

A two-day conference and training opportunity to help community decision-makers make it easier for residents to be active, eat right and live a healthy lifestyle!



**DESIGNING
HEALTHY LIVABLE
COMMUNITIES:**

The Power of Policy

Presented by:

**Michigan Department of
Community Health**

With support from:

**The Governor's Council on Physical
Fitness, Health and Sports**

**THURSDAY
MAY 29 and
FRIDAY
MAY 30, 2008**

**The Lansing Center
Lansing, Michigan**

*The early registration deadline
for the fourth Designing Healthy
Livable Communities conference
is May 5, 2008.*

CONFERENCE PURPOSE

The fourth Designing Healthy Livable Communities Conference will convene national and Michigan experts to talk about how the **Power of Policy** can help communities and policy makers put policies into place that help residents make healthy choices. The conference and training session will provide:

- ▶ A place to network and learn from other professionals working to design healthier communities.
- ▶ An opportunity to learn about public policies that have helped to enhance healthy nutrition and physical activity in communities.
- ▶ Proven tools and resources to accomplish the goal of designing healthy communities, particularly as they relate to public policy development.
- ▶ Specific ideas for improving public health through land use, community design, physical activity, nutrition and transportation choices.
- ▶ Action plan ideas that you can take back to your communities to enhance healthy choices.



DESIGNING HEALTHY LIVABLE COMMUNITIES: The Power of Policy

MAY 29 - 30, 2008

WHO SHOULD ATTEND?

- ▶ Bicycle and pedestrian advocates
- ▶ Chambers of Commerce
- ▶ Civic and service organizations
- ▶ Community health representatives, including public health and hospitals
- ▶ County Extension
- ▶ Dietitians and nutritionists, including from schools and hospitals
- ▶ Economic development specialists
- ▶ Elected and appointed officials
- ▶ Faith-based organizations
- ▶ Farm Bureau members and other agricultural groups
- ▶ Farmers Market representatives
- ▶ Health care professionals
- ▶ Law enforcement professionals
- ▶ Local community groups
- ▶ Neighborhood associations
- ▶ Parks and recreation professionals
- ▶ Planners and planning commissioners
- ▶ Residential and commercial developers
- ▶ School administrators, board members and PTSA representatives
- ▶ Trail supporters
- ▶ Transportation professionals, including engineers
- ▶ Youth leaders

REGISTRATION INFORMATION

Participants are encouraged to submit their registration form as soon as possible, even if payment follows at a later date to ensure a place at the conference.

EARLY REGISTRATION FEES: Registration form must be received **by May 5.**

- ▶ May 29 and 30: \$140 per person OR \$125 per person for a community team of four or more
- ▶ May 29 only: \$105 per person OR \$90 per person for a community team of four or more
- ▶ May 30 only: \$50 per person OR \$40 per person for a community team of four or more

FULL REGISTRATION FEES: For all registrations received **after May 5.**

Note: Team registrations are NOT available after May 5.

- ▶ May 29 and 30: \$165 per person
- ▶ May 29 only: \$130 per person
- ▶ May 30 only: \$75 per person

CANCELLATION POLICY

1. Full refunds, less a \$25 processing fee, are available until **May 19** only.
2. A written notice of cancellation must be received by **May 19**, either by fax (517-663-5245) or e-mail (DMSdiane@concentric.net).
3. If you do not cancel by **May 19** and/or do not attend the conference, payment in full is expected.

CONFERENCE CENTER AND HOTEL INFORMATION

- ▶ The entire conference will be held at the **LANSING CENTER** in downtown Lansing, Michigan. The Lansing Center is located at 333 East Michigan Avenue. Go to www.lansingcenter.com for more information.
- ▶ A block of rooms has been reserved at the **Radisson Hotel Lansing** for the nights of May 28 and 29 at the conference rate of \$99 (single or double occupancy), plus 11% tax. Call the Radisson at 517-482-0188 by **APRIL 28** to reserve a room at the conference rate. Reference the Michigan Department of Community Health conference. **NOTE: The room block will be released on April 28.** The conference rate is not guaranteed after that date.
- ▶ The Radisson is located at 111 North Grand Avenue in Lansing. It is adjacent to the Lansing Center covered walkway. Go to www.radisson.com/lansingmi for more information.

PARKING

The primary parking lot is beneath the Lansing Center. Enter the lot from Museum Drive.

ADDITIONAL PARKING CAN BE FOUND AT:

- North Grand Parking Ramp:** Enter from Northbound Grand Ave. Take the PEDWAY on the third floor to the Lansing Center or Radisson Hotel.
- South Grand Parking Ramp:** (2 blocks from the Lansing Center) Enter from Northbound Grand Ave.

LANSING CENTER DIRECTIONS

FROM THE DETROIT AREA:

Take I-96 west to I-496 west/downtown exit. Continue on I-496 to the Cedar/Larch and Pennsylvania exits.

