



# REGISTER NOW

## Childhood Obesity 2010: The Next Generation of Prevention and Management

**Saturday February 27, 2010 | 8:00am – 5:00pm**

Milton Marks Conference Center, San Francisco

### Purpose and Learning Objectives:

- **To address the science behind obesity** and provide a science-based foundation for understanding the complex issues of childhood obesity.
- **To give attendees practical tools** to implement at their work sites.

### Program:

The training consists of a teaching breakfast, a plenary, four breakout sessions, a working lunch with affinity group discussions, afternoon snack and a final mini plenary.

**To view the complete program and who should attend, please visit:**

[www.sfbreastfeeding.org/events/CO2010](http://www.sfbreastfeeding.org/events/CO2010)

**To register for the conference, please visit:**  
[www.sfbreastfeeding.org/events/CO2010/register](http://www.sfbreastfeeding.org/events/CO2010/register)

### Speakers will address:

- Physical activity
- Nutrition
- Cultural influences, attitudes, and beliefs
- Motivational interviewing
- Infants, preschoolers, school age children, and teens
- Cutting edge research
- Community concerns
- Adverse childhood experiences
- Built environment
- Office interventions
- Resources
- Special CMAF Regional Child and Adolescent Obesity Provider Tool Kit Train the Trainer Program

\*CMEs/ CEUs:

- For Physicians: The Perinatal Advisory Council - Leadership, Advocacy, and Consultation (PAC/LAC) is accredited by the Institute for Medical Quality / California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. PAC/LAC takes responsibility for the content, quality and scientific integrity of this CME activity. This activity has been planned and implemented in accordance with the IMQ and the CMA's CME Accreditation Standards through the Joint Sponsorship of PAC/LAC and Anthem Blue Cross. PAC/LAC designates this educational activity for a maximum of 6.25 AMA PRA Category 1 Credit(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education
- For Nurses: The Perinatal Advisory Council - Leadership, Advocacy and Consultation (PAC/LAC) is an approved provider by the California Board of Registered Nursing Provider Number CEP 5862. This course is approved for 8 contact hours of continuing education credit.
- For RDs: Approval for Continuing Education Units are pending for Registered Dietitians and Dietetic Technician.
- For Social Workers: "The California Board of Behavioral Sciences has approved the San Francisco Department of Public Health-Community Health Education Section-Provider #1389, as a Provider of Continuing Education for MFCC, MFT, and LCSW's."
- For Health Educators: The Community Health Education Section and the San Francisco Department of Public Health has been designated as a multiple event provider of continuing education by the National Commission for Health Education Credentialing, Inc., Provider # CA0039





## Childhood Obesity 2010: The Next Generation of Prevention and Management

Saturday, February 27, 2009  
8:00 AM to 5:00 PM

### Training Program

#### Participants Learning Objectives:

- **Increase** their science-based understanding of obesity
- **Learn** practical interventions that can be used in their practice
- **Learn** about the cultural issues related to food choices, physical activity, size and health
- **Be able** to understand environmental issues related to obesity
- **Increase** their knowledge about specific community challenges related to obesity and health disparities
- **Learn** about how to use community resources with their patients and clients.

#### 8:00 to 8:30 AM Registration

CME/CEU check-in,  
Networking, Exhibits

#### 8:30 to 8:40 AM Welcome

#### 8:40 to 9:30 AM Teaching Breakfast

#### 9:30 to 9:40 AM Break and

Physical Activity Stretch

#### 9:40 to 11:00 AM Plenary

Honey We Blew Up the Kids

#### 11:00 to 11:10 AM Break and Physical Activity Stretch

#### 11:10 AM to 12:10 PM Breakout Sessions 1

- **Breastfeeding** (Nutrition Track)
- **Energy Expenditure** (Physical Activity Track)
- **Cultural Influences** (Community Track)
- **Prenatal Influences** (Cutting Edge Track)

#### 12:10 to 1:00 PM Networking Lunch— Affinity Group Conversations

#### 1:00 PM to 2:15 PM Breakout Sessions 2

- **Nutrition Education: Working with Diverse Populations** (Nutrition Track)
- **The Science of Exercise** (Physical Activity Track)
- **Adverse Childhood Experiences and Obesity** (Community Track)
- **Motivational Interviewing** (Cutting Edge Track)
- **CMAF Child and Adolescent Obesity Provider Tool Kit Train the Trainer** (Special Program)

#### 2:15 to 2:20 PM Afternoon Snack Break and Stretch

#### 2:20 to 3:20 PM Breakout Sessions 3

- **Hands On School and After School Interventions** (Physical Activity Track)
- **Physical Activity Working with Diverse Populations** (Physical Activity Track)
- **Adolescent Challenges** (Community Track)
- **Developmental Skills Training** (Cutting Edge Track)
- **CMAF Child and Adolescent Obesity Provider Tool Kit Train the Trainer** (Special Program)

#### 3:20 to 3:30 PM Afternoon Snack Break and Stretch

#### 3:30 to 4:30 PM Breakout Sessions 4

- **Working with Parents and Caregivers Around Food Choices** (Nutrition Track)
- **SPARK Preschool Curriculum** (Physical Activity Track)
- **Diverse Families Beliefs Around Weight and Health** (Community Track)
- **Shape-Up SF** (Community Track)
- **Brief Office Interventions** (Cutting Edge Track)

#### 4:30 to 5:00 PM Putting It All to Use:

Making Sense Out of What You Have  
Learned Today

