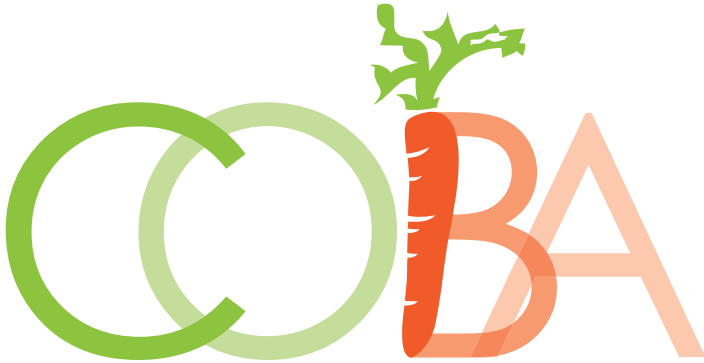


Slow Food San Francisco Presents



Childhood Obesity Bay Area  
**ANNUAL CONFERENCE**

September 24, 2011

# PROGRAM

**Commonwealth Club | San Francisco**



Slow Food®

# Welcome

to our first annual Childhood Obesity Bay Area (COBA) Conference! This conference brings together some of the most influential people in childhood obesity prevention in the Bay Area and on a national level. Our speakers represent work being done in the fields of policy, school lunch, social justice, research, medicine, education, and business. We hope attendees gain a broader perspective on childhood obesity that will lead to more effective models for change in our communities and professions.

We are excited to have those who are active and interested in the issue at the conference, and look forward to everyone contributing to the conversation in the break out sessions, during the breaks, lunch and the reception.

Childhood obesity is a huge challenge. It is a complex problem without a single, or easy solution. However we've never had so many dedicated people working on the issue with access to communication tools that allow us to share ideas and resources faster than ever before. The goal of this conference is to create a space for those working on the issue to connect and collaborate in order to strengthen everyone's work, and to more immediately reach out to at risk families and children.

We want to say a huge thank you to those who made this event possible: our talented speakers who donated their time to be here, our sponsors who were crucial in helping us put on this conference, and who are responsible for the amazing food and drinks we have, and of course to all of our attendees.

Thank you for coming to the table, and for all you do to help reverse the childhood obesity epidemic.

Laura O'Donohue

*Director, COBA Conference*  
Slow Food San Francisco

# COBA Conference Schedule

10:00-10:10am	Introductions
10:10-10:45am	Keynote Address from Dr. Greene
10:45-11:45am	Panel Discussion 1
11:45-12:00pm	Break and visit tables
12:00-1:00pm	Panel Discussion 2
1:00-1:50pm	Whole Foods Lunch
1:50-2:25pm	Keynote Address from Dr. Kessler
2:25-2:40pm	Break and visit tables
2:40-3:30pm	<b>Break-Out Sessions:</b> Policy, Community Outreach & Social Justice, Medicine, Physical Activity, and School Lunch
3:30-3:45	Youth Slam Poetry Performance
3:45-4:30	Reception with wine from Topel Winery and food from Bi-Rite Market

## Our Speakers



**Alan Greene, M.D.** Founder, [DrGreene.com](http://DrGreene.com) & [WhiteOut](http://WhiteOut.com), Author of "Feeding Baby Green"

Dr. Greene is a Clinical Professor of Pediatrics at Stanford University School of Medicine, an Attending Physician at Packard Children's Hospital, and the Founding President of the Society for Participatory Medicine. He is on the board of directors of Healthy Child Healthy World, The Lunchbox Project, and the Organic Center. He is the author of many popular health and parenting books including *Raising Baby Green* and *Feeding Baby Green*.

In 2010 Dr. Greene founded the *WhiteOut Movement* to change how babies in the United States are fed. He has been featured in the New York Times and has appeared on CNN, The TODAY Show, Good Morning America - Health, NBC Evening News, World News Tonight with Diane Sawyer, and The Dr. Oz Show. Dr. Greene was honored as one of "the 100 most creative and influential innovators working in health care today" and was named the Children's Health Hero of the Internet by Intel. He is a father of four and he wears green socks.