Follow the Cedar/Larch signs and exit right onto Larch going north. Larch to Shiawassee and turn left. Go one block to Cedar; turn left. Turn right onto Museum Drive and follow signs for parking under the Lansing Center.

FROM THE GRAND RAPIDS AREA:

I-96 to I-496 east downtown exit. Continue on I-496 to the Cedar/Larch and Pennsylvania exits. From this point, continue with the directions as given from the Detroit area above.

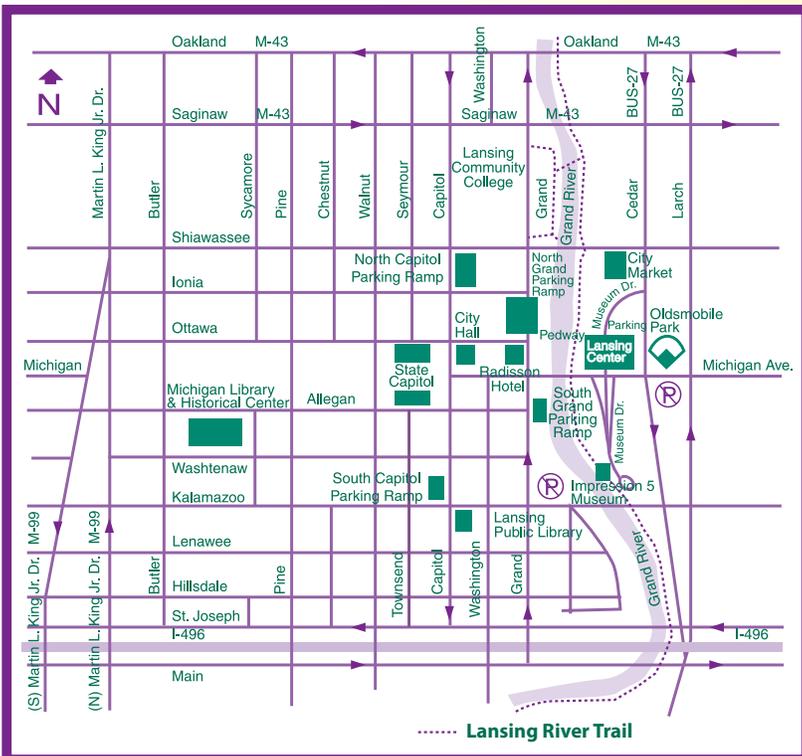
FROM SAGINAW/BAY CITY AREA:

Follow I-75 south to I-69 west to I-27 south to the I-496 west downtown exit. Continue on I-496 to the Cedar/Larch and Pennsylvania exits. From this point, continue with the directions as given from the Detroit area above.

FROM THE JACKSON AREA:

Follow I-27 north to I-496 west downtown exit and continue on I-496 to the Cedar/Larch and Pennsylvania exits. From this point, continue with the directions as given from the Detroit area above.

For more information on the Greater Lansing area, go to: www.lansing.org



CONFERENCE HIGHLIGHTS

FEATURED SPEAKERS

The 2008 conference will feature three keynote presenters on May 29th:

Dean Sienko, MD, is the Health Officer/Director at the Ingham County Health Department in Lansing, Michigan. Previously, Dr. Sienko served as Medical Epidemiologist for the Michigan Department of Community Health and held posts at the Centers for Disease Control. Dr. Sienko has been a leader in the promotion of healthy communities through public policy and will open the conference with an insightful discussion about how you can do the same in your community.

Reid Ewing is Associate and Research Professor at the National Center for Smart Growth at the University of Maryland. He has written books for the Urban Land Institute and the American Planning Association on various aspects of urban planning. His 2003 study of sprawl and obesity may have received more national media coverage than any planning study ever. Mr. Ewing will present a keynote address on *Health and the Built Environment (and What We Can Do to Improve Both)*! He also will conduct a workshop on climate change on May 29th and be part of the community transformation training on May 30th.

Robert McKinnon is the founder and president of YELLOWBRICKROAD, a collection of people and projects that use media and communications to create a more inspirational environment for our country's youth. YELLOWBRICKROAD was founded in 2005, following Mr. McKinnon's 15 years with the prestigious advertising firm of Saatchi & Saatchi. Mr. McKinnon will present the luncheon keynote address on the topic, *Where Health Happens: Leveraging Place to Create Change*.

SPECIAL FEATURES:

- ▶ A two-day program for the first time ever!
- ▶ 15 interactive workshops and exhibits on May 29th.
- ▶ Five in-depth trainings on May 30th, including a mobile workshop featuring the transformations Lansing has undergone.
- ▶ Prize drawing at the May 29th reception. Must be present to win.

