



CHOICES

THE CONFERENCE THAT CELEBRATES:
FOOD, HEALTH, AND COLLABORATION



AGENDA

FULL

WEDNESDAY

MARCH 22

8:00 a.m.–6:00 p.m.

ServSafe Training and Certification Exam

ServSafe is the National Restaurant Association's certification for handling and serving food safely. The ServSafe Food Manager training and course book will help you understand the food safety risks encountered when working with food during cooking lessons and food tastings. It will provide you with the knowledge you need to manage food distribution to meet the highest safety standards. The training includes a review of the key ServSafe Food Manager concepts and the opportunity to ask questions before the ServSafe certification examination is administered. Before the training, all participants are strongly encouraged to read the ServSafe course book (6th Edition Updated), which will be shipped after you register.

10:00 a.m.–4:00 p.m.

Pre-conference Session for MFF SNAP-Ed Partners: Building a Foundation to Create Healthier Places

Risa Wilkerson, MA, Executive Director, Active Living By Design, Chapel Hill, NC

Creating healthier places in a sustainable way takes a community-tested and evidence-informed approach. Active Living By Design's (ALBD) Community Action Model was developed over many years of working hand-in-hand with communities and the funders who invested in them. ALBD's Community Action Model emphasizes sustainable strategies related

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to policies, systems, and environments, and it is relevant for a variety of community health goals. It highlights the importance of a community's context, defines six essential practices that undergird success and focuses the action approach on the critical elements of collaboration.

ALBD will share examples from successful coalitions across the country, and participants will exchange ideas about deepening their local work and moving toward sustainable outcomes. Specific tools and learning activities will assist participants in applying the model's concepts to specific local goals and tying it to the SNAP-Ed evaluation framework. Participants will leave with ideas and tools to support and enhance their local work and enhanced connections with other participants.

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Special Conference Feature:

On March 23 and 24, the Choices Conference will feature a special graphic recording activity which will be conducted by **Trent Wakenight, MA**, of Marker Ninja in Virginia.

Two-thirds of us are visual learners. Our retention of discussions and concepts is greater when visuals are a part of a meeting. Graphic recording captures the themes and key messages of presentations and discussions in real time through hand-drawn pictures, icons and images to extract and demonstrate meaning from contexts and discussion. Graphic recorders can sketch and lead discussions as they unfold using research-based techniques, methods and templates.

The end product - a large poster representing the meeting - can strengthen understanding of complex issues, make groups smarter, foster open cooperation and idea-sharing, and lead groups toward decision-making and a collaborative vision. Participants share more when their inputs are acknowledged and they can see how they fit into the discussion. Together, the group creates a memorable vision and pictures that last.

8:30 a.m.

Registration and Light Refreshments with Exhibitors

10:00 a.m.

Welcome and Opening Remarks

10:15 a.m.

Opening Keynote Address: Motivate Change with Motivational Interviewing

Dawn Clifford, PhD, RD, Associate Professor and Director, Didactic Program in Dietetics, California State University, Chico, CA

The days of health experts trying to talk their clients into making positive diet and exercise changes are long gone. Clients talk themselves into change when practitioners use Motivational Interviewing (MI), the most well-known behavior change counseling technique. This session includes an overview of MI,

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followed by an essential look at its foundation—eliciting and reflecting client change talk.

Change talk is anything a client says that expresses even the slightest interest in making a behavior change. How you respond to change talk can motivate even your most challenging clients. This interactive session will give you the opportunity to practice tuning your ears for change talk and responding in such a way that your client feels supported and encouraged in their behavior change process.

11:15 a.m.

Break with exhibitors and move to workshops

11:30 a.m.

Workshops: Group A

A1: I Speak MI: 6 Steps to Enhance Your MI Skills

Dawn Clifford, PhD, RD, Associate Professor and Director, Didactic Program in Dietetics, California State University, Chico, CA

While learning Motivational Interviewing (MI) is easy, becoming proficient requires some practice. In this workshop, you will learn six steps to making client interactions more MI-adherent. You will leave with a plan and some concrete counseling strategies that you can start to use immediately, ultimately leading to satisfied and motivated clients. The session will include opportunities to try MI skills through creative and innovative activities in a supportive environment, where stumbling and fumbling over your words is encouraged!

A2: Effective Data Visualization

Jennifer Lyons, MSW, Evergreen Data, Kalamazoo, MI

Presenting data effectively leads to people actually reading our data and reports. When we can engage people with intentional reporting, our audience will be more engaged and able to take informed action.