**David Kessler, M.D.** Former commissioner of the FDA,  
Author of “The End of Overeating”

Dr. Kessler is the former Commissioner of the United States Food and Drug Administration (1990-1997). He was appointed by President G. H. W. Bush and reappointed by President Clinton. He has also served as the Dean of the medical schools at Yale and the University of California, San Francisco and is currently a professor of pediatrics and epidemiology and biostatistics at UCSF. Dr. Kessler has a wide range of experience in research, clinical medicine, education, administration, and the law. His latest book, *The End of Overeating: Taking Control of*

*the Insatiable American Appetite* (Rodale, 2009) was an instant New York Times bestseller. He serves on the boards of various organizations including the Elizabeth Glaser Pediatric AIDS Foundation, where he is Chairman of the Board, the Center for Science in the Public Interest, and the National Center for Addiction and Substance Abuse at Columbia University. He is a member of the Institute of Medicine and the recipient of a number of awards and honors.



**Chynna Bantug, M.D.** Chief of Pediatrics at Kaiser  
Permanente, San Jose

Dr. Chynna Bantug was born and raised in Manila, Philippines and immigrated to the United States at age 15. She obtained her medical degree from the University of California Los Angeles in 1994. She then completed her Pediatric residency at Cedars-Sinai Medical Center in Southern California in 1997. She began her career as a physician at Kaiser Permanente in July 1997. Since then she has served as an Assistant Chiefs of Pediatrics and obesity champion and is currently serving as Chief of Pediatrics at the San Jose Facility. Working at Kaiser Perma-

nente has allowed her to pursue her clinical interests in obesity, neonatal sepsis and asthma. She is a Fellow of the American Academy of Pediatrics, a member of the Santa Clara County Medical Association and a board member of Project Cornerstone. She is board certified with the American Board of Pediatrics in the specialty of Pediatrics.



**Lena Brook** SF Bay Area Physicians for Social Responsibility  
and SF School Food Coalition

Lena Brook is Senior Program Associate at the San Francisco Bay Area chapter of Physicians for Social Responsibility. She serves as the Northern California coordinator of the Healthy Food in Health Care campaign, working to redefine the meaning of hospital food and accelerate the transition to a sustainable, community-based food system. Prior to joining SFPSR in 2006, Lena directed a variety of environmental health and justice projects in California, centered on chemical policy reform, and access to clean, safe and affordable drinking water, as the Associate Director of Clean Water Action and Clean Water Fund's California office.

Lena was a founding Board Member of *Urban Sprouts*, a garden-learning organization serving low-income middle and high school students in San Francisco and served as a Fellow with *Roots of Change*. She was recently appointed to the San Francisco Unified School District Student Nutrition and Physical Activity Committee, and blogs about family cooking from the food savvy-activist-busy mom perspective at *A Happier Meal*.



**Kyle Cornforth** Director, The Edible Schoolyard in Berkeley

Kyle Cornforth is an advocate for integrating education, food and life skills. Kyle has worked with educational food programs in a variety of capacities over the course of 13 years; as an AmeriCorps member, garden and chef teacher, parent, program coordinator and director.

From 2006 to 2009, Kyle served as Program Coordinator at the *Edible Schoolyard* where her responsibilities included staff management, fund-raising and event planning, curriculum development and integration, design and production of collateral materials, marketing and media management, web site content management, budget planning and

reporting, and community outreach.

In summer 2009, Kyle and her family moved to Chiang Mai, Thailand, where she assumed the role of Director of the Prem Cooking and Farming Academy, a program imbedded into a K-12 International School, and modeled on the *Edible Schoolyard*.