▶ EVENING OPTIONS FOR MAY 29:

Baseball! See the Lansing Lugnuts (Toronto Blue Jays affiliate) take on the Great Lakes Loons in a great Class A baseball game. Walk to Oldsmobile Park and enjoy box seats for the 7:05 p.m. game at the incredible price of \$9 per person! Go to www.lansinglugnuts.com for information on the team.

The Movies! A special screening of the public television documentary, *Where Do the Children Play*, will be offered at 5:30 p.m, following the reception on May 29th. The one-hour documentary for public television examines how restrictive patterns of sprawl, congestion, and endless suburban development across America are impacting children's mental and physical health and development. The film is based on the 2001 work of Dr. Elizabeth Goodenough, *Secret Spaces of Childhood*. Dr. Goodenough will present the film and lead a discussion.

Food! The Lansing area offers a wide variety of restaurants. If you're interested in joining a group for dinner, check the option off on the registration form and then see the conference registration desk the morning of May 29th to sign up for a specific eatery.

NEED MORE INFORMATION?

For additional information on the conference, sponsor and exhibit opportunities and continuing education credits, contact Diane Drago by fax (517-663-5245) or e-mail (DMSdiane@concentric.net).

For additional copies of this brochure, go to www.mdch.gov/cvh



DESIGNING
HEALTHY LIVABLE
COMMUNITIES:

The Power of Policy

MAY 29 - 30, 2008

REGISTRATION FORM



DESIGNING HEALTHY LIVABLE COMMUNITIES:

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Return this form by
mail or fax to:

**Designing Healthy
Livable Communities
(DHLC) Conference**

c/o Diversified
Management Services
620 Hall Street
Eaton Rapids, MI
48827
FAX: 517-663-5245

REGISTRATION INSTRUCTIONS

1. Please complete both pages of the registration form in their entirety. TYPE OR PRINT CLEARLY.
2. To ensure the early registration rates, this form must be received by **May 5**. Payment may follow in the mail. Registration forms received after May 5 will be subject to the full registration rate.
NOTE: Team registration rates are not available after May 5.
3. Faxed registration forms are accepted and encouraged to reserve a space at the conference.
4. The conference registration fee includes breakfast, lunch and snack breaks with exhibitors on each day you attend; the reception on May 29th; attendance at all sessions on the designated day; access to the exhibit area; and all conference materials.
5. **Do not assume you are registered for the conference unless you receive written confirmation within three weeks of mailing or faxing your registration form.**
6. See **CANCELLATION POLICY** on pages 1 and 5.

NAME		DEGREE
TITLE		
ORGANIZATION		
ADDRESS		
CITY	STATE	ZIP CODE
TELEPHONE	FAX	
E-MAIL		

REGISTRATION CATEGORY

Check the appropriate registration category. If you are registering as part of a team, please include your team name on the next page.

REGISTRATION CATEGORY	EARLY RATE—BY MAY 5	FULL RATE—AFTER MAY 5
<input type="radio"/> Individual—May 29 and 30	<input type="radio"/> \$140	<input type="radio"/> \$165
<input type="radio"/> Individual—May 29 only	<input type="radio"/> \$105	<input type="radio"/> \$130
<input type="radio"/> Individual—May 30 only	<input type="radio"/> \$50	<input type="radio"/> \$75
<input type="radio"/> Team—May 29 and 30	<input type="radio"/> \$125 per person	Team rate not available
<input type="radio"/> Team—May 29 only	<input type="radio"/> \$90 per person	Team rate not available
<input type="radio"/> Team—May 30 only	<input type="radio"/> \$40 per person	Team rate not available
<input type="radio"/> Speaker: Circle date(s) attending: May 29 May 30	Complimentary	Complimentary
<input type="radio"/> Sponsor: Circle date(s) attending: May 29 May 30	Complimentary	Complimentary
<input type="radio"/> Committee: Circle date(s) attending: May 29 May 30	Complimentary	Complimentary
<input type="radio"/> Lugnuts Baseball ticket (Ticket not included with complimentary registrations. Registrants may purchase extra tickets to bring a guest(s) to the game.)	<input type="radio"/> \$9 x _____ ticket(s)	<input type="radio"/> \$9 x _____ ticket(s)
TOTAL DUE	\$ _____	\$ _____

REGISTRATION CATEGORY AND PAYMENT INFORMATION

REGISTRATION CATEGORY, continued

Please include your team name.

Early Registration for Teams:

This registration form must be received by May 5, to qualify for a team registration. You must have at least four people from the same organization, community or school AND they all must attend on the same day(s). Each team member MUST submit their own registration form and include the names of the team members.

