

Presented by: Michigan Department of Community Health
Michigan State Medical Society
U.S. Department of Health and Human Services

Obesity in Michigan: Join the Fight for Health

FRIDAY, OCTOBER 8, 2004

*Sheraton Detroit Novi Hotel
Novi Michigan*



REGISTRATION INFORMATION

*Early registration date
is September 30, 2004*

2004

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Services

What will participants take away from this conference?

The health risks of overweight and obesity present enormous challenges to the health care system. In Michigan, rates have remained consistently high compared to the rest of the nation; however, recent advances indicate that effective solutions are emerging. The purpose of **Obesity in Michigan: Join the Fight for Health** is to bring state-of-the-art information to health care providers who influence at-risk populations. Emerging issues to be discussed will include:

- *The latest research and design efforts underway to combat the obesity epidemic in children and adults;*
- *The short and long-term health implications of obesity for children and adults;*
- *Clinical guidelines and practices related to obesity prevention, assessment and treatment;*
- *How to successfully initiate behavior change for the short and long-term; and*
- *How communities can work to help alleviate obesity.*

Who should attend?

The conference is designed for health care providers, including:

- *Physicians*
- *Nurses*
- *Nurse practitioners*
- *Physician assistants*
- *Health educators*
- *Public health professionals*
- *Registered dietitians*

Location

The conference will be held at the Sheraton Detroit Novi Hotel, (formerly the Novi Hilton), located at 21111 Haggerty Road in Novi, at the intersection of Eight Mile and Haggerty Roads. Take I-275 to the Eight Mile Road West exit; turn west onto Eight Mile Road and then right onto Haggerty Road. The Sheraton will be on your left. Parking is free. You may check the Sheraton web site at www.sheraton.com and click on Michigan and then Sheraton Detroit Novi for additional information

Continuing Education Credits

For information on continuing education credits for physicians, nurses, physician assistants, health educators and registered dietitians, please contact Diane Drago at DMSdiane@concentric.net or 517-663-5147.

Guest Room Information

A block of guest rooms has been reserved at the Sheraton Detroit Novi for the night of Thursday, October 7 at the rate of \$89 plus tax. **To make your reservation, call the Sheraton directly at 248-349-4000 and reference the Michigan Department of Community Health conference. You must register by September 9 to ensure receiving the conference rate.** Rates may go up after September 9.

For More Information

Contact: Diane Drago at
Diversified Management Services at
DMSdiane@concentric.net or 517-663-5147.

Check the MDCH web site:
www.michigan.gov/cvh

2004

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FRIDAY, OCTOBER 8, 2004

Registration Form

Early Registration Date: September 30, 2004

You may FAX or MAIL your registration form to:

Obesity in Michigan Conference
c/o Diversified Management Services
P.O. Box 423 • Eaton Rapids, MI 48827
FAX: 517-663-5245

First Name

Last Name

Degree

Organization

Mailing Address

City

State

Zip Code

Telephone

Fax

E-mail

Registration Fee—Check all that is applicable

- | | |
|--|---|
| <input type="checkbox"/> Early registration (by September 30) \$75 per person | <input type="checkbox"/> Exhibit staff with lunch; not attending sessions \$25 per person |
| <input type="checkbox"/> Full registration (after September 30) \$125 per person | <input type="checkbox"/> Exhibit staff only. No charge |
| <input type="checkbox"/> Sponsor using complimentary registration No charge | <input type="checkbox"/> I am registering for continuing education credits for: |
| <input type="checkbox"/> Committee using complimentary registration No charge | <input type="checkbox"/> Physicians |
| | <input type="checkbox"/> Nurses |
| | <input type="checkbox"/> Health educators (CHES) |
| | <input type="checkbox"/> Dietitians (RD) |

Cancellation Policy

Full refunds—less a \$15 processing fee—are available for cancellations received in writing by October 1, 2004. **No refunds are available after October 1.**

Please note that once a registration form is submitted and the October 1 deadline has passed without a notice of cancellation, the individual is considered registered and is liable for the registration fee whether or not he/she attends the conference.

Payment Information

- Check # _____ enclosed.
Make Check payable to: OBESITY IN MICHIGAN CONFERENCE. (Tax ID #38-330672)
- Purchase order # _____ enclosed.
- Please invoice me.
- Please charge my credit card:
 - VISA Mastercard

Card number

Expiration date

Name on card (PRINT CLEARLY)

Signature

Workshop Registration

To help us determine room sizes, please indicate which workshop sessions you plan to attend. Use the NUMBERED DESIGNATIONS provided in the agenda. (Eg., 1, 2, 3 etc.)

Group 1: **11:15 a.m.** _____

Group 2: **1:15 p.m.** _____

Additional Information

Please check all information that applies to you.

- I have the following physical requirements:

- I have the following special dietary requirements:

- My name and address as they appear on this registration form may be included in the conference program.
- I do not wish to have my name and address included in the conference program.
- Please send me information on how I can support the conference through sponsorship.
- Please send me information on exhibiting at the conference.