**Cindy Gershen** Founder, Contra Costa County Wellness City Challenge

Cindy Gershen, Bay Area native and owner of the *Sunrise Bistro* in Walnut Creek, is an advocate for healthy living and an active member of her community. After losing over 90 lbs by changing the way she ate, Cindy has helped others make the same lifestyles changes that led to her success. In 2004, Cindy rallied support to create the *Wellness City Challenge*, dedicated to challenging cities and their citizens to better health through practical education, improved nutrition, and physical activity. Cindy spearheaded the *Healthy Restaurant Association* (HRA)

in 2007. With the scientific backing Dr. Robert Lustig, and Dr. Len Saputo, among many others the “Healthy Eating Guidelines: three simple rules to live by” were born as a means to combat obesity and degenerative diseases. In 2009, the City of Walnut Creek adopted the *Healthy Eating Guidelines*. All 19 cities in Contra Costa County, County Board of Supervisors, and CA State Assembly and Senate signed the proclamation. Cindy was named California Woman of the Year in 2010 by Assembly Woman Joan Buchanan.



**Arnell Hinkle** Executive Director, CANFIT (Community, Adolescents, Nutrition, Fitness)

Arnell Hinkle, RD, MPH, is the executive director of *Community Adolescent Nutrition and Fitness* (CANFIT), a national, non-profit organization that provides training, technical assistance and strategic consultation on nutrition, physical activity and policy development for after-school providers and community based organizations. Ms. Hinkle is a registered dietitian, a 2008-2010 Food and Society Policy Fellow, and a former organic farmer.



**Denise Jardine** Whole Foods Regional “Health Starts Here”  
Coordinator

Denise Jardine, NE, is a certified Nutrition Educator in whole food nutrition, an author, and inspiring lecturer. Denise works for Whole Foods Market, Northern California, as the Regional Healthy Eating Program Coordinator delivering lively presentations to businesses, hospitals, healthcare providers, seniors, and schools. In addition to her Whole Foods Market activities, Denise is the author of *Recipes For Dairy-Free Living* and soon to be published *The Dairy-Free & Gluten-Free Kitchen* by Ten Speed Press / Random House Publishing, and is a holistic culinary nutrition instructor. Denise has been featured in the media both locally and nationally and appeared on numerous radio and television networks including KRON/NBC, KPIX/CBS and KGO/ABC.



**Paula Jones** Director of Food Systems, San Francisco  
Department of Public Health, Shape up SF

Paula Jones is the Director of Food Systems for the San Francisco Department of Public Health. She managed a city-wide food policy initiative launched by former Mayor Newsom through his Executive Directive on Healthy and Sustainable Food. She works closely with the San Francisco Unified School District (SFUSD) on capacity building, program development and long term planning, to support improved nutrition, food quality and program participation. She has worked on implementing and evaluating salad bars, introducing sustainable procurement practices, eliminating competitive foods, and expanding breakfast participation. She works with all farmers markets to ensure that they accept food stamps. Most recently she worked with SFUSD to secure funding to expand *Grab-n-Go* breakfast stations at 18 middle and high schools. She is also working with SFUSD and the San Francisco Food Banks to oversee a system-wide assessment of SFUSD’s school meals program that will provide recommendations to expand participation in the programs, improve meal quality, and increase federal funding to the program.



**Donna Matheson** Senior Research Scientist, Stanford  
Prevention Research Center

Dr. Matheson is currently a Senior Research Scientist at the Stanford Prevention Research Center in the Stanford University School of Medicine. She completed a Fellowship in Pediatrics at Stanford University in 1998. Her PhD in Nutrition Sciences is from the Pennsylvania State University. Prior to coming to Stanford University, she was an Assistant Professor at the University of Michigan School of Public Health. She conducts research on childhood obesity treatment and prevention, with a particular focus on family-based interventions. She has conducted NIH-funded research evaluating novel approaches to preventing obesity in under-served populations.

**Rebecca Prager** Berkeley Youth Alternatives HEAT program, speaking along with a young BYA Garden Intern

Becca Prager is a licensed clinical social worker who believes in the innate potential of all youth to thrive when given love and support. She is the Director of HEAT, The Health and Environmental Awareness Training Center at Berkeley Youth Alternatives (BYA), a multi-service Community Center for youth and families in West Berkeley. She is a member of the National Association of Social Workers and is on the Board of Directors of Realm Charter School and The Ecology Center. Becca has been working with youth and their families in health and wellness for over 18 years.

**Andraanee Nabors** is a 17-year-old High School senior at Berkeley High School. She has been working in the garden at BYA since she was 12 years old. She knows how to grow her own food, make pizza in a bread oven, harvest honey from bees, and build things out of wood. She is one of our youth leaders and has participated in many wonderful youth leadership programs including: Ashoka Youth Ventures, The Greenlining Institute's Investing Pays Off Summer Program, Biotech Partners at the USDA, and the Rooted in Community National Network's annual conference on Youth and Food Justice.

Thank you to our sponsors for your generous contributions to the success of today's event.



**Whole Foods Market** searches for the highest quality, least processed, most flavorful and natural foods possible because they believe that food in its purest state is the best tasting and most nutritious food there is. Whole Kids Foundation is a nonprofit created by Whole Foods Market whose mission is to support schools and inspire families to improve children's nutrition and wellness. Their ultimate goal is an end to the childhood obesity epidemic. Through partnerships with innovative organizations, schools and educators we work to provide children access to fresh, nutritious meals.



**Bi-Rite Market** in San Francisco believes that food does more than nourish: food brings people together. They think it's their responsibility to build meaningful relationships with each part of their extended family; the food they make and sell connects their staff, their guests, their producers and the environment. In this way, they "create community through food". Bi-Rite's bottom line includes a better livelihood for farmers, a smaller environmental footprint, a living wage for our employees, and our own capability to support local nonprofits, schools, artistic organizations and community groups.



For more than 15 years, Mark and Donnis Topel have crafted exquisite, artisan wines — winning medals at prestigious wine competitions and praise from the nation's best-known wine critics. **Topel Winery** uses the highest quality fruit from their estate vineyards and from selected sites that grow grapes to their stringent standards. The Topels are non-interventionist winemakers who believe in using indigenous yeasts and letting the wine evolve naturally. Their philosophy extends to vineyard management, where they adhere to strict organic and sustainable farming practices.



A WORKER-OWNED  
COOPERATIVE

**Rainbow Grocery Cooperative** strives to offer resources, education and a forum for informational exchange for many local communities and organizations. They are the country's largest retail worker-owned cooperative and San Francisco's biggest independent natural foods store. Rainbow maintains an ongoing commitment to having a positive effect in their community, both economically and ecologically.



**Dharma Merchant Services** is a sustainable, socially responsible provider of merchant services. Their mission is to provide excellent service while showing compassion for our environment, our communities, their customers and themselves. Dedicating 10% of gross profits to charitable organizations that care for sick, underprivileged, underrepresented and exploited people, animals and land is their way of showing respect and care for all aspects of our community.



**Numi Organic Tea** is rooted in the principle of creating a healthful product that nurtures people and honors the planet. Numi is committed to supporting organic tea cultivation to protect the health of farmers, the planet and you, the consumer. They are committed to supporting non-profit organizations that are doing incredible work in their communities. While they donate to organizations that support the environment, K-12 and college education and health related issues, they also strive to do their part within their own community.

Event and program design donated by Rena B. Design



**Slow Food**<sup>®</sup>

**Slow Food USA** is a national non-profit that believes everyone has the right to good, clean, and fair food. With over 200,000 supporters nationwide, Slow Food USA advocates for food and farming policy that is good for the public, good for farmers and workers, and good for the planet. Through hundreds of volunteer-led local projects, national advocacy campaigns, trainings and education, Slow Food USA seeks to transform our food and farming system through the power of everyday people. Slow Food's youth focused programs reach over 33,000 kids each year, and support 300 different school gardens.

**Slow Food San Francisco** aims to celebrate good, clean and fair food in a way that reflects our extraordinary food landscape. Through our events and programs, we hope to use the power and pleasure of conviviality to continually celebrate the importance of community and togetherness, and also to educate, change, and help where we can to promote and protect the farmers, fishermen, the environment, and fellow eaters who make our community so unique.

**Slow Food in Schools** teaches youth about the values of eating locally, seasonally and sustainably through hands-on projects. Programs range from collaborating on curricula and after school activities to improving school lunches and school garden programs. Slow Food San Francisco currently works with Sanchez School, Mira Loma Elementary School, and Paul Revere Elementary.