My team name is: _____

My team members are:

1. _____
(Your name)
2. _____
3. _____
4. _____

PAYMENT INFORMATION

Total payment: \$ _____

- Check # _____ is enclosed.
MAKE CHECK PAYABLE TO: Healthy Communities Conference.
- Purchase order # _____ enclosed.
- Complimentary registration: No registration fee, but the \$9 fee for the baseball ticket does apply.
- Check will be mailed prior to the conference.
- Please charge my credit card:
 - VISA
 - MASTERCARD

CARD NUMBER

EXPIRATION DATE - REQUIRED

NAME ON CARD CARD (PRINT CLEARLY)

SIGNATURE

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SESSION ATTENDANCE—This information is required to process your registration. Please check each session you plan to attend. Using the agenda, indicate the workshop and training numbers for each session.

May 29 Conference Sessions

- Continental breakfast
- Opening keynotes
- 11:00 a.m., Group 1: Session # _____
- Lunch
- 1:45 p.m., Group 2: Session # _____
- 3:15 p.m., Group 3: Session # _____

May 29 Evening Options

- Lansing Lugnuts baseball game
- I will attend the film presentation.
- I am interested in the group dinners.

May 30 Trainings

- Continental breakfast
- Training Session: # _____
- Lunch

ADDITIONAL INFORMATION

Please check all information that applies to you, especially whether we can include you in the program book, to be distributed to all participants at the conference.

- I have the following physical requirements:

- Lunch entrée preference:
 - Chicken
 - Fish/Salmon
 - Vegetarian
- I have the following additional dietary restrictions:

- Please **INCLUDE** my name and address as it appears on this registration form in the on-site conference materials.
- Please do **NOT** include my name in the on-site conference materials.
- Please send me information on sponsoring/exhibiting.





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8:00 A.M.

Registration opens
Healthy Continental Breakfast with the Exhibitors

9:00 A.M.

Welcome and Introductory Remarks

9:15 A.M.

**Keynote Address #1: Making a Difference:
Building Partnerships for Healthy Communities**

Dean Sienko, MD, Health Officer/Director, Ingham County Health Department, Lansing, MI

- ▶ Laying the foundation for why we need to include the built environment in our thinking about healthy communities
- ▶ The importance of partnerships
- ▶ The health and economic connection

10:00 A.M.

Keynote Address #2: Health and the Built Environment (and What We Can Do to Improve Both)

Reid Ewing, Associate and Research Professor, National Center for Smart Growth, University of Maryland, College Park, MD

Mr. Ewing will review the evidence on the effects of the built environment on traffic safety, physical activity, obesity, air quality, and greenhouse gas emission, and will provide best-in-class examples of places that are modifying their environments to improve public health. The examples will be at the state, metropolitan, city, and neighborhood levels.

10:45 A.M.

Break with Exhibitors

11:00 A.M.

Concurrent Sessions: Group 1

Session #1: ▶ Why Policy Matters

Bill Bobier, Multi-client Lobbyist and Farmer, Lansing, MI

Former Michigan Legislator, multi-client lobbyist and community-supported farmer, Bill Bobier offers his helpful, if irreverent, observations on the importance of local, state and federal policy decisions for issues of food, health and the built environment. Mr. Bobier will discuss the fundamentals of the legislative process, key players and how to identify the relevant ones, the role of citizen activists in influencing public policy and strategies for effectively connecting and building relationships with policy makers.

Session #2: ▶ Regional Green Planning

Mike Score, Agricultural Innovation Counselor, Michigan State University Product Center and Co-founder, Food System Economic Partnership, East Lansing, MI

Ray Grew, Board Member, Ann Arbor Township, Ann Arbor, MI

Timothy Walden, Manager, Strategic Facility Planning, Kahn Global Services, Inc. Detroit, MI

Integrating “green” thinking into community economic development is an evolving art. During this session, participants will learn from applied work of a five-county collaborative initiative to strengthen the regional food system in southeast Michigan. The presenters will focus on two specific examples: using preserved farmland as a resource for nurturing consumer-responsive agricultural production, and establishment of a green energy research and development center.

Session #3: ▶ Local Philanthropies: Enhancing the Food and Fitness Environment

Linda Jo Doctor, Program Director, Health, W.K. Kellogg Foundation, Battle Creek, MI

Geneva Williams, President and Chief Executive Officer, City Connect Detroit, Detroit, MI

Tom M. Woiwode, Director, GreenWays Initiative, Community Foundation for Southeastern Michigan, Detroit, MI

Risa Wilkerson, Vice President of Active Communities, Governor’s Council on Physical Fitness, Health and Sports, Lansing, MI

Although the prevalence of poor diet and physical inactivity has created a national health crisis, increasingly there are innovative responses to address the variety of social and environmental factors that impact health and quality of life. Local and national philanthropies are supporting community initiatives for access to locally grown, healthy, affordable food, and safe and convenient places for physical activity and play. **Linda Jo Doctor** will discuss work of the W.K. Kellogg Foundation’s Food and Fitness Initiative, and the national partnership of philanthropies called the Healthy Eating and Active Living Convergence Project. **Geneva Williams** will talk about the Food and Fitness initiative in other community and foundation partnerships hosted by City Connect Detroit. **Tom Woiwode** will present the Community Foundation for Southeastern Michigan’s GreenWays initiative. **Risa Wilkerson** will share her experience with the Active Living project funded by Robert Wood Johnson Foundation in Jackson, and a similar program funded by Ruth Mott Foundation in Flint.

