



Healthy Schools Summit 2005

Raising the Bar: New Challenges, New Opportunities

L'Enfant Plaza Hotel
Washington, DC
September 27-28, 2005

TUESDAY, SEPTEMBER 27, 2005

7:00 – 8:15 Registration and Breakfast (Grand Ballroom Foyer)

7:30 – 8:30 Strategy Session and Breakfast (State Team Delegates Only) (Monet I-IV)

8:30 – 2:15 **PLENARY SESSIONS** (Grand Ballroom A-D)

8:30 – 10:10 Welcome and Opening Keynotes [\[Transcript\]](#)

Welcome sent by Mrs. Laura Bush, Honorary Chair, Healthy Schools Summit 2005

Where Do We Go From Here?

David Satcher, MD, PhD

Former U.S. Surgeon General, Founding Chair of Action for Healthy Kids, Director, National Center for Primary Care and Interim President, Morehouse School of Medicine

U.S. Senator Tom Harkin

The Price We Pay: The Cost of Poor Nutrition and Inactive Lifestyles

U.S. Surgeon General Richard H. Carmona, MD, MPH, FACS

U.S. Senate Majority Leader William H. Frist, MD

10:10 – 10:30 Fitness Break & General Break

Tracy Adams, Assistant Director for Fitness, American University and Member, American College of Sports Medicine

10:30 – 11:20 Opportunities for Parents as Partners in Change [\[Transcript\]](#)

Moderator: Norman Rosenberg, President and Chief Executive Officer, Parents' Action for Children
Panel Speakers:

[Alicia Moag-Stahlberg](#), MS, RD, Executive Director, Action for Healthy Kids

[Anna Marie Weselak](#), President, National PTA

[Carey Dabney](#), Parent, Austin, TX



11:20 – 12:15 Resource Opportunities in the Fight Against Childhood Obesity [\[Transcript\]](#)

Moderator: Jean Ragalie, RD, Executive Vice President, National Dairy Council

Panel Speakers:

[Terry L. Bazzarre](#), PhD, MS, Senior Program Officer, Robert Wood Johnson Foundation

[Celeste A. Clark](#), PhD, Senior Vice President, Corporate Affairs, Kellogg Company

[Vicki Perkins](#), Executive Director, Anthem Blue Cross Blue Shield Foundation

[Steven M. Sweeney](#), Chief Executive Officer, Chartwells Education Dining Services

12:15 – 1:15 Networking Lunch (Solarium & Monet I-IV)

1:15 – 2:15 Getting Kids to Move More and Eat Better [\[Transcript\]](#)

Moderator: Chandler Converse, 8th Grade Student, McCleskey Middle School, Cobb County, GA

Panel Speakers:

[Ivan Juzang](#), President/Founder MEE Productions

[Cedric D. Jones](#), Senior Director of Youth Football, National Football League

[Dave Watt](#), Publisher, *Sports Illustrated for Kids*

2:15 – 3:15 CONCURRENT SESSIONS (Monet I-IV & Renoir)

2:20 – 3:15 What's Working: State Teams Making A Difference

Session 1: Engaging Key Audiences (Monet I) [\[Transcript\]](#)

Facilitator: Jean Schultz, MS, CHES, Project Coordinator, National Middle School Association

Pennsylvania - [Elaine McDonnell](#), MS, RD, LDN

West Virginia - [Kathy Stone Talley](#), MA

Massachusetts - [Vanessa Cavallaro](#), MS, RD, LDN

Session 2: Supporting School Health Advisory Councils (Monet II) [\[Transcript\]](#)

Facilitator: Susan Wooley, PhD, CHES, FAAHE, FASHA, Executive Director, American School Health Association

Texas - [Anita Wheeler](#), RN, CPN

Michigan - [Nicholas Drzal](#), MPH, RD

New Mexico - [Martha Archuleta](#), RD, PhD

Session 3: Increasing Physical Activity (Monet III) [\[Transcript\]](#)

Facilitator: Melissa Johnson, MS, Executive Director, President's Council on Physical Fitness and Sports

Montana - [Katie Bark](#), RD, LN (MT Chair)

