



# HEALTHY EATING ACTIVE LIVING

## 2017 HEAL SUMMIT

- AGENDA -

- 8:30**      **Attendee Registration, Resource Showcase, Networking Coffee**
- 9:00**      **Opening Remarks** by Ashley Costa Executive Director, Lompoc Valley Community Healthcare Org.  
**Lessons Learned And Best Practices From The HEAL Campaign Evaluation** by Gigi Barsoum, PhD, MPH, Barsoum Policy Consulting  
**Making A Difference: A Case Study On How The City Of San Pablo Developed A National Award Winning Health Element, And The Continuous Struggle To Build A Healthier Community** by Tina Gallegos, Assistant to the City Manager, City of San Pablo
- 10:05**      **Pillar #1: WORKPLACE WELLNESS**  
**Intersection of HEAL and Workplace Wellness, Policies, and Benefits** by Blythe Young, Policy Specialist for Public Health Advocates  
**Leveraging The Power Of Employee Engagement In Employee Wellness Programs** by Tina Gallegos, Assistant to the City Manager, City of San Pablo  
**Cities for Workforce Health presents “Building a Culture of Health”** by Karen Lyons, Kaiser Permanente
- 11:05**      **Morning Break ~ Networking Session**
- 11:25**      **Pillar #2: HEAL FOOD ACCESS**  
**Environmental Health’s Unique Role For Safe, Clear, Food Donation** by Tracy Delany, Executive Director Public Health Alliance of Southern California  
**County Public Health’s Role In Chronic Disease Prevention Through Food System Revitalization** by Naomi Billups, Public Health Nutrition Manager, County of San Diego  
**Collective Action To Address Access To Healthy Food** by Elly Brown, San Diego Food System Alliance
- 12:30**      **Lunch Break ~ Resource Showcase**
- 1:30**      **Pillar #3: HEAL: COMMUNITY PLANNING**  
**Bridging The Gap Between Climate Action Plans And Community Health Goals co-presented** by Mindy Fogg, Supervising Planner I Long Range Planning Division, County of Santa Barbara I Planning & Development and Shelley Saitowitz, MPH, Community Health Program Specialist, County of San Diego Health and Human Services Agency  
**Parks As Community Systems: The Complete Parks Framework** by Benita Tsao, Senior Policy Analyst, ChangeLab Solutions  
**Community Engagement in Active Transportation Projects** by Alfred Mata, Jr., MPA, Local Policy Program Manager for Public Health Advocates  
**The Intersection Between Land Use, Air Quality and Your Health** by Aeron Arlin Genet, Air Pollution Control Officer, Santa Barbara County Air Pollution Control District  
**Implementing Complete Parks** by Kanat Tibet, MA, CA HEAL Cities Campaign Director
- 3:10**      **Closing Remarks** by Van Do-Reynoso, MPH, PhD, Director of Santa Barbara County Public Health Department
- 3:30**      **End of Day ~ Networking**

## - PRESENTER BIOGRAPHIES -

**Blythe Young, Policy Specialist, Public Health Advocates** Blythe comes to this work with a background in clinical nutrition and a dedication to social justice and equity. Ms. Young develops products to guide policy adoption and implementation efforts. She collaborates with HEAL coordinators across the U.S., community organizations, city staff and resident leaders, which contribute to the development of research driven policy recommendations and supporting materials. Her areas of expertise include: nutrition education, employee wellness, research of best policy practices and facilitation of learning communities. Ms. Young proudly holds a Bachelor of Science in Clinical Nutrition and Dietetics from the University of California at Davis.

**Tina Gallegos, Assistant to the City Manager, City of San Pablo** Tina graduated from the University of California at Berkeley with a degree in Architecture and City Planning. She has worked in public service for 15 years and has a passion for improving the communities. As a Planner she led the efforts to update the City of San Pablo's General Plan. She guided the development of a Health Element (the first of its kind), which won a National Planning Achievement Award for Environmental Planning from the American Planning Association (2013). As the Assistant to the City Manager, she manages HR functions for the City. She continually works to keep employees engaged through employee wellness programs, classes, and benefits. She believes strongly in engaging and improving the health of employees, so that they in turn can give the best of themselves towards improving the broader San Pablo community.

