

*‘Promoting Healthy Eating and Active Living through Improvements in the Built Environment:  
What Health Professionals Need to Know and What They Can Do*

February 8, 2007  
The Westin Bonaventure, Los Angeles, California

**WORKSHOP SYLLABUS**

Revised 12/14/06

**Planning Committee**

- Judy Corbett, Local Government Commission
- Esteban Cruz, MD, Kaiser Permanente, Southern CA Permanente Medical Group
- Eric France, MD, Kaiser Permanente, Colorado Permanente Medical Group
- Scott Gee, MD, Northern California Permanente Medical Group
- Mark Horton, MD, State Public Health Officer, CA Department of Health Services
- Christine Maulhardt, MPH, California Medical Association Foundation
- Edward Phillips, MD, American College of Sports Medicine
- Amy Porter, MD, Kaiser Permanente, Southern CA Permanente Medical Group
- Loel Solomon, PhD, Kaiser Permanente, Program Office
- Roberta Tinajero, Kaiser Permanente, Southern California
- Elisa Wong, MPH, Kaiser Permanente, Program Office
- Phil Wu, MD, Kaiser Permanente, Northwest Permanente Medical Group

**Overall Course Objectives**

At the end of this course participants should be able to:

- To describe the connection between features of the built environment and health.
- To identify messages to use with patients and their families to talk about how to incorporate physical activity into everyday life.
- To identify effective communication strategies for working with decision makers and local elected officials on smart growth and built environment issues.
- To identify opportunities for health providers to influence community design and the built environment to promote health.
- Identify 1-2 health providers in their region who are also interested/engaged in these issues.

**Planning Committee Chairs/Workshop Hosts:** Dr. Esteban Cruz and Dr. Scott Gee

**Workshop MC:** Dr. Eric France

## Schedule

Time	Duration	Schedule Item/Content
8:30-8:45	15 minutes	<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• Esteban Cruz, MD, and Scott Gee, MD</li> <li>• Loel Solomon, PhD</li> </ul> <p><i>Speakers will welcome participants, review the workshop syllabus, and explain the relationship of KP's community health work to built environment issues.</i></p>
8:45-9:30	45 minutes	<p><b>Overview: Community Design &amp; Health</b></p> <ul style="list-style-type: none"> <li>• Richard Jackson, MD, MPH</li> </ul> <p><i>Speaker will discuss the built environment and community design and why health professionals should care about these issues. Q&amp;A session included.</i></p>
9:30-10:15	45 minutes	<p><b>Making the Link: Physical Activity and the Built Environment</b></p> <ul style="list-style-type: none"> <li>• Phil Wu, MD</li> </ul> <p><i>Speaker will discuss the importance of physical activity as a part of everyday life.</i></p> <ul style="list-style-type: none"> <li>• Jim Sallis, PhD, Director of Active Living Research Network</li> </ul> <p><i>Speaker will discuss the correlation between the built environment and physical activity.</i></p>
10:15-10:30	15 minutes	<b>BREAK</b>
10:30-10:45	15 minutes	<p><b>What an Active Living, Healthy Eating Community Looks Like</b></p> <ul style="list-style-type: none"> <li>• Paul Zykofsky, LGC Land Use Director</li> </ul> <p><i>Speaker will use visual tools to "paint a picture" of what a community can look like when physical activity and health are priorities in land use and community design decisions.</i></p>
10:45-11:45	60 minutes	<p><b>Messaging in the Patient Encounter</b></p> <ul style="list-style-type: none"> <li>• KP Care Management Institute</li> <li>• KP CARE actors</li> </ul> <p><i>Speakers will present techniques for clinicians to assess environmental factors that limit patients' ability to engage in daily physical activity, to deliver tailored messages based on those assessments. Opportunities for role-playing will be included.</i></p>
11:45-1:15	90 minutes	<p><b>LUNCH and Walking Audit</b></p> <ul style="list-style-type: none"> <li>• Dan Burden, Walkable Communities</li> </ul> <p><i>Presenter will lead participants on a walking audit of nearby streets.</i></p>

1:15-1:30	15 minutes	<p><b>The Role of Health Professionals in Influencing Community Design</b></p> <ul style="list-style-type: none"> <li>• Mark Horton, MD</li> </ul> <p><i>Speaker will provide an overview of CA Governor Schwarzenegger's Vision and Commitment to Healthy Places.</i></p> <ul style="list-style-type: none"> <li>• Lisa Feldstein, JD, Public Health Law Project</li> </ul> <p><i>Speaker will summarize the importance of physician advocacy in decision-making around land use and community design.</i></p>
1:30-2:30	60 minutes	<p><b>Advocacy Part I: A Dialogue With Decision Makers</b></p> <ul style="list-style-type: none"> <li>• Moderators: Judy Corbett &amp; Ventura County Supervisor Kathy Long</li> <li>• Josie Gonzalez, San Bernardino County Supervisor</li> <li>• Randall Lewis, Developer and Principal of Lewis Operating Corp.</li> <li>• Janet Ruggiero, Planner from Citrus Heights, CA.</li> </ul> <p><i>Speakers will discuss examples of when a clinician was/would have been influential in a land use/community design decision.</i></p>
2:30-2:45	15 minutes	<b>BREAK</b>
2:45-4:15	90 minutes	<p><b>Advocacy Part II: Tools &amp; Techniques for Engaging Key Stakeholders</b></p> <ul style="list-style-type: none"> <li>• Lisa Feldstein, JD, Public Health Law Project</li> <li>• Christine Maulhardt, MPH, CA Medical Association Foundation</li> <li>• Decision Makers Panelists</li> <li>• Audience Participants</li> </ul> <p><i>Speakers will present tools &amp; key messages about community design and health appropriate for use with community audiences, decision-makers, and other providers. Opportunities for audience role-play and soliciting feedback from panelists will be included.</i></p>
4:15-4:30	15 minutes	<b>Closing</b>