Obesity in Michigan: Join the Fight for Health

**FRIDAY,
OCTOBER 8, 2004**
Sheraton
Detroit Novi Hotel,
Novi, Michigan

Conference Agenda

7:30 A.M.

Registration and Healthy Breakfast

8:30 A.M.

Welcome

John MacKeigan, MD, President
Michigan State Medical Society

8:35 A.M.

**Opening Session: Prescription for
a Healthier Michigan**

Kimberlydawn Wisdom, MD
Michigan Surgeon General

The Surgeon General will set the stage for the conference by presenting a snapshot of Michigan's "fight for health" in the area of overweight and obesity, including an update on the "Michigan Steps Up" initiative.

9:00 A.M.

The Science of Obesity

Virginia Uhley, PhD
The University of Michigan Center for
Integrated Medicine

This session will examine the biochemical and medical basis of obesity and provide an update on the emerging issues, latest research and advances in the fight for health.

9:45 A.M.

Break in Exhibit Area

10:00 A.M.

**Keynote Address: Connecting the
Dots: Providers, Patients and
the Fight for Health**

Joanne Ikeda, MA, RD, Cooperative
Extension Nutrition Specialist
University of California-Berkeley
Co-director, Center for Weight and Health

A nationally-recognized expert on pediatric obesity and the dietary practices of ethnic and immigrant populations, Joanne Ikeda will share her expertise about the realities of weight management and how providers can most effectively lead the fight against obesity. Presenting patients with the concept of obesity as a health issue, as opposed to a weight issue will serve as the cornerstone of this discussion.

11:00 A.M.

Break in Exhibit Area

11:15 A.M.

Concurrent Sessions Group A:

**1. Community Resources as Agents of
Change**

Amy Malow, MS, RD, CNSD
Program Leader, Food Stamp and Nutrition
Education/Michigan Nutrition Network
Michigan State University Extension

Lisa K. Grost, MHSA, Public Health
Consultant, Michigan Department of
Community Health

This session will showcase community-based programs available through the Michigan Department of Community Health and Michigan State University Extension, where providers can refer their patients, that are aimed at preventing and/or treating obesity and related complications. Various obesity prevention initiatives, aligned with the *Michigan Steps Up Campaign*, will be highlighted. Easy-to-use patient materials and resources will be provided.

2. Overweight and Metabolic Syndrome

Janice Werbinski, MD, FACOG
Associate Clinical Professor, Michigan
State University, College of Human
Medicine, Kalamazoo Campus
Staff Physician, Borgess Women's Health

What is metabolic syndrome? What is its relationship to obesity, cardiovascular disease, diabetes and stroke? During this session, Dr. Werbinski will discuss the definition, diagnosis and demographics of metabolic syndrome and how pharmaceutical and nutritional approaches can help manage and even reverse its disease sequelae. In addition, she will describe an integrative clinic designed to diagnose and manage metabolic syndrome, using nutraceuticals, group therapy, education and behavior modification.

3. Obesity, Disparities and Culturally Effective Care

Ronald Davis, MD, American Medical Association Board of Trustees
Center for Health Promotions and
Disease Prevention, Henry Ford
Medical Group, Detroit, MI

Why are racial and ethnic minorities particularly at risk for obesity and its health complications? Dr. Davis will address this question and discuss the physician's role in educating minority patients on healthy lifestyles and diet. He also will address AMA policies on combating obesity and unhealthy eating, including culturally-effective care for minorities.

4. The Family Dynamics of Treating Obesity

Keith Levick, PhD
Goren and Associates, Center for
Childhood Weight Management
Farmington Hills, MI

Familial factors can greatly influence the risk of childhood overweight and obesity. Dr. Levick will draw on his years of clinical expertise in working with families to help the audience understand the psychological and social impact of overweight and obesity on children and adolescents. He'll identify key family and environmental issues that providers can explore when developing treatment for children and adolescents.

5. Balancing Physical Activity and Nutrition

Jonathan K. Ehrman, PhD
Associate Program Director
Preventive Cardiology, Henry Ford Heart
and Vascular Institute, Detroit, MI

One of the major challenges health care providers face is how to motivate patients to become physically active and develop and maintain healthy eating. Dr. Ehrman will provide some practical information on how to identify and discuss health concerns with patients to help them better understand the importance of becoming physically active and eating healthy; how to help them develop an appropriate activity program and diet; how to keep patients motivated and identify resources that providers can use with their patients.

12:15 P.M.

Break and move to lunch

1:15 P.M.

Concurrent Sessions Group B

6. Assessing Healthy Eating and Physical Activity Across the Lifespan

Mary Noel, PhD, MPH, RD
Michigan State University College of
Human Medicine

Anita M. Sandretto, PhD
University of Michigan School of Public
Health

Assessment techniques of patients' nutrition and physical activity programs—or lack thereof—have not been a focus of provider training. However, there are great evidence-based assessment techniques and interventions available. This session will identify several proven assessment techniques for eating and physical activity that providers can use for each of four age groups—children, adolescents, adults and the elderly.

