Western MCH Nutrition Leadership Network
April 10 and April 11, 2014
Marina del Rey, CA

DRAFT (1/27/14)

Thursday, April 10, 2014

Public Health Nutrition in an Evolving Health System: Using Communication to Promote Behavior Change

Goal: Exploration and increased understanding of:
- the importance and potential for instigating change provided by the field of behavioral economics.
- the potential new demands on the nutrition workforce that follow the anticipated emphasis on prevention as:
  - the Affordable Care Act (ACA) is implemented
  - preconception/interconception care services increase
- the possibilities of, and need for more, distance learning, and the development of skills in using telehealth/telemedicine and webinar technologies.

Objectives:
1. Understand the impact of the research findings related to behavioral economics on the possibilities for population-wide improvement in food-purchasing and eating behaviors.
2. Discuss further the implications of the ACA for the future of public health nutrition, including preventive services as well as the public health nutrition workforce.
3. Learn about current innovations in telehealth/telemedicine and provide feedback on future directions for the use of telehealth/telemedicine in maternal/child nutrition.

7:30 **Continental breakfast (registration)**

8:00 **Welcome and Introductions**

8:15-11:45 *The Food Environment: Cues that Drive Behavior and Influence Choice*

Break TBD **Speaker: Kathryn I Hoy, MFN, RD, CDN, Manager
Center for Behavioral Economics in Child Nutrition
Cornell University**

Respondent(s):

Objectives: 1. Describe the conceptual framework and key elements of a behavioral
economics approach to improving nutritional health.
2. Support institutions in their states to apply the principals of behavioral
economics in settings such as schools, hospitals, and worksites.

12:00-1:00 **Lunch provided   (Round Tables/Discussion Topics of Interest)**

1:00-2:00 *Project Echo: Telehealth/Telemedicine*

Speaker: Bruce Struminger, MD, MA
Associate Director, Project Echo
University of New Mexico

Objectives: 1. Understand the general capacities of telehealth/telemedicine and how/why
capacity was built in this area in New Mexico
2. Examine specific examples of MCH/nutrition-related telehealth/telemedicine
activities at Project Echo in New Mexico
3. Identify additional telehealth/telemedicine needs/examples in the areas of
MCH/nutrition specialized service delivery and training

2:00-3:00 Free Time to enjoy the Marina

3:00-4:00 *Update on the Affordable Care Act*

Group Discussion: What about your state?
(please be informed before leaving home)

Questions for discussion:
1. What planning (if any) is going on as the ACA is implemented in your state?
2. What changes to public health service delivery (if any) are taking place? Will
there be a Medicaid expansion?
3. Which aspects are most challenging to address? What are the barriers?

4:00-6:30 *Western MCH Nutrition Leadership Network*
Sharing Session/Refreshments (abstracts to be sent in beforehand)

6:30 **Free evening to explore Marina del Rey/Venice Beach/**
Abbott Kinney Blvd.

<p align="center">**Friday, April 11, 2014**</p>

<p align="center">*Developing Webinars as an Educational Tool*:
(Effective Webinars: An audience-centric approach (aka: 3 is a magic number)</p>

Workshop Facilitator s: Glynis Shea, Communications Director
Kristin Teipel, MPH, Director
Konopka Institute for Best Practices in Adolescent
Health
University of Minnesota

Objectives:: 1. Analyze the tension between participant engagement and content delivery.
2. Recognize a realistic webinar goal in the context of a learning/adoption process.
3. Critique webinar objectives, slides and presentation techniques.
4 Apply webinar/presentation best practices pertaining to content, visuals and delivery to their existing or future webinar/presentation projects.
5. Practice techniques designed to improve webinar content, interactivity, visuals and delivery.

7:30   **Continental Breakfast**

8:30   **Welcome and overview of the day/training topics**
Webinar Content
- Knowing your audience & goals
- Mastering organization & structure
- Increasing interactivity

Visual Presentation
- Considering a visual approach
- Making content visual
- Converting text to visuals: a process

Delivery
- Mastering the technology
- Finding your words
- Using your voice

Breaks TBD

12:00   **Lunch provided (Round Tables/Discussion Topics of Interest)**

3:30   **Wrap-up and Evaluation**

4:00   **Conference adjourns**