THURSDAY, MAY 29, continued

Session #4: ▶ Creating a Local Plan to End Hunger in Your Community

Jane Marshall, Executive Director, Food Bank Council of Michigan, Lansing, MI

Paul McConaughy, Program Leader, Michigan Nutrition Network, Michigan State University, East Lansing, MI

As Michigan struggles to rebuild its economic infrastructure, it cannot afford to lose the creativity and productivity of a significant portion of its population to hunger. During this session, the presenters will address why it is important to end hunger in our communities and data sources to describe the need, as well as policies that can be implemented to end hunger and the steps needed to implement them. In this interactive session, participants will be able to draft a brief action plan to start the implementation process in their own communities.

Session #5: ▶ State Trails Plans

Nancy Krupiarz, Director, Michigan Trails and Greenways Alliance, Lansing, MI

Annamarie Bauer, Trails Planning Specialist, Recreation and Trails Section, Michigan Department of Natural Resources, Lansing, MI

Details from the Governor's Trail Plan, "Michigan Trails at the Crossroads" and the "Connecting Michigan Statewide Trailways Vision and Action Plan" will be explored during this workshop. There will be particular emphasis on the implementation phase of the recommendations contained in these plans.

12:15 P.M.

Adjourn for lunch

12:40 P.M.

Luncheon Address: Where Health Happens: Leveraging Place to Create Change

Robert McKinnon, Founder and President
YELLOWBRICKROAD

Many Michigan communities are creating healthier environments for their residents to live, work and play. Learn innovative ways that communities can market themselves so people and investors are drawn there and residents can take advantage of the healthy opportunities available to them.

1:30 P.M.

Break with Exhibitors

1:45 P.M.

Concurrent Sessions: Group #2

Session #6: ▶ Engaging Volunteers to Advocate for Policy

Jen Hunt, Grassroots Manager, American Cancer Society, East Lansing, MI

Justin Bishop, Prevention Specialist, Clean Teens, Ypsilanti, MI

When working toward changes in public policy, volunteers can be a highly influential and motivated resource. However, many first-timers find it challenging when faced with the prospect of engaging volunteers. During this session, participants will gain a greater understanding of the importance and influence that volunteers can have when confronting advocacy issues. Discussion will include strategies for recruiting and retaining volunteers as well as communication and engagement tactics based on real-world experiences.

Session #7: ▶ Growing Cooler: The Evidence on Urban Development and Climate Change

Reid Ewing, Associate and Research Professor, National Center for Smart Growth, University of Maryland, College Park, MD

Meeting the growing demand for conveniently located homes in walkable neighborhoods could significantly reduce the growth in the number of miles Americans drive, shrinking the nation's carbon footprint, while giving people more housing choices and travel options. Mr. Ewing will address the central role of the built environment as both a key contributor to climate change and an essential factor in combating it. The influence of climate change and climate policy also will be addressed. Participants will learn about climate change planning tools such as mixed use development, transit, access to walkable and bikeable neighborhoods and new urbanist community design.

Session #8: ▶ Pedestrian and Bike Roadway Design Features: Safe, Smart and Defendable

Ronald Emery, Assistant Attorney General, Michigan Department of Transportation, Lansing, MI

Josh DeBryn, Pedestrian and Bicycle Coordinator, Michigan Department of Transportation, Lansing, MI

Designing streets for pedestrian and bicycle safety is an essential component of creating healthy livable communities. Does the pursuit of safety and implementation of "something new" expose your agency to increased liability? This session will speak to issues of personal and agency liability with respect to design elements that can increase pedestrian and bicycle safety such as: "road diets" (from 4 to 3 lane conversions), mid-block pedestrian crossings, crosswalks at unsignalized intersections, and bike lanes.

THURSDAY, MAY 29, continued

Session #9: ▶ Food Deserts and Public Health: Data, Strategies, & Solutions

Mari Gallagher, *Principal, Mari Gallagher Research & Consulting Group, Chicago, IL*

This session shows clear and engaging snapshots of Michigan's Food Desert Dilemma, how the USDA Food Stamp program is helping or hurting the situation, how to conduct an empirical and objective "Food Balance" assessment, and what planners, municipal leaders, public health advocates, and market actors can do to improve local food access, community health, and market conditions.