**Gigi Barsoum, PhD, MPH, Barsoum Consulting** Gigi, founder of Barsoum Policy Consulting, has created a practice that focuses on the development and evaluation of strategies for change that help foundations and non-profit organizations advance their goals. With a focus on policy and advocacy, she has a particular interest in the role of networks, advocacy infrastructure and movements in advancing social change. Her work experience includes health care reform, community health, criminal justice reform, immigrant integration, immigration, workers' rights, LGBT issues, education, social welfare, fiscal policy, and civic engagement. Formerly, a Policy Program Manager at The California Endowment, Dr. Barsoum also worked at the U.S. Governmental Accountability Office (GAO) in Washington, D.C. She has over fifteen years of public policy experience at the local, state and federal levels in government and philanthropy. She is based in Los Angeles and holds both a Masters in Public Health from UCLA School of Public Health and a doctorate in Health Policy and Management from Johns Hopkins School of Public Health.

**Karen Lyons, Director of Workforce Health Consulting for the Northern California Region at Kaiser Permanente** Karen leads a team of Workforce Health Consultants on bringing evidence-based worksite wellness solutions to employers in both the public and private sector. She has an undergraduate degree in Health Administration from the University of New Hampshire and a Masters in Public Health from Drexel University.

**Tracy Delany, Executive Director Public Health Alliance of Southern California** Dr. Delaney is founding director of the Public Health Alliance of Southern California - a regional coalition of nine local health departments whose members have statutory responsibility for the health of 60% of California's population. The Alliance advances population health and equity through multi-sector initiatives addressing policy, systems and environmental change. Dr. Delaney was honored with the 2014 Leadership Award by the Southern California Public Health Association and has a voluntary Clinical Professor faculty appointment with the University of California Department of Family Medicine and Public Health.

**Naomi Billups, Public Health Nutrition Manager, County of San Diego** Naomi is the Public Health Nutrition Manager for the County of San Diego since 2006. Naomi has been instrumental in the food system through assisting to establish the San Diego Food Systems Alliance, designing and managing the implementation of the food system interventions for the Centers for Disease Control and Prevention's Communities Putting Prevention to Work, Community Transformation Grant, 1422/Prevention, Sodium Reduction Initiative. She guides the food systems efforts for the County's SNAP-Ed/NEOP program, and manages the Lactation Supportive Environments program. Prior to coming to the County of San Diego she was the Public Health Nutritionist for California ProjectLEAN focusing on school food policy. She also has a background in diabetes prevention for the North County Native American Health Council.

**Elly Brown, Director, San Diego Food System Alliance** Elly is the Director of the San Diego Food System Alliance, a coalition with a mission to develop a healthy, equitable, and sustainable food system. Elly discovered her passion for the social sector during her frequent business trips to China and southeast Asia while working as a consultant at Deloitte in Japan. During her MBA, Elly conducted market research for the launch of a healthcare social enterprise for BRAC Uganda and evaluated a "second chance" education program for primary school dropouts in post-conflict Northern Uganda. She continued her work on social impact by joining Root Cause, a Boston-based nonprofit consulting firm, in 2010. She advised nonprofits and foundations on building organizational capacity and maximizing community impact through collaborations.

**Shelley Saitowitz, MPH, Community Health Program Specialist, County of San Diego, Health & Human Services Agency (HHS) — Chronic Disease and Health Equity Unit** At the County, Shelley supports work on a wide range of topics including food systems, climate change, and public health impacts of land use and regional transportation decisions. Shelley is part of the HHS team, who administered the Centers for Disease Control and Prevention Grants including Communities Putting Prevention to Work and Community Transformation Grant, and is administering the State and Local Public Health Actions to Prevent Obesity, Diabetes, Heart Disease and Stroke. Shelley received her Masters of Public Health in Health Services, Management and Policy from the University of California at Los Angeles.