7. Special Populations: Assessment and Solutions

Edie Kieffer, MPH, PhD
University of Michigan School of Social Work

Othelia Washington Pryor, PhD,
Assistant Professor
Department of Medicine, Office of Medical Education Research and Development, Michigan State University

Health care providers face unique issues when working with African American, Latino and Arab American patients. These issues, along with effective interventions, will be identified during this session. Information about successful area programs that reach special populations, along with outreach, recruitment and retention of these populations in intervention will be provided.

8. Evidence-based Options for System Change

Susan Jepkema, RN, BS, CDE
Diabetes Educator and Case Manager
Lakeland Family Clinic, Benton Harbor, MI

Additional speakers to be announced

Many practices have developed effective options for the screening and treatment of overweight and obesity. The panel of experts will discuss guidelines for screening weight-related conditions, how screening and counseling can be integrated into clinical practices, and will explore issues associated with reimbursement for nutrition and physical activity counseling.

9. Motivational Interviewing as an Approach to Counseling

Ken Resnicow, PhD, Professor
University of Michigan Health Behavior & Health Education School of Public Health

Motivational Interviewing (MI) is a novel approach to counseling that assists individuals to work through their ambivalence about behavior change and unearth their intrinsic motivation to change. It has particular promise as a tool to motivate dietary and physical activity changes for overweight individuals. As opposed to more traditional patient education approaches that “push” motivation, in MI the counselor uses techniques such as reflective listening

and values clarification to help clients write their own advertisement for change; to pull motivation.

10. Unhealthy Weight in Children

Douglas Neal Henry, MD, FAAP
Pediatric Endocrinology Childhood Overweight
Sparrow Regional Children’s Center

The obesity epidemic among children and adolescents presents health care providers with very special and difficult challenges. During this in-depth session, Dr. Henry will share his expertise to provide practical information on the prevention, diagnosis and treatment of unhealthy weight among young people. Diagnostic criteria, the ecology of childhood unhealthy weight, its theoretical progression to metabolic syndrome and related co-morbidities, the use of BMI, therapeutic interventions, growth implications for treatment, office assessment, short and long-term management, and the components of obesity prevention, nutrition and physical activity in children and adolescents will be addressed.

3:00 P.M.

Break in Exhibit Area

3:15 P.M.

Closing Plenary Session: How to Promote Long-term Lifestyle Change and Management

Jaqueline Odom, PhD, Director of Psychology, Beaumont Weight Control Center, Royal Oak, MI

In a recent AP poll, it was found that only 12% of Americans say they are on a diet—not an encouraging fact in an overweight nation! Equally discouraging in this poll, most people who have lost weight say they’ve regained some of it and 23% say they’ve gained it all back. How then, does the health care provider help patients develop life-long, lifestyle changes that will help maintain and manage a healthy life? Join us for a practical and hopeful discussion on how patients can be motivated to develop and maintain lifestyles that focus on health, not just weight.

4:00 P.M.

Closing Remarks and Raffle

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c/o Diversified Management Services
P.O. Box 423
Eaton Rapids, MI 48827

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Michigan State Medical Society
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Conference Planning Committee

Rochelle Hurst, Chair
Michigan Department of
Community Health

Rebecca Blake
Michigan State Medical Society

Lynn Blavin, MD

Lisa Choate
American Heart Association-
Greater Midwest Affiliate

Gayle Coleman
Michigan State University
Extension

Faith Covici
U.S. Department of Health and
Human Services

Diane Drago
Diversified Management
Services

Paul Ehrmann, DO
Family Health Care Center

Ihuoma Eneli, MD, MS
Michigan State University

Sherry Fent
Diversified Management
Services

Sarah Fink
Michigan Health & Hospital
Association

Mary Anne Ford
Michigan Association of Health
Plans Foundation

Julia Griffith
Physicians Health Plan of Mid-
Michigan

Stephanie Halfmann
Michigan Public Health
Institute

Douglas Neal Henry, MD
Sparrow Regional Children's
Center

Van Hubbard, PhD
National Institutes of Health

Marlene Hulteen
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David Kasunic
Michigan Society of Pathologists

Janice Klos
Michigan Academy of Family
Physicians

Barbara LeRoy
Wayne State University

Keith Levick, PhD
Goren and Associates/Center for
Childhood Weight Management

Donna McLean, PhD
Michigan Public Health
Institute

Sharon Milberger, ScD
Developmental Disabilities
Institute/Wayne State University

Mary Noel, MPH, PhD, RD
Michigan State University
College of Human Medicine

Robert Ross, PA-C
University of Detroit Mercy
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Anita Sandretto, PhD
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Al Sparrow, MD, MPH
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Melissa Tolan
Michigan State University
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