Session #10: ▶ Policy! POLICY!! POLICY!!! What Policy Can Do For Your Community

Richard Skalski, *Consultant, Kalamazoo, MI*

Orlando Todd, *Smoke-Free Environment Specialist, Michigan Department of Community Health, Lansing, MI*

When are policies needed? How do they get done what is intended? Policies alone are not always as powerful as they need to be to get the job done. Linking plans, policies and/or funding can achieve your goals. The speakers will share Michigan experiences on policy implementation to connect a community with a network and facilities for commuters and recreation for families to increased physical activity and safety. They will also discuss policy execution for tobacco free environments and sustainability of healthy food access.

3:00 P.M.

Break with Exhibitors

3:15 P.M.

Concurrent Sessions: Group 3

Session #11: ▶ Increase Physical Activity by Knowing the Users of Your Parks, Trails and Walkways

Julian Reed, *Assistant Professor, Department of Health and Exercise Science, Furman University, Greenville, SC (invited)*

SOPARC (System for Observing Play and Recreation in Communities) was designed to obtain direct information on community park use, including relevant concurrent characteristics of parks and their users. It provides an assessment of park users' physical activity levels, gender, activity modes/types, and estimated age and ethnicity groupings. Additionally, it provides information on individual park activity areas, such as their levels of accessibility, usability, supervision, and organization. Physical activity and recreation are positively associated with good health. Parks, trails, and walkways can be developed and enhanced to increase physical activity in your community when you know your audience and SOPARC can assist you with it.

Session #12: ▶ Walking the Talk: Creating Transit Ready Development

Harrison Rue, *Executive Director, Thomas Jefferson Planning District Commission, Charlottesville, VA*

Learn how to develop your community so it is age-friendly and meets the needs of residents with disabilities. The concept of "livable for a lifetime" and how higher levels of public transit services can be supported by including "transit readiness" considerations in design plans, roadways and developments also will be addressed. Participants also will learn how transit supportive strategies for place-making and growing into a transit-oriented development over time can be incorporated in their communities.

Session #13: ▶ Biofuels: How Could Michigan's Bioeconomy Affect Your Food?

Steven Pueppke, PhD, *Assistant Vice President for Research and Graduate Studies and Director, Office of Bio-based Technologies, Michigan State University, East Lansing, MI*

Director of the Michigan Agricultural Experiment Station, Dr. Steve Pueppke will address the important relationship of Michigan's growing biofuel economy to its vibrant agricultural system. He will explore the connections, opportunities, and challenges involved in balancing a profitable farming economy with local access to fresh, healthy foods as biofuels become a staple crop for farmers across Michigan. According to Dr. Pueppke, "the strength and diversity of Michigan's food and agricultural system are qualities that can boost the Michigan economy... We have all the prerequisites in place to make Michigan an outstanding place to live and work."

Session #14: ▶ Growing Communities: Improving Access to Healthy Foods through Community and School Gardens with Innovative Land Use Strategies

Erin Caudell, *Program Coordinator, Applewood/Ruth Mott Foundation, Flint, MI*

Jennifer Gettings Jamelyn, *Program Manager, Mixed Greens, Grand Rapids, MI*

Megan Merrill, *Agriscience Instructor and FFA Advisor, Springport Schools, Springport, MI*

Hear from three Michigan organizations that are working to improve community health through gardening initiatives. By linking schools, urban gardeners, land banks, and local development authorities through creative and innovative collaborations and strategies, these communities are growing together!

May 29 workshops continued on the next page ▶

DESIGNING HEALTHY, LIVABLE COMMUNITIES CONFERENCE AGENDA

THURSDAY, MAY 29, continued

Session #15: ▶ Active Commuting: The Future of Worksite Wellness

Jennifer Miller, *CompuWare, Detroit, MI*

Jessica Yoroko, *MidMichigan Environmental Action Council, Lansing, MI*

Sarah Panken, *Active Communities Coordinator, Governor's Council on Physical Fitness, Health and Sports, Lansing, MI*

Tired of t-shirts and water bottle approaches to worksite wellness? Breathe new life into your worksite wellness efforts by incorporating physical activity into workday travel. Learn how “active transportation” has been promoted as a worksite wellness option with worksites in three Michigan communities, through policy change and program efforts. Panelists will share experiences and lessons learned when implementing active transportation policy and programs at their worksites or through community events targeted for worksites. Finally, participants will learn tips for assessing worksite policy and starting an active transportation initiative at their own worksite or community.

4:30–5:30 P.M.

Networking Reception with Exhibitors

Must-be-present-to-win Prize drawing

EVENING

Optional Events: Use the registration form to sign up for one of these optional events.

Baseball! See the Lansing Lugnuts take on the Great Lakes Loons in a great Class A baseball game. Walk to the stadium and enjoy box seats for the game at the incredible price of \$9 per person! Go to www.lansinglugnuts.com for more information on the team.

