

**Bright Futures Promoting Healthy Nutrition and  
Healthy Weight - (Part 2)**  
**September 1, 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:**

- Ann Altman Stueck, Infant/Child Health Consultant, Wisconsin Department of Health Services
- Aaron Carrel, MD, Associate Professor of Pediatrics, University of Wisconsin Children's Hospital Pediatric Endocrinology, Diabetes, and Fitness
- Murray L. Katcher, MD, PhD, Chief Medical Officer for Community Health Promotion, Wisconsin Department of Health Services
- Jon Morgan, Physical Activity Coordinator, Nutrition, Physical Activity and Obesity Prevention Program, Wisconsin Department of Health Services
- Janice Liebhart, MS, Epidemiologist, Nutrition, Physical Activity and Obesity Prevention Program, Wisconsin Department of Health Services
- Mary Pesik, Program Coordinator, Nutrition, Physical Activity and Obesity Prevention Program, Wisconsin Department of Health Services
- Jordan Bingham, Healthy Communities Coordinator, Nutrition, Physical Activity and Obesity Prevention Program, Wisconsin Department of Health Services

1. INTRODUCTIONS – Overview and Purpose of Webcast – Ann Stueck (5 minutes)
  
2. PROMOTING PEDIATRIC FITNESS: EXERCISE LAB TO SCHOOLYARD - Aaron Carrel, MD (30 minutes includes questions)
  
4. BRIGHT FUTURES: PROMOTING PHYSICAL ACTIVITY – Murray Katcher MD (10 minutes)
  
5. OBESITY PREVENTION—MAKING A DIFFERENCE WITH PHYSICAL ACTIVITY —Jon Morgan (20 minutes)
  
6. WISCONSIN DATA RELATED TO PHYSICAL ACTIVITY IN YOUTH —Janice Liebhart (15 minutes)
  
7. HIGHLIGHTS OF WISCONSIN'S OBESITY PREVENTION EFFORTS - (30 minutes)
  - Overview of the Nutrition, Physical Activity and Obesity Prevention Program and the Standards to Prevent Childhood Obesity - Mary Pesik
  - Promoting Healthy Communities and Local Coalitions - Jordan Bingham
  
8. QUESTIONS, WRAP UP AND EVALUATION - Murray Katcher (10 minutes)

***Look for Next Bright Futures 3rd Edition Theme Media Site Broadcast in January 2011***