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Evergreen Data's 4-Step Visualization Process will be reviewed by examining before and after data transformations. Grounded in visual processing theory, the principles will enhance your ability to communicate more effectively with peers, colleagues, and clients, by focusing on the proper use of color, arrangement, graphics, and text. You will walk away knowing the anatomy of a good visualization and will have more tools to better design your PowerPoint presentations, reports, fact sheets, dashboards, and conference posters.

A3: Thinking Outside of the Box

Rodney Page, DJ, Full Engagement Experience, Lansing, MI

Do you want to maximize your talents and skills to the highest potential? The dynamic DJ, Rodney Page, uses personal anecdotes to show how being creative, innovative and compassionate in your interactions with others leads to success. With the combination of music and encouraging words, Mr. Page will challenge how you view the obstacles life presents through a different set of lenses. This session is full of energy, as well as informative and definitely one you won't want to miss!

12:45 p.m.

Lunch Buffet

1:45 p.m.

Move to workshops

2:00 p.m.

Workshops: Group B

B4: Black Chefs in America (Part 1)

Demarra Gardner, MA, Principal/Lead Consultant, Change Agent Consulting, Kalamazoo, MI

Discover the rich history that black chefs have contributed to the way we eat today. This two-part session will explore a historical context for black chefs in America, why there are so few African Americans chefs today (although the numbers are increasing

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daily), barriers that exist for them to be recognized for their artistry, and the role we can play in supporting them.

In this first workshop, we will focus on the barriers that keep the masses from seeing the inherent value of Black Chefs in America noting the robust contributions they have made for centuries. In a continuation of the session at 3:30 p.m., we will discover kitchen savvy educators, restaurateurs, philanthropists, entrepreneurs, authors, activists, and celebrity personalities.

B5: Empowering Families into Action for Healthier Kids!
Barb Flis, BIS, Founder, Parent Action for Healthy Kids, South Lyon, MI

Many families are supportive of health initiatives for young people, but often, our perception of families is the opposite. In this session, you will gain an understanding of how attitudes toward families can be a motivating or de-motivating factor to engagement. Key needs and concerns of families will be identified along with ways to empower families into action.

B6: Local School Wellness Policy: What new requirements mean for Michigan school districts
Whitney Vance, MS, RDN, Nutrition Consultant, Michigan Department of Education, Lansing, MI

Local School Wellness Policies are changing due to new requirements recently set forth by the U.S. Department of Agriculture. This session will highlight the new requirements, action steps schools and districts can take to comply with the requirements, and how family and community members can become involved with the wellness policy process in their local areas. School districts must begin developing revised local wellness policies during the 2016-17 school year and fully comply with the new requirements by June 30, 2017. Join this session to learn how to help Michigan school districts meet this fast approaching deadline!

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B7: Create Lasting Community Change

Risa Wilkerson, MA, Executive Director, Active Living by Design, Chapel Hill, NC

How can partners address complex community change and best honor community context, engage residents and lift equity? Active Living By Design's Community Action Model illustrates an evidence-informed, field-tested process that incorporates key components for community change—multi-sector partnerships, ongoing preparation, and practical strategies. These components incorporate six essential practices: health equity focus, community engagement, facilitative leadership, sustainable thinking, culture of learning, and strategic communication. Discover how community partnerships across the U.S. have achieved impressive and lasting results utilizing the model and gain tools to effectively incorporate this model into your current work.

3:15 p.m.

Break with exhibitors and move to workshops

3:30 p.m.

Workshops: Group C

C8: Coaching 101

Kathy Grosso, Consultant, Leadership That Works, Bellevue, MI

Coaching has become a common practice when interacting with people. What does this really mean and how can we use it in our everyday interactions and conversations? This hands-on session will explore how you can use basic coaching skills to help shift the way you communicate with individuals, engage with classes, and partner with organizations. Adding coaching skills to your existing expertise will shift your focus from problem solving to empowering people and organizations.

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C9: Black Chefs in America (Part 2)

Demarra Gardner, MA, Principal/Lead Consultant, Change Agent Consulting, Kalamazoo, MI

This is the continuation of Session B4 held at 2:00 p.m. During this second part of the session, we will discover kitchen savvy educators, restaurateurs, philanthropists, entrepreneurs, authors, activists, and celebrity personalities. A look at integrating this knowledge into your food education work will be the focal point. Positive examples of how black chefs and farmers are being celebrated and what we can do to support them will also be explored.