Alabama - [Pat Floyd](#), PhD

Connecticut - [Charlie Chatterton Jr.](#), PhD (CT Chair)

Session 4: Improving School Nutrition (Monet IV) [\[Transcript\]](#)

Facilitator: Ev Beliveau, Director of Nutrition and Education, School Nutrition Association

Ohio - [Carrie Woodruff](#), MA, SFNS

Arizona - [Traci Grgich](#), RD

North Carolina - [Dorothy Caldwell](#), MS, RD, LDN



Session 5: Structuring Your Team for a Statewide Presence (Renoir Salon) [\[Transcript\]](#)

Facilitator: James F. Bogden, MPH, Project Director, National Association of State Boards of Education
Maryland - [Stacie Seaborn](#), RD (MD Liaison)
Michigan - [Larry Merx](#), MA
Indiana - [Amy Moyer](#), RD, ACSM-H/FI, NSCA-CSCS (IN Chair)

3:15 – 3:30 Break

3:30 – 5:30 CONCURRENT SESSIONS (Grand Ballrooms A&B, C&D)

State Team Delegate Session:

[Advancing Success Through Leadership](#) (Grand Ballroom A&B)

Facilitated work session led by Brian Emerson and Lisa Silverberg with leaders and members from all 51 Action for Healthy Kids State Teams

Partner Steering Committee Session: [\[Transcript\]](#)

***Strengthening the Common Ground: A Candid Dialogue with Industry, Government, Education, Health and Philanthropy* (Grand Ballroom C&D)**

Facilitated discussion by Sanjay Gupta, MD, Senior Medical Correspondent, CNN, with members of the AFHK Partner Steering Committee and invited representatives from industry including:

- Michael Donahue, Vice President, Communications, McDonald's USA
- Lance Friedmann, Senior Vice President, Health and Wellness, Kraft
- Thomas P. Gallagher, Chief Executive Officer, Dairy Management Inc.
- Timothy S. Knowlton, Vice President, Corporate Social Responsibility, Kellogg Company
- Bill Kraus, Vice President of Marketing, Under Armour
- Vicki Perkins, Executive Director, Anthem Blue Cross Blue Shield Foundation
- Abigail Rodgers, Vice President of Wellness Strategies and Communications, Coca-Cola
- Steven M. Sweeney, Chief Executive Officer, Chartwells Education Dining Services

5:30 - 7:30

Celebration Reception (Monet I-IV) & Sponsor Exhibit (Degas & Renoir Salons)

[\[Transcript\]](#)

Celebration Reception remarks will be made by: John Burke, President, Trek Bicycle Corporation and Member, President's Council on Physical Fitness and Sports, and Sanjay Gupta, MD, Senior Medical Correspondent, CNN.

In association with the Cartoon Network's "Get Animated" campaign, The Bren Carr Dancers, affiliated with the Boys & Girls Club of Greater Washington, will perform.



WEDNESDAY, SEPTEMBER 28, 2005

7:00 – 8:00 Registration and Breakfast (Grand Ballroom & Foyer)

8:00 – 11:30 PLENARY SESSIONS (Grand Ballroom A-D)

8:00 – 9:45 Opening Keynotes [\[Transcript\]](#)

Action for Healthy Kids: Raising the Bar

William Potts-Datema, MS, Chair, Action for Healthy Kids and Director, Partnerships for Children's Health, Harvard School of Public Health

Government's Role in Creating a Healthy School Environment

Deborah A. Price, Assistant Deputy Secretary, Office of Safe and Drug-Free Schools, U.S. Department of Education

U.S. Representative Kay Granger

Healthier Children Through the Power of Partnerships

[Duane F. Alexander](#), MD, Director, National Institute of Child Health and Human Development

The Media and the Battle Against Childhood Obesity

[Sanjay Gupta](#), MD, Senior Medical Correspondent, CNN

Importance of Developing the Whole Child

Gene R. Carter, EdD, Executive Director & Chief Executive Officer, Association for Supervision and Curriculum Development

9:45 – 10:00 Break

10:00 – 10:45 Challenges and Solutions for Communities of Color [\[Transcript\]](#)

Moderator: [Sanjay Gupta](#), MD, Senior Medical Correspondent, CNN

Panel Speakers:

Dwayne A. Crawford, Chief Operating Officer, 100 Black Men of America, Inc.

