

*Public Health Nutrition in a Changing Health System:
Looking to the Future*



**Western Maternal and Child Health
Nutrition Leadership Network Meeting***

**April 10 and April 11, 2014
Marina del Rey, CA**



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.

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For information on Nutrition Training Programs, please contact Program Directors:

UCLA: Dr. Marion Taylor Baer, (310) 825-8196 or mtbaer@ucla.edu

UC Berkeley: Dr. Barbara Laraia, (510) 643-7896 or blaraia@berkeley.edu

AGENDA

Thursday, April 10, 2014

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

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

8:00 **Welcome and Introductions**

Marion Taylor Baer, PhD, RD, UCLA

Barbara Laraia, PhD, MPH, RD, UC Berkeley

8:15-11:45 ***The Food Environment:***

Break TBD ***Cues that Drive Behavior and Influence Choice***

Speaker: Kathryn I Hoy, MFN, RD, CDN, Manager

Center for Behavioral Economics in Child Nutrition

Cornell University

Moderator: Donna Johnson, PhD, RD

Professor, University of Washington

Respondent: Donna Johnson, PhD, RD, University of Washington

***“Lessons Learned from Evaluating the
Implementation of BE Approaches in Schools”***

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 principles of behavioral economics in settings such as schools, hospitals, and worksites.

12:00-1:00 **Lunch provided (Trainee Panel Presentation)**

Promoting the Life Course Nutrition Module

Trainees:

Lucy Glaize, Oregon Health and Science University

Ingrid Hernandez, University of New Mexico

Erin Murray, MSPH, RD, University of Colorado

Jonae Perez, University of Washington

Miranda Westfall, RD, University of California, Los Angeles

Life Course Nutrition: Maternal and Child Health Strategies in Public Health module:

<http://www.nwcphp.org/training/opportunities/online-courses/life-course-nutrition-maternal-and-child-health-strategies-in-public-health>

Thursday, April 10, 2014 (continued)

1:00-2:00 ***Project Echo: Extension for Community Healthcare Outcomes***

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

Moderator: Elizabeth Yakes Jimenez, PhD, RD
Assistant Professor, 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/training

2:00- 3:00 **Free time to enjoy the Marina**

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

Moderator: Marion Taylor Baer, PhD, RD
Adjunct Associate Professor, UCLA

Group Discussion: What about your state?

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 served)

Moderator: Dena Herman, PhD, MPH, RD
Adjunct Assistant Professor, UCLA

Abstracts posted on the MCH Nutrition Partners website:

<http://www.mchnutritionpartners.ucla.edu/western-nln/nln-sharing-session-abstracts>

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

Friday, April 11, 2014

Developing Webinars as an Educational Tool:

Effective Webinars: An audience-centric approach (aka: 3 is a magic number)

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

Workshop Moderator: Leslie Cunningham-Sabo, PhD, RD
Associate Professor, Colorado State University

- 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 best practices pertaining to content, visuals and delivery to 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**

Breaks TBD

1. Webinar Content

Knowing your audience & goals
Mastering organization & structure
Increasing interactivity

2. Visual Presentation

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

3. Delivery

Mastering the technology
Finding your words
Using your voice

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

1:00-3:30 **Workshop (Continued)**

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

4:00 **Conference adjourns**