The Movies! A special screening of *Where Do the Children Play*, followed by a discussion of this innovative public television program.

Food! The Lansing area offers a wide variety of restaurants. If you're interested in joining a group for dinner, check the option off on the registration form and then see the conference registration desk the morning of May 29th to sign up for a specific eatery.

FRIDAY
MAY 30

DESIGNING HEALTHY, LIVABLE COMMUNITIES CONFERENCE AGENDA

7:00 A.M.

Registration Desk and Healthy Breakfast opens

8:00 A.M.

Training Sessions—Please note these sessions end at different times.

Training A: ▶ Legislation and Policy: But I Hate Politics!

Session ends at 2:00 p.m.

Katherine Knoll, *American Heart Association, Midwest Affiliate, Okemos, MI*

Jean Doss, *J. Doss Consulting, Lansing, MI*

Andy Kilpatrick, *City of Lansing Transportation and Parking Office, Lansing, MI*

Enhance your skills in the areas of greatest opportunity for impact by city and county supporters for policies supporting the built environment around physical activity, nutrition and tobacco-free environments. Participants will learn how to get from a good idea to policy in a political world using a case study from Lansing: How a bike path idea failed with Lansing City Council and lessons learned on how to get politically from good idea to policy. Then, you'll be taken to Advocacy 101 “Boot Camp.” The “train the trainer” approach will be used so you can go back to local groups and organize other advocates.

The training also will teach you how to tell your story to a lawmaker, using examples of advocacy – good/bad/ugly on action words, message, letters, meetings with

legislators; link to local decision making bodies; lingo, jargon, and acronyms. Then, for a real “hands on” experience you will be prepared for your meeting with a legislator after lunch.

Training B: ▶ Transforming Community: Real Tools for Relevant Change

Session ends at Noon.

Andy Bowman, *Grand Valley Metropolitan Council, Grand Rapids, MI*

Norman Cox, *ASLA, The Greenway Collaborative, Ann Arbor, MI*

Reid Ewing, *Associate and Research Professor, National Center for Smart Growth, University of Maryland, College Park, MD*

Smart growth, sustainable design, form based codes, new urbanism; with all the buzzwords out there it's no wonder confusion prevails. There are common elements embedded in these concepts that in combination can transform a community into a vital and connected place. At this session you will learn how to: precipitate immediate and long term positive change by creating density, diversity and urban design elements that foster transit, bike and pedestrian activity; create human scale places where people want to be; nurture a regional perspective that acknowledges the interrelatedness of many communities; and create complete and sustainable streets as the most important public space in any community. This interactive session highlights a panel of state and national experts who will introduce place making concepts, offer tangible case studies, and provide corresponding tools that can be implemented in your community.

FRIDAY, MAY 30, continued

Training C: ▶ Successful, Sustainable Farmers Markets: What Does It Take?

Session ends at Noon.

Dru Montri, *Michigan State University, East Lansing, MI*

This workshop, conducted by farmers market sponsors, managers and educators, is for people who want to consider, collaborate with, support and/or enhance a farmers market in their community. Drawing from experiences in Michigan and elsewhere, session facilitators will combine short presentations, small group discussion and individual work to assist participants in developing a sound basis for developing or enhancing a successful, sustainable farmers market “back home.” The workshop is organized by members and leaders of the Michigan Farmers Market Association. (www.farmersmarkets.msu.edu)

The discussion will include (1) ways in which farmers markets can benefit consumers, farmers, communities; (2) how different purposes or missions result in different types of farmers markets; (3) the steps involved in developing and operating a farmers market; (4) how to identify individuals and organizations as potential partners and supporters; (5) special issues associated with farmers markets that successfully serve low-income areas; (6) how to conduct market feasibility studies; (7) farmers market organizational structures and how each accomplishes critical farmers market functions; (8) how to recruit farmers and/or grow new farmers; (9) steps to create market bylaws/rules, secure a market manager, develop an initial budget, and establish market records; and (10) sources of assistance for farmers markets and ways to sustain market over time.

Training D: ▶ Mobile Workshop—Registration is Limited to the first 25 registrants.

This session ends at approximately Noon. Boxed lunches will be provided.

This session will be facilitated by **Art Slabosky** of the Michigan Department of Transportation and **Alison Nix** of the Governor’s Council on Physical Fitness, Health and Sports. The workshop will be conducted rain or shine--please dress appropriately! Participants should be able walk or wheel over a 20 minute route.