C10: Effective Data Visualization (Repeat of Session A2)

Jennifer Lyons, MSW, Evergreen Data, Kalamazoo, MI

Presenting data effectively leads to people actually reading our data and reports. When we can engage people with intentional reporting, our audience will be more engaged and able to take informed action.

Evergreen Data's 4-Step Visualization Process will be reviewed by examining before and after data transformations. Grounded in visual processing theory, the principles will enhance your ability to communicate more effectively with peers, colleagues, and clients, by focusing on the proper use of color, arrangement, graphics, and text. You will walk away knowing the anatomy of a good visualization and will have more tools to better design your PowerPoint presentations, reports, fact sheets, dashboards, and conference posters.

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C11: Herding Cats: Negotiating the Pleasures and Pitfalls in Community Change Work

J.R. Reynolds, Coordinator, Good Food Battle Creek, Battle Creek, MI

Building a community coalition centered on social change is wildly satisfying. It also can be wildly frustrating. Learn why it's so important to place relationships ahead of programs to create change. You will come to understand the difference between "thinkers" and "doers" and why you need both among your allies. Find out how to build a "kitchen cabinet" to help guide the work. Recognize the effects various leadership styles and how they positively (and negatively) impact the course of your work. Spot the traps that can hamstring change efforts because of issues related to race, class and gender. Learn the secret to effective communication with media, and how those messages can make or break you.

4:45 p.m.

Adjourn

Evening

Dinner on your own

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7:30 a.m.

Registration and Breakfast with Exhibitors

8:30 a.m.

Opening Remarks

8:35 a.m.

Opening Keynote Address: The Road to Health is Paved with Good Intentions!

Anne R. Lindsay, PhD, Associate Professor and Extension Specialist, Exercise Physiology and Public Health, University of Nevada Extension, Las Vegas, NV

Individuals have different values, personalities, likes, dislikes, schedules, and internal rhythms. We need to help people figure out how to march to their own rhythm. Helping people to become more active is challenging, and Americans are more sedentary than ever before. We hear the mantra, "If at first you don't succeed, try! Try harder!" For most people, if at first they don't succeed, they QUIT! Why? Because people don't fail. Programs fail! Teaching methods and techniques are just small steps in promoting physical activity. The real education comes from discovery of self-competency and value. Whether at the individual level or using a public health approach, we need to meet people where they are to help them move forward.

9:30 a.m.

Break with exhibitors and move to workshops

9:45 a.m.

Workshops: Group D

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D12: Thanks to You...Emerging Best Practices

Justin Fast, Social Initiatives Specialist

Mary Grill, Director of Training and Resources

Ben Kohrman, Communications Specialist

Teresa Zwemer, Project Manager

Michigan Fitness Foundation, Lansing, MI

MFF SNAP-Ed Partners have raised the bar. Come see the highlights of their work on three statewide pilot projects: Produce for Pantries, Farm Market Food Navigators, and Coaching for Community Transformation. You will leave inspired and equipped to share these resources with key stakeholders in your community.

Are you a SNAP-Ed programmer looking to add partnerships and effective community-based PSE work to your plan? Are you a health and wellness professional looking for simple, effective ways to make a difference in your spare time and in your own community? Are you a volunteer who wants to help improve your local food pantry, or a “foodie” who wants to help small farms thrive? Then this session is for you.

D13: The #1 Secret to Communication Success: Know Thy Audience

Barbara Mayfield, MS, RD, CD, Nutrition Communicator, Delphi, IN

If you want your audience to listen to what you have to say, listen to them. Discover how a needs assessment allows you to tailor your message to your audience. Learn how to connect with audiences and communicate in ways they can understand and apply. This session will review principles of cultural sensitivity and how to relate to various generations and socio-economic groups.

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D14: The ABCs of Safe Routes to Schools

Meg Thomas Ackerman, Director, Safe Routes to School,
Michigan Fitness Foundation, Lansing, MI

Imagine this win-win situation: what if you could help children to concentrate and learn better in school while developing life-long healthy habits, and simultaneously improve safety and air quality while reducing traffic around schools? You could accomplish this and be a catalyst to increase walking and biking and decrease children being driven to school by introducing a Safe Routes to School program to the schools that you work with or live near. This session will guide participants in designing and implementing a Safe Routes to School program tailored to fit the needs of your school(s) and community, provide strategies for increasing participation, and where to find the resources to help. Additionally, learn how other schools and communities across Michigan are finding multiple successes by adding a 15-minute walk to their children's school day routine. This program is appropriate for all schools and communities, whether urban, suburban, or rural.

