



**Rural People Power Moves Mountains:
Building Healthy Eating and Active Living Environments to Advance Equity
Agenda**

October 26, 2011

Convening Outcomes

- Improve our understanding of the California Convergence statewide network and the collaboration opportunities among the ‘Far North’ region
- Create a shared agreement on our common strengths and common challenges as regional partners
- Build capacity for policy advocacy and awareness of technical assistance, tools, and training available to support community action
- Confirm Far North Regional Priority topics for potential “policy” action: coalesce a larger support network behind health equity issues that are important to this rural region
- Identify next steps for CA Convergence Far North Regional Action in 2012

Time	Topic	Presenter(s)
8:30	Registration and Light Breakfast	
9:00	Welcome ▪ Introductions / Overview of Agenda and Meeting Outcomes	Barbara Jackson Anderson Partnership for Healthy Children
9:30	Sharing Success: The Central California Obesity Prevention Program Experience	Genoveva Islas-Hooker Central California Regional Obesity Prevention Program
9:45	Setting the Far North Context of CA Convergence ▪ Why and how to become a part of CA Convergence? ▪ Why create (a) Far North Region/s? ▪ What does the data tell us: Share Far North E-Profile Analysis ▪ What else do you have to share?	Jen Rice Humboldt Area Foundation & Humboldt Partnership for Active Living (HumPAL) Lara Weiss Humboldt County Department of Health and Human Services, Public Health Branch Robin Dean Coordinating Office for CA Convergence
10:20	Creating a Shared Vision	Genoveva Islas-Hooker
10:40	Physical Activity Break	
10:50	CA Convergence 2011 Policy Update – State and Local Successes, and Opportunities ▪ <i>What’s Up with Safe Places for Physical Activity?</i> 1) Setting the stage: Introduction to the issue of creating safe transportation places for physical activity 2) What is Safe Routes to School (SRTS) in CA and how can it benefit the Far North (including funding opportunities) 3) What’s happening with state policy (e.g. AB516 just passed - what does this change?) 4) Opportunities (TA, Training and Tools) the SRTS Technical Assistance Resource Center can provide 5) Brief case study of successful SRTS work outcomes in Eureka	Patti Horsley Safe Routes to School Technical Resource Center Jen Rice Emily Sinkhorn HumPAL & Senior Planner with NRS Division of Redwood Community Action Agency

	<ul style="list-style-type: none"> ▪ <i>What's Up with Healthy Food and Beverage Access Policy?</i> <ol style="list-style-type: none"> 1) Setting the stage: Introduction to the issue of healthy food and beverage access and update on state policy: AB 581 Healthy Food Financing Initiative and AB 669: Soda Tax 2) Strategies and Opportunities (Program and Policy options at the local, regional, state level) 3) Brief case study of successful Healthy Food policy put into practice in Shasta and its outcomes 	<p>Sarah Mercer CA Pan Ethnic Health Network (CPEHN)</p> <p>Melinda Shaffer Healthy Shasta</p>
11:50	Lunch and Physical Activity Break (lunch is provided)	
12:30	<p>Building Policy Advocacy Strengths</p> <ul style="list-style-type: none"> ▪ Policy advocacy 101 Interactive Training ▪ Getting Equity Advocacy Results – introduction and hands on experience with a brand new tool for Building Equitable Policy Change 	<p>Sarah Mercer CPEHN</p> <p>Jme McLean PolicyLink</p>
2:30	Physical Activity Break	
2:45	Identify Next Steps	<p>Genoveva Islas-Hooker Far North Team</p>
3:15	<p>Closing</p> <ul style="list-style-type: none"> ▪ Evaluate meeting 	<p>Far North Team</p>
3:30	Adjourn	