



The Center for Community Health and Evaluation
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Seattle, WA 98101-1448



Evidence.
Equity.
Empowerment.
Evolution.

Health departments & communities working together

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Special Invitation to a One-Day Conference

Wednesday, July 9, 2008
8:00 am – 5:00 pm
The Center for Healthy Communities
at The California Endowment
1000 North Alameda Street
Los Angeles



Sponsored by **The California Endowment**
Organized by **The Center for Community Health and Evaluation**

The California Endowment is the state's largest health philanthropy. TCE's vision for a healthy California is a state where community members and policymakers work together to improve health and health care, respecting the experience and knowledge of people who are most directly affected by health disparities.

www.calendow.org

The **Center for Community Health and Evaluation** designs and evaluates health-related programs and initiatives throughout the United States. An emerging CCHE specialty is evaluation of the long-term legacy of grant making programs funded by foundations.

www.cche.org

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Local public health departments and community advocacy groups share many values, such a focus on place and a commitment to improving health for all. This one-day conference will consider the successes and challenges of working together on common goals. Through presentations and breakout sessions, we'll be exploring the answers to these and other questions:

Evidence: How are partnerships in California making a difference in communities?

Equity: Why can working in partnership be an effective way to address health disparities?

Empowerment: What are the tools that can be used to engage stakeholders and bring about changes?

Evolution: Where are we going from here? How can we more effectively work together for policy and systems change?

This conference is an opportunity for public health leaders, health educators, chronic disease coordinators and community advocates to engage in an ongoing dialogue on how different sectors can continue to collaborate and build on each other's strengths. Please join us at the beautiful Center for Healthy Communities for a program that will inform and inspire.

Special opportunity: The California Endowment is encouraging representatives from local health departments and community groups to attend the conference together. A limited number of travel stipends are available to representatives from community groups.

For more information about the travel stipends, please email cche@ghc.org or phone 206-287-4389.

Register online at www.cche.org

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WELCOMING REMARKS:

Marion Standish, The California Endowment

MORNING KEYNOTE PANEL:

Two experienced and engaging speakers will set the stage for the day's discussions about partnerships for health improvement.



Jim Diers

Adjunct Faculty,
Asset Based Community
Development Institute

**The ABCDs of Healthy
Communities**



Anthony Iton

Alameda County
Health Officer

**Public Health and
Communities: Making
Progress Together**

THE LEGACY OF THE PARTNERSHIP FOR THE PUBLIC'S HEALTH: PPH was a \$40 million, five-year initiative of The California Endowment that partnered 39 community organizations with 14 health departments. **Clarissa Hsu** of the Center for Community Health and Evaluation will present findings from an evaluation of PPH's long term legacy. She will be joined by members of two of those partnerships who will share their strategies for success and the challenges they faced.

CONCURRENT BREAKOUT SESSIONS: TOOLS FOR PARTNERSHIP

1. Communicating for Change: Making the Case for Health with Media Advocacy
Lori Dorfman, Berkeley Media Studies Group
2. Power to the People: Engaging Communities With GIS Mapping
Sarah Elwood, Department of Geography, University of Washington
3. Using the Ladder of Community Participation in Your Community
Mary Anne Morgan, Contra Costa County Health Services
4. Public Health Planning with MAPP: How to Listen to Community Voices
Heidi Deutsch, National Association of County & City Health Officials
Cleopathia Moore, Stanislaus County Health Services Agency
5. Beyond the Usual Suspects: New Community Partners for Policy & Systems Change
Tanya Kleinman, Center for Civic Partnerships
Dana Richardson, South Bay Partnership

STRATEGIC POLICY & PLANNING DISCUSSION: WHAT COMES NEXT?

Two seasoned veterans of the partnership process will share their perspectives on the give and take of creating successful partnerships. **Wendel Brunner** from Contra Costa County Health Services and **Barbara Becnel** from Neighborhood House of North Richmond will kick off a lively discussion of policy and systems changes that need to occur from the grass roots to the treetops. Share your thoughts and ideas during this session facilitated by **Jim Diers**.

Registration Form

Name _____

Business Title _____

Organization _____

Address _____

City, State, Zip _____

Organization phone _____ Organization FAX _____

E-mail _____ Please check if you need translation services

Breakout session preference (please indicate 1st and 2nd choices):

- Communicating for Change: Making the Case for Health with Media Advocacy
- Power to the People: Engaging Communities With GIS Mapping
- Using the Ladder of Community Participation in Your Community
- Public Health Planning with MAPP: How to Listen to Community Voices
- Beyond the Usual Suspects: New Community Partners for Policy & Systems Change

Please indicate any special needs such as dietary restrictions or disabilities:

There is no charge for registering for this conference. Continental breakfast, lunch and snacks will be provided.

Members of community groups, if you are interested in a travel stipend please check here



A block of rooms has been reserved at the Omni Los Angeles Hotel at California Plaza with a special rate of \$194 plus tax, available for the nights of July 8 and July 9.

For reservations call 1-800-843-6664 and refer to group name, "Group Health." Hotel registration must be received by **June 9, 2008** to guarantee conference rate.



Register online at www.cche.org

Or mail or FAX to Conference Registration, CCHE, 1730 Minor Ave Suite 1600, Seattle WA 98101

FAX: 206-287-4710 Phone: 206-287-4389