**Mindy Fogg, Supervising Planner, Long Range Planning Division, County of Santa Barbara, Planning & Development** Mindy has worked in the public sector for 16 years as a biologist and environmental planner. Her work has involved the preparation of environmental impact documents for numerous private and public projects, including mining projects, renewable energy projects, specific plans, and general plans. She is currently working on the Coastal Resiliency Project, the Cannabis Land Use Ordinance, and implementation of the County's Energy and Climate Action Plan.

## - PRESENTER BIOGRAPHIES (CONTINUED) -

**Benita Tsao, Senior Policy Analyst, ChangeLab Solutions** As a senior policy analyst at ChangeLab Solutions, Benita addresses a range of issues that affect community health. She supports local efforts to improve policies and systems, and manages projects that involve cross-sector partnerships. Previously at Prevention Institute, Benita worked with U.S. cities to prevent violence, especially as it affects communities of color and young people. She also staffed a statewide policy campaign to address childhood adversity at the Center for Youth Wellness. She has worked as a journalist, park ranger, English teacher, and HIV test counselor. Benita studied sociology at UC Berkeley and earned her MPH at UCLA.

**Alfred Mata, Jr., MPA, Local Policy Program Manager, Public Health Advocates (PHA) and the California Healthy Eating, Active Living (HEAL) Cities Campaign** With a strong passion for social justice and community engagement, Alfred works to empower California communities to make groundbreaking policy changes that make the healthy choice, the easy choice. Mr. Mata's work involves educating communities on strategies to improve access to healthy food and physical activity such as nutrition standards in public parks, healthy corner store and restaurant incentive programs, and safe routes to schools programs. Mr. Mata is a graduate of Occidental College and received a Master of Arts in Public Administration program at California State University, Long Beach.

**Aeron Arlin Genet, Director and Air Pollution Control Officer, Santa Barbara County Air Pollution Control District Ms. Arlin Genet** is the Director and Air Pollution Control Officer for the Santa Barbara County Air Pollution Control District, a local government agency that works to protect the people and the environment of Santa Barbara County from the effects of air pollution. She has an extensive background in air quality at the local and state levels. Previously, Arlin Genet served as the Manager of the Planning, Monitoring, and Outreach Division at the San Luis Obispo County Air Pollution Control District for 16 years. She has extensive experience working with the California Air Pollution Control Officers Association (CAPCOA), representing all 35 local air quality agencies in California. She is the primary author of the CAPCOA Guidance Document on Health Risk Assessment for Proposed Land Use, and a contributor to many CAPCOA documents on land use and climate change. Ms. Arlin Genet started her career working six years for Western States Petroleum Association working on downstream issues. Aeron is a graduate from Cal Poly-San Luis Obispo with a B.S. in Biological Sciences.

**Kanat Tibet, MA, California HEAL Cities Campaign Director** Since joining the team in 2009, Mr. Tibet has met with elected officials and city staff of over 250 cities to engage them in the Campaign. Mr. Tibet spends the majority of his time working directly with city officials, helping them to identify and pursue policies aimed at creating healthier communities in order to stem the obesity epidemic. Prior to joining Public Health Advocates (PHA), Mr. Tibet served as program director and legislative analyst for the League of California Cities. A native of Istanbul, he has been living in California since 1989, and received his master's degree in Communications from San Francisco State University in 1993.

**Van Do-Reynoso, MPH, PhD, Director of Santa Barbara County Public Health Department** Van has extensive experience in public health, previously working at Kaiser Permanente, Bay Area community health centers, Mexico, Tulare County, and Madera County. Van is deeply committed to working with partners to improve our policies, systems, and environments, so that all members in our community are able to achieve the best health possible.