D15: Mission Readiness and Resilience

Deborah Harris, MPH, RD, CDE, Dietitian, Defense Commissary Agency, U.S. Department of Defense, Fort Lee, VA

This session will address the use of social marketing constructs to convey that the "Commissary is more than a grocery to patrons, staff and health and wellness stakeholders that has resulted in key partnerships, endorsements and direct and indirect engagements of the military community. The session will also provide examples of key DOD health and wellness efforts targeted at the military community and how the commissary has aligned efforts resulting in mutual gains. Examples of various systems were used to change the "environment" will be used.

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11:00 a.m.

Break with exhibitors and move to workshops

11:15 a.m.

Workshops: Group E

E16: Beyond Exercise: Physical activity for the ages!

Anne R. Lindsay, PhD, Associate Professor and Extension Specialist, Exercise Physiology and Public Health, University of Nevada Extension, Las Vegas, NV

Why do some people love the gym and some people hate the gym? Why do some kids love sports and others hate going to their PE class? Why are some seniors active and others sedentary? This workshop will dig a little deeper into how we can turn our physical activity lesson plans and interventions into lifestyle processes for our audiences. Public health approaches as well as individual level methods to education will be addressed, including some evaluation. We don't have to be fitness experts or psychologists to motivate and promote physical activity. We do need to better understand the people we serve and create opportunities for success.

E17: Embedding Coaching Practices into Our Organization and Work

Kathy Grosso, Consultant, Leadership That Works, Bellevue, MI

Imagine an organization where coaching is embedded in the everyday practices and culture of the organization. We'll explore what is possible when coaching skills are used intentionally in meetings, decision making, and strategy sessions. Session participants will have the opportunity to experience coaching and use the wisdom of the group to discuss how coaching and coaching skills can be the 'norm' for everyone in the organization.

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E18: Examine the Evidence: Separate Fact from Fiction

Barbara Mayfield, MS, RD, CD, Nutrition Communicator, Delphi, IN

Do the audiences you work with have trouble discerning whether what they see, read, and hear about diets, food, and nutrition is truthful or bogus? Learn how to evaluate sources of nutrition information and be able to separate what is questionable from what is credible. The public often wonders why nutrition scientists “keep changing their minds.” Be prepared to describe the scientific process and the evolving nature of nutrition research. Help your audiences examine the evidence and put findings into context.

E19: The Wonderful World of Chocolate

Patrick F. Fields, PhD, Professor of Biology, Olivet College, Olivet, MI

Join DocChoc (AKA Dr. Patrick F. Fields) to learn about the exciting world of chocolate: what it is, where it comes from, how it is made from the cacao plant, and some of the history of human interaction with the world’s most delicious food, including the health benefits, fads, myths, etc. Then stick around for a tasting of about a dozen different types of chocolate. This session is a must see!

12:30 p.m.

Lunch Buffet

1:30 p.m.

Closing Keynote: Life on Purpose: From Wellness to Engaged Wellbeing in The Digital Age

Victor J. Strecher, PhD, MPH, Professor and Director for Innovation and Social Entrepreneurship, The University of Michigan School of Public Health, Ann Arbor, MI

What is a life worth living? Socrates said that an unexamined life isn’t worth living. Aristotle went further to say that a purposeless life isn’t even worth examining. How do we effectively use

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technologies of our digital world to create a life worth living – real health – not just more data? Not just the prevention of disease. How do we use data to create knowledge, and more importantly, use knowledge to create wisdom? Dr. Strecher reconsiders directions taken in health and wellness. He will discuss new strategies for examining the daily personal and environmental factors that increase energy and willpower to live for what matters most to an individual. In doing so, a person can improve their health and well-being, resilience, and organizational performance.

This presentation incorporates ancient philosophy, the latest scientific knowledge, and advanced technologies to create a new vision for health across the lifespan. In the presentation, Dr. Strecher will also demonstrate a platform of multimedia strategies designed to help people meaningful, fully engaged changes in their lives.

2:30 p.m.

Closing Remarks and Adjourn