

Bright Futures Promoting Healthy Nutrition and Healthy Weight - (Part 1)

June 3, 2010 Media Site Presentation - 10:00 AM to 12:00 Noon

Purpose: Provide support for the use of **Bright Futures 3rd Edition** as a MCH program reference document for the public health assurance role in local practice. Information about work to promote healthy nutrition and weight in Wisconsin will describe the roles, messages, and materials to support the efforts of public health professionals.

PRESENTERS:

- Murray L. Katcher, MD, PhD, Chief Medical Officer for Community Health Promotion, Wisconsin Department of Health Services
- Amy Meinen, MPH, RD, Nutrition Coordinator, Nutrition, Physical Activity, & Obesity Program, Wisconsin Department of Health Services
- Janice Liebhart, MS, Epidemiologist, Nutrition, Physical Activity, & Obesity Program, Wisconsin Department of Health Services
- Kate Pederson, MPH, RD, CLS, WIC State Breastfeeding Coordinator, Wisconsin Department of Health Services
- Camilla Vargas, AmeriCorps Farm to School Program Manager, Wisconsin Department of Agriculture, Trade, & Consumer Protection
- Brian Weaver, MPH, Coordinated School Health Programs Director, Wisconsin Department of Public Instruction

1. INTRODUCTIONS - Murray Katcher (5 - 10 minutes)
 - Overview and Purpose of Webcast
 - From Clinic to Community: Health Care Providers' Role in Preventing Obesity
2. OBESITY PREVENTION—MAKING A DIFFERENCE WITH NUTRITION—Amy Meinen (35 minutes)
 - Overview of Bright Futures Recommendations
 - What We Should Be Addressing, In What Settings, and What is Your Role
 - Importance of the Social Ecological Model in Obesity Prevention
 - Evidence-Based Strategies
3. BURDEN OF OBESITY ON CHILDREN & ADOLESCENTS—Janice Liebhart (10 minutes)
 - What we have, what it means, and what you can do with it
4. HIGHLIGHTS OF WISCONSIN'S OBESITY PREVENTION EFFORTS (55 minutes)
 - Infants/Toddlers:
 - WIC'S EFFORTS TO INCREASE BREASTFEEDING RATES—Kate Pederson
 - Young Children:
 - WISCONSIN CHILDHOOD OBESITY PREVENTION INITIATIVE—Amy Meinen
 - School-Aged Children & Adolescents:
 - GOVERNOR'S SCHOOL HEALTH AWARD—Brian Weaver
 - FARM-TO-SCHOOL EFFORTS—Camilla Vargas
5. QUESTIONS
6. WRAP UP AND EVALUATION - Murray Katcher

**SAVE THE DATES: Next Bright Futures 3rd Edition Theme Media Site Broadcast
Bright Futures Promoting Physical Activity and Healthy Weight - (Part 2)
September 1, 2010 from 10:00 AM to Noon**