[George R. Flores](#), MD, MPH, Senior Program Officer, The California Endowment

Sandra M. Goodridge, MS, MA, Director, Division of Health and Quality of Life, National Urban League

[Janice Ford Griffin](#), Director, Compass Project



10:45 – 11:30 School Wellness Mandate: A Historic Opportunity [\[Transcript\]](#)

Moderator: William Potts-Datema, MS, Chair, Action for Healthy Kids and Director, Partnerships for Children's Health, Harvard School of Public Health

Panel Speakers:

Roel Gonzalez, Superintendent, Rio Grande City Consolidated Independent School District, Texas

Ruth Jonen, SFNS, President, School Nutrition Association

[Sondra Parker Caillavet](#), Teacher Representative, Mississippi State Board of Education

11:30 – 1:00 Recess Before Lunch [\[Transcript\]](#)

A Fun Walk on the Mall with Laurent Amzallag joining us in cooperation with the President's Council on Physical Fitness and Sports, and Tracy Adams, Assistant Director for Fitness, American University and Member, American College of Sports Medicine

1:00 – 2:15 CONCURRENT SESSIONS

Planning Future Directions for State Teams

Session 1: School Wellness (Grand Ballroom A&B) [\[Transcript\]](#)

Facilitator: Alicia Moag-Stahlberg, MS, RD, Executive Director, Action for Healthy Kids

Panel Speakers:

[Julie A. Fort](#), MPH, RD, Nutritionist, Food and Nutrition Services, USDA

[Dorothy A. Brayley](#), Executive Director, Kids First, Inc. (RI Chair)

[Peggy H. Lee](#), SFNS, Director of Food Services, Chesapeake (VA) Public Schools

[Mary McKenna](#), PhD, Health Scientist, Division of Adolescent and School Health, Centers for Disease Control and Prevention

Session 2: After-school Opportunities - ReCharge! (Grand Ballroom C&D) [\[Transcript\]](#)

Facilitator: Mary Haley, Program Director, Action for Healthy Kids

Panel Speakers:

[Katie Ferrier](#), Senior Public Policy Associate, YMCA

[Crystal Weedall FitzSimons](#), Senior Policy Analyst, Food Research and Action Center

[Elizabeth Levenduski](#), MS, RD, LD

Session 3: Engaging Urban Communities (Monet I&II) [\[Transcript\]](#)

Facilitator: Dedra Ries, MPH, CHES, State Team Manager, Action for Healthy Kids

Panel Speakers:

Kimberly Perry, Director, DC Hunger Solutions, Food Research and Action Center (DC Chair)

[Eva Marx](#), School Health Consultant

[David E. Harrison](#), RN, BSN, Director of Health and Social Services, Cleveland Municipal School District



Session 4: Getting Resources in Your State (Monet III&IV) [\[Transcript\]](#)

Facilitator: Joe Moag, MBA, Development Director, Action for Healthy Kids

Panel Speakers:

[Donna Langill](#), School Health Consultant

[Tamara Martin](#), Research Assistant Professor, University of New Hampshire (NH Chair)

[Shelly R. Roth](#), Youth Development Director, Children's Hunger Alliance (OH Chair)

Session 5: Strategies for Driving Change (Renoir) [\[Transcript\]](#)

Facilitator: Nora Howley, MA, CHES, Director, School Health Project, Council of Chief State School Officers

Panel Speakers:

[Tracy A. Fox](#), MPH, RD, President, Food & Nutrition Policy Consultants

[Mike Hill](#), Associate Vice President for Prevention, American Cancer Society-Texas (TX Chair)

2:15 – 2:30 Break

2:30 – 3:15

Seizing the Opportunity (Grand Ballroom A-D) [\[Transcript\]](#)

The Honorable Mike Johanns, Secretary of the U.S. Department of Agriculture

Closing Remarks

William Potts-Datema, MS, Chair, Action for Healthy Kids and Director, Partnerships for Children's Health, Harvard School of Public Health