Workshop participants will view several examples of good design practices in Lansing’s downtown. Participants will begin with a brisk walk on the Lansing River Trail to observe how a natural corridor can be integrated into a business and industrial area. The next stop will be the Hunter Park Hoophouse for a presentation on strategies to ensure access to fresh produce in an urban neighborhood by Joan Nelson, Director of the Allen Neighborhood Center. Participants will then enjoy

a brief refreshment break at Gone Wired and Everybody Reads, which have become de facto community centers. The workshop will conclude with a visit to Old Town Lansing, where Jamie Schriener-Hooper, Executive Director of the Old Town Commercial Association, will guide the group through this walkable community that features a brownfield redevelopment project, the new home of the Michigan Fitness Foundation, and a new housing development. Don’t miss this great exploration of Lansing and all it has to offer!

Training E: ▶ Walking the Talk: Using Practical Consensus Building Techniques, Effective Public Participation Methods and Charrettes to Turn Ideas into Policy and Policy into Action to Rebuild Our Communities

Session ends at 2:00 p.m.

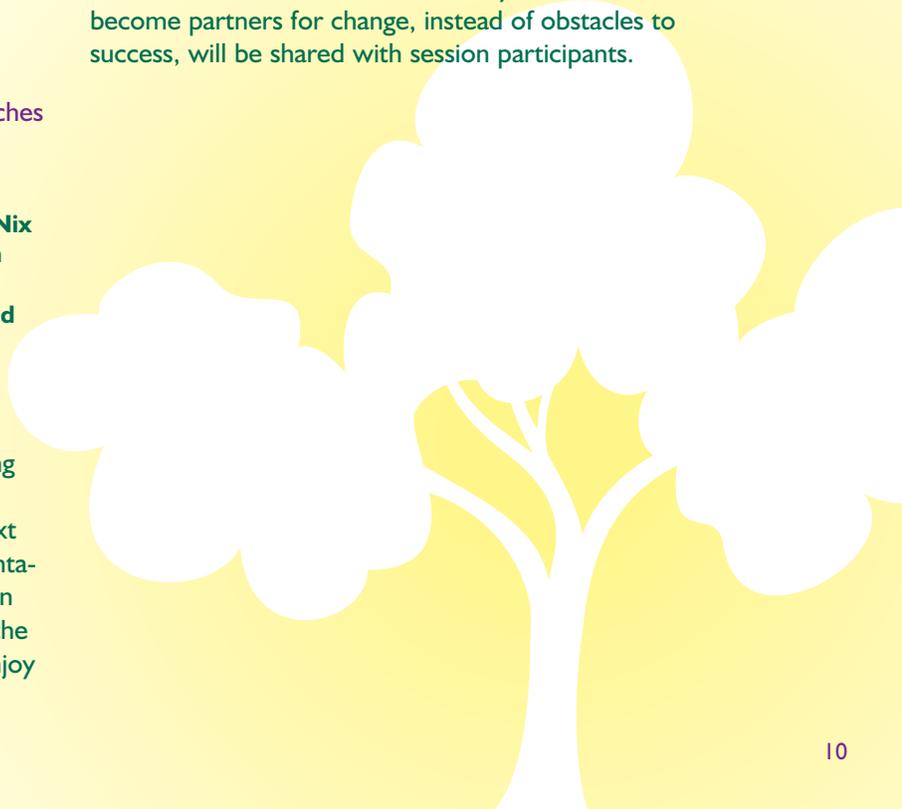
Paul Hamilton, *Chief Planner, Tri-County Regional Planning Commission, Lansing, MI*

Maureen McDonough, PhD, *Professor, Department of Forestry, Michigan State University Extension, East Lansing, MI*

Harrison Rue, *Executive Director, Thomas Jefferson Planning District Commission, Charlottesville, VA*

David Brain, PhD, *Board Member and Trainer, National Charrette Institute and Faculty, New College of Florida Sarasota, FL*

Learn to implement and facilitate collaborative consensus building, effective public participation techniques, charrettes and other practical methods for formulating policy changes. Learn how to turn policy into actions which rebuild your community. Tried and true methods to get the public and stakeholders to attend your meetings, feel like their voices are heard, come to your next event and become partners for change, instead of obstacles to success, will be shared with session participants.





**DESIGNING
HEALTHY LIVABLE
COMMUNITIES:**

The Power of Policy

**THURSDAY, MAY 29 and
FRIDAY, MAY 30, 2008**

The Lansing Center
Lansing, Michigan

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Planning Partners
invite everyone
involved in the
planning, development
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of a community to
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Healthy Livable
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Michigan Department of Community Health

**American Heart Association, Greater Midwest
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American Planning Association

**American Society of Landscape Architects,
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C.S. Mott Group for Sustainable Food Systems

**Governor's Council on Physical Fitness, Health
and Sports**

JJR

Michigan Association for Local Public Health

Michigan Association of Planning

Michigan Department of Transportation

Michigan Environmental Council

Michigan Land Use Institute

Michigan Public Health Institute

Michigan Recreation and Park Association

Michigan State University Extension

Michigan Townships Association

Michigan Trails and Greenways Alliance

Tri-County Regional Planning Commission