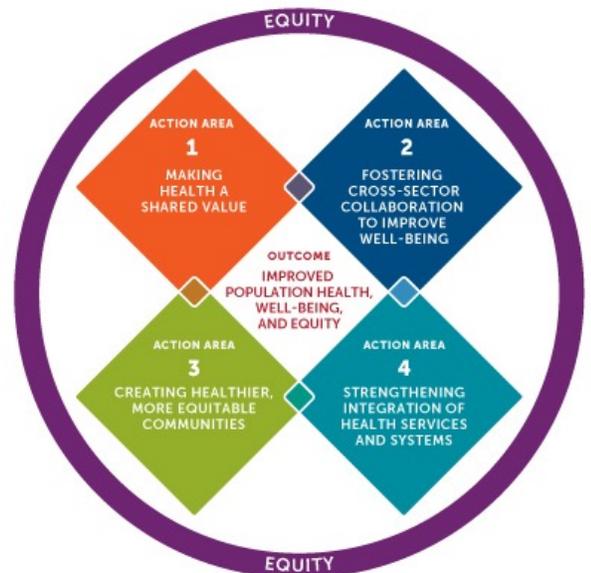
Fee: Includes breakfast, lunch and break refreshments. No refunds will be offered for cancellations or non-attendance. Substitutions accepted.

Scholarship Information: Limited scholarships are available upon request. Scholarship inquiries can be addressed to Beth Gustafson Wheeler by email at bwheeler@healthynh.com or phone (603) 415-4278.

Education Credits: Application for 5 hours of CEU's through the NH Dietetic Association is pending.

Register online at
<http://healnh.org>

Culture of Health Action Framework



Afternoon Workshop Session 1

1:00pm - 2:10pm
(select one)

1. Healthy People, Healthy Places, Healthy Economies

- **Presented by:** Charlie French, UNH Cooperative Extension; Semra Aytur, Department of Health Management and Policy, UNH Carsey School of Public Policy; and Maria Christina Jolejole-Foreman, UNH Carsey School of Public Policy

More and more, the community planning, economic development and health sectors are coming together to improve population health and reduce health disparities, while saving money and stimulating the economy in New Hampshire communities. Why? Because they understand that health, the built environment and economic development are inextricably linked. By considering the health implications of community planning, policy and investment decisions, we can create social and physical environments that promote the health and well-being of individuals and communities. Participants will return to their communities with new ideas, case examples—both urban and rural—and resources to integrate health into planning and development policy.

2. Create Action! Building and Sustaining Effective Collaborations

- **Presented by:** Sue Cagle, UNH Cooperative Extension and Sharon Cowen, UNH Cooperative Extension

Collaboration across many sectors of the community is essential for long term, community level change, however, building effective partnerships is a significant challenge that takes conscious effort and design. This session will focus on tools and strategies to help you identify partners not currently at the table and build collaborations that are both effective and sustainable. This workshop will be interactive and focused on applying tools to real world challenges.

3. Got Data? Tools and Approaches To Use It

- **Presented by:** Katie Bush, Environmental Public Health Tracking, NH DHHS DPHS

At the onset of any public health intervention or project it is important to assess baseline trends and evaluate vulnerable populations. Most important is to use the right data in the best way based on your goals and target audience. Learn how to utilize data when applying for funding; demonstrate need; energize your partners; or report on your project. The NH Division of Public Health Services has developed several web-based tools with the goal of making data easily accessible and actionable. This presentation will demonstrate how to use data effectively.

4. Cultivating Fruit & Vegetable Rx Programs From the Ground Up

- **Presented by:** Leah Hancock, Wholesome Wave and Melissa Lee, Franklin Regional Hospital / Franklin HEAL

Have you considered starting a Fruit and Vegetable Prescription (FV Rx) Program in your community? Leah Hancock from Wholesome Wave will give an overview and highlight specific examples of FV Rx programs from across the country, and present Wholesome Wave's recently released Prescription Program Toolkit. Melissa Lee, representing the Franklin HEAL coalition, will present an example of how the Toolkit was used to kick off a pilot project in her community with Head Start families this summer. She will share preliminary results and lessons learned from the project. Learn about the available tools and get inspired to start a FV Rx program in your own community.

**Funding and
support for HEAL
is provided by:**



Anthem



Afternoon Workshop Session 2

2:20pm - 3:30pm

(select one)

1. Advocacy Tools: 7 Steps to Creating an Initiative

– Presented by: Rebecca Harris, Transport NH

Would you like to start an initiative in your community but you aren't sure where to begin? Come learn about a recipe used by successful initiatives such as HEAL and Transport NH. Rebecca Harris will lead you through the seven steps of building a network, developing and implementing a plan, and keeping the momentum going, using real life examples.

2. Framing Your Message

– Presented by: Timothy King, Communications Specialist

You already know that your organization's values are the bedrock of your work. Now, learn how to translate those values into strategic messaging that can help create a culture of health, build stronger networks, and strengthen partnerships. In this informative and interactive workshop, communications expert Timothy King will share tools and strategies for crafting effective communication campaigns that will help you craft and hone your organization's messaging and get it to the right people.

3. Plan4Health Nashua: A Model for Integrating Planning and Public Health at the Local Level

– Presented by: Camille Pattison, City of Nashua; Ryan Friedman, Nashua Regional Planning Commission; Michelle Morel, Morel Communications

An emerging body of evidence increasingly links land use and transportation planning decisions to environments that allow people to be physically active, eat nutritious food, and live in safe and healthy places. Plan4Health Nashua (P4HN) is a national award winning initiative that integrates public health and planning to advance Complete Streets design. P4HN partners will describe the initiative and share the P4HN "toolbox", including: Nashua Complete Streets Guide; Land Use Regulatory Audit; Level of Traffic Stress analysis for bicycling and walking; origins and destinations scoring to determine where improvements would have positive impact on the most vulnerable populations; use of GIS to identify gaps in bicycle and pedestrian infrastructure; and strategic communications tactics to educate and engage the community and municipal leaders.

4. All-Star Approaches to Feeding Our Communities

– Presented by: HC Costello, NH Food Bank; Cheri White, NH Department of Education; Jill Hall, Seacoast Eat Local

Join us for an informative and interactive discussion on the different approaches to feeding vulnerable populations in our communities. HC Costello will present on the new summer food programs that the NH Food Bank sponsored in Coos and Sullivan counties. Cheri White will discuss how the NH Department of Education ensures that students get sufficient meals through the free and reduced school breakfast and lunch program. Jill Hall will share how Seacoast Eat Local is integrating strategies and breaking down barriers to put local food in the hands of low-income families on the seacoast. Learn more about these different programs and how to expand food programs in your community.

[Click here for directions to Church Landing, 281 Daniel Webster Highway, Meredith](#)

HEAL NH envisions a New Hampshire where all residents enjoy health and quality of life through healthy eating and active living.

Our core mission is to work in collaboration with our partners to inspire, advance and support policies, systems and environmental changes to promote healthy people in healthy places throughout New Hampshire.

HEAL started in 2008 and is an initiative of the HNH Foundation and led by the Foundation for Healthy Communities, a non-profit New Hampshire organization focused on improving health and health care through innovative partnerships.

[Register Online
http://healnh.